Soluciones para cuidarnos

SYNTESYS
TECNOLOGICA

THE PROBLEM

Online World

Physical World

Rich Visitor Activity Data
+
Extensive Set of Tools
=
Optimized Outcome

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TECNOLOGICA

THE SOLUTION

Measuring the Customer Journey

01 Street Counting

02 People Counting at the door

03 Demographic Analysis

04 In Store Heatmap Analytics

05 Queue Management

06 Staff Exclusion

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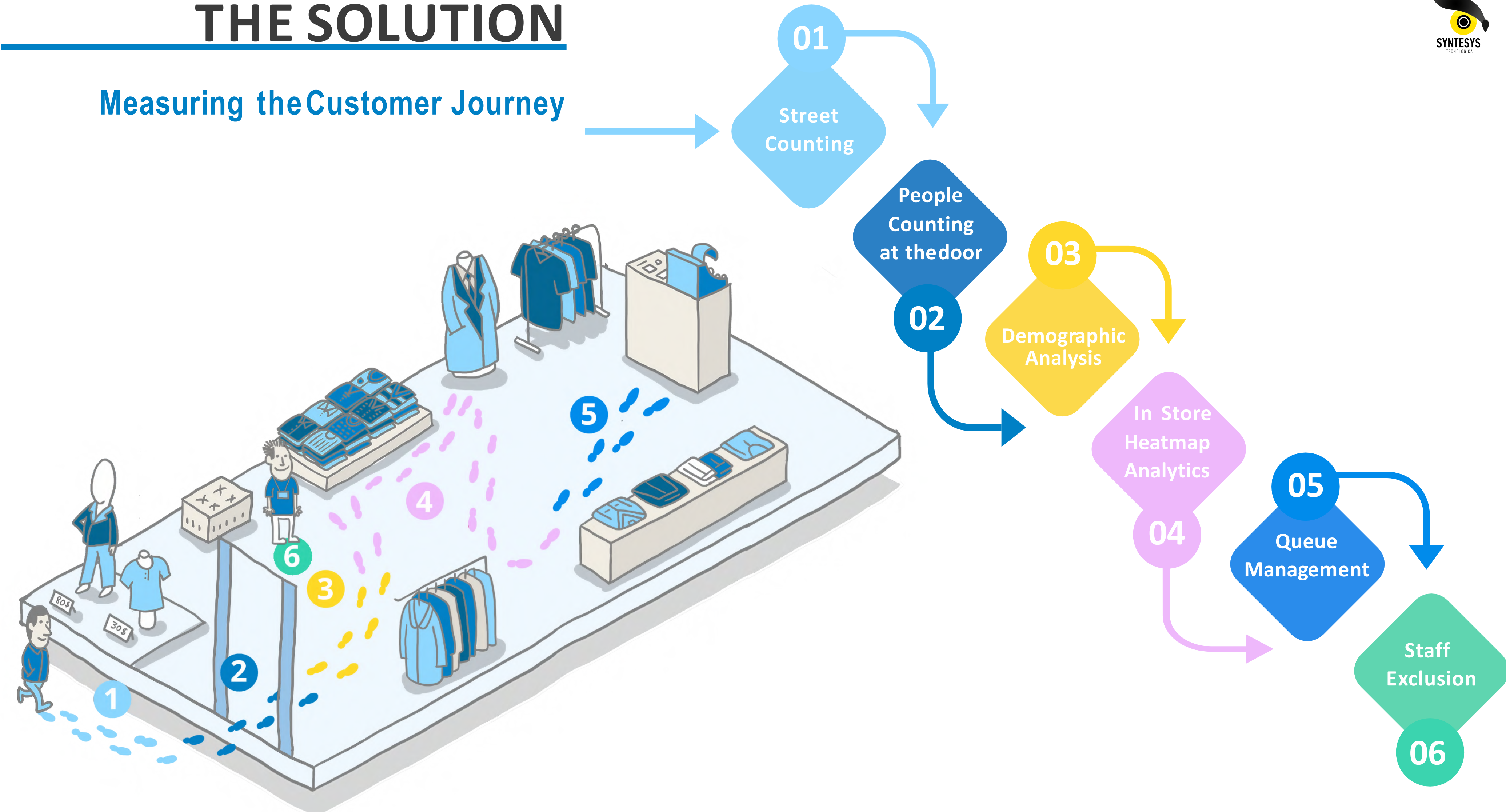
THE SOLUTION

