

# Improve your retail business with network-based people counting.



A network-based people counter is an accurate and efficient tool to improve store operations and customer service. It not only tracks the number of customers in selected parts of the store, but also provides a set of tools that enables quick evaluation of merchandising and marketing efforts. The system is installed as part of the IP network, making relevant information accessible from anywhere at any time.

With a network-based people counter there is no need to spend days gathering and analyzing customer data. Instead, statistics from several stores can be viewed and evaluated simultaneously, in real-time. This makes it possible to take immediate or long-term action to:

- > Optimize store performance.
- > Improve customer service.
- > Improve marketing and promotion efforts.



A network-based people counter allows integration with POS data to analyze customer behavior.

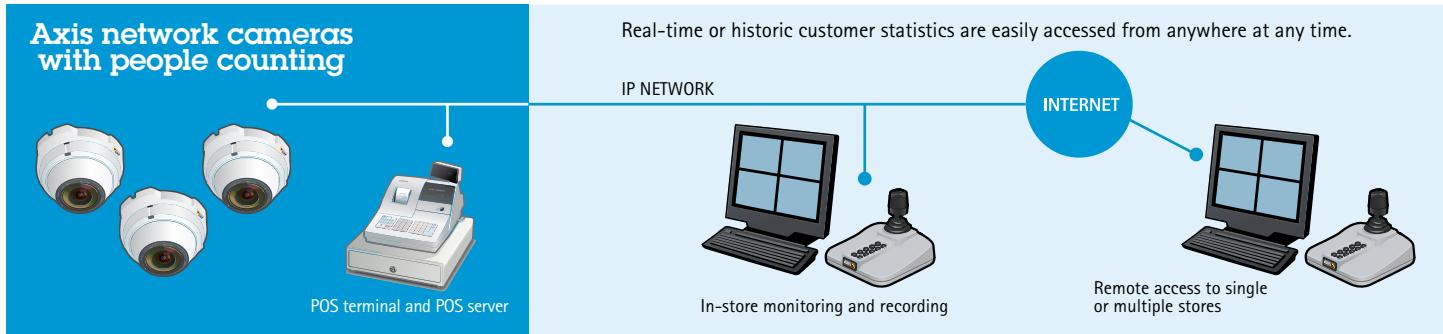
## Store optimization

**Conversion rates.** This is the key indicator of a store's performance, indicating the number of visitors who buy something. Monitoring conversion rates by stores or hours makes it easy to evaluate best practices and devise methods to increase sales.

**Customer flow analysis.** The network-based people counter provides a clear view of customer flow, so that changes can be made to revive dead areas and eliminate bottle necks. Once the changes are made, it is easy to evaluate the impact on e.g. customer movement and average sales amount.

**Space value.** Knowing how customers move helps to determine premium locations and gives invaluable information about strategic product placement. It is also a priceless aid when selling shop or merchandise space in a mall or a store.

- > Monitoring and comparison of conversion rates
- > Customer flow analysis
- > Queue management and staff allocation
- > Evaluation of marketing and display efforts
- > Real-time access to statistics



Data from the people counter provides valuable input when designing the store layout.

### Improved customer service

**Queue management.** A network-based people counter can automatically send an alert when queues reach a pre-defined length. Therefore, the number of open cash counters can be adapted to the actual need. This ensures minimum waiting time and increased customer satisfaction.

**Staffing.** In order to optimize staff shifts and opening hours, it is essential to know the customer flow at different times. Accurate data makes appropriate staffing possible at all times to improve customer care.

### Efficient evaluation of marketing and promotion

**Marketing evaluation.** With a network-based people counter, it is easy to measure the effect of marketing efforts. A successful campaign increases the number of customers, the average basket size and/or the number of sold promotion items. Customer and POS metrics are only a click away, allowing for strategic marketing decisions to boost sales.

**Displays and end-caps.** In the same way it is easy to evaluate the effectiveness of a display window or in-store displays. The impact of a redecoration is seen immediately, indicating what merchandise attracts walk-by traffic and results in a purchase.

Overall, a network-based people counting system, integrated with the POS system, provides an efficient tool to analyze and evaluate customer behavior and response.

### Why network video?

- > Superior image quality
- > Remote accessibility
- > Easy, future-proof integration
- > Scalability and flexibility
- > Cost-effectiveness
- > Distributed intelligence
- > Proven technology

### Why Axis?

- > Worldwide #1 in network video, the world's leading expert
- > Proven installations across all continents
- > Broadest product portfolio in the industry
- > The largest installed base of network video products
- > Over 30 years of networking excellence