Analysis and Optimization

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3rd Party Cameras

V-Count Devices

Wi-Fi

Weather

Staff

Campaigns

POS Devices

Business Intelligence Platform

Automated Reporting

Real-time Alerts

Analytics Recommendations

API
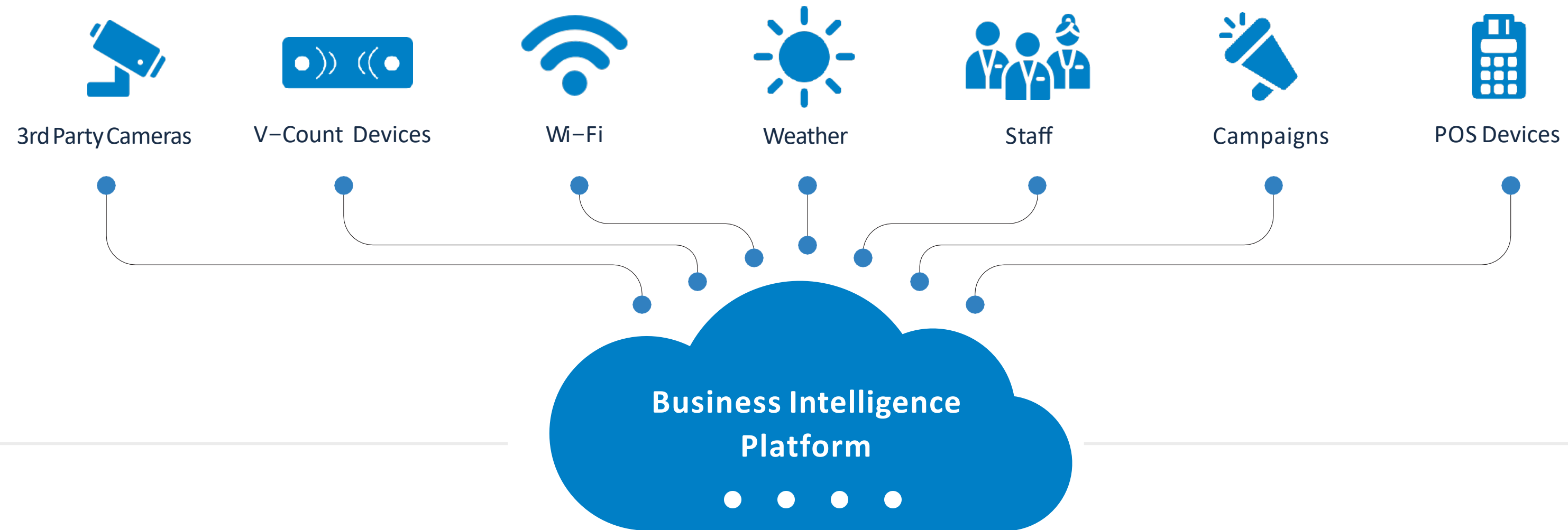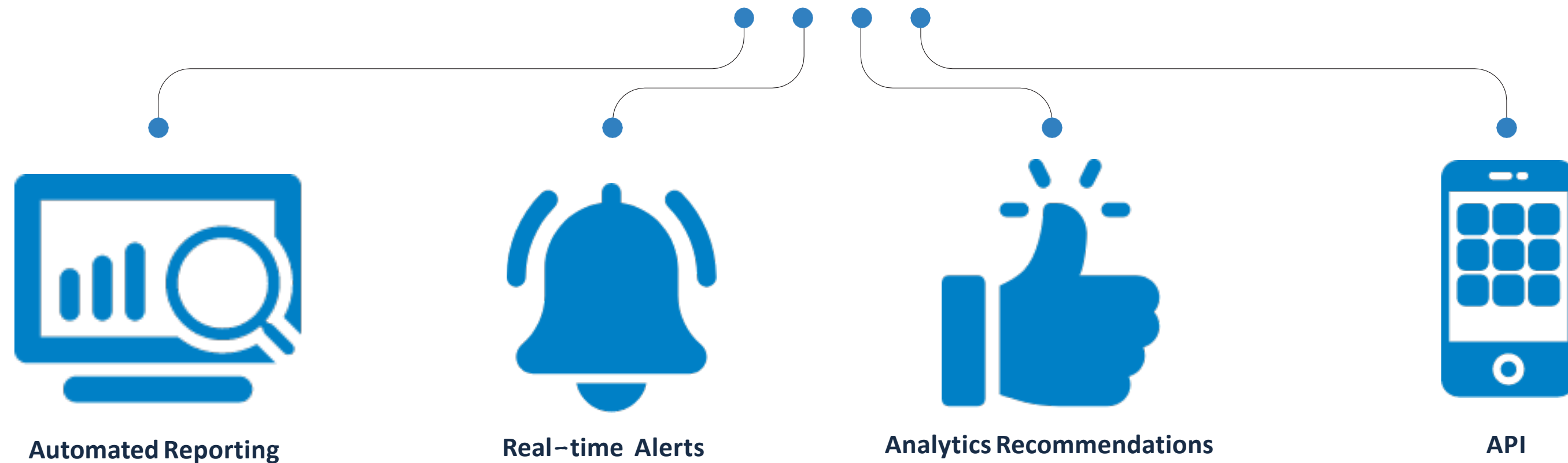
OUR SOLUTIONS

We help our customers drive their business growth through visitor analytics.

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Queue Management

Staff Exclusion

Business Intelligence Platform

Multicamera Heatmap

Demographic Analysis

People Counting

Device agnostic

Device agnostic

EVOLUTION OF TECHNOLOGY

Beam Sensors	Thermal Cameras	2D Counters	3D People Counters	All in One

- first technology for people counting
- Bad accuracy
- No bi-directional counting
- susceptible to different illuminance levels

- Second generation of people counting
- Accuracy around 85%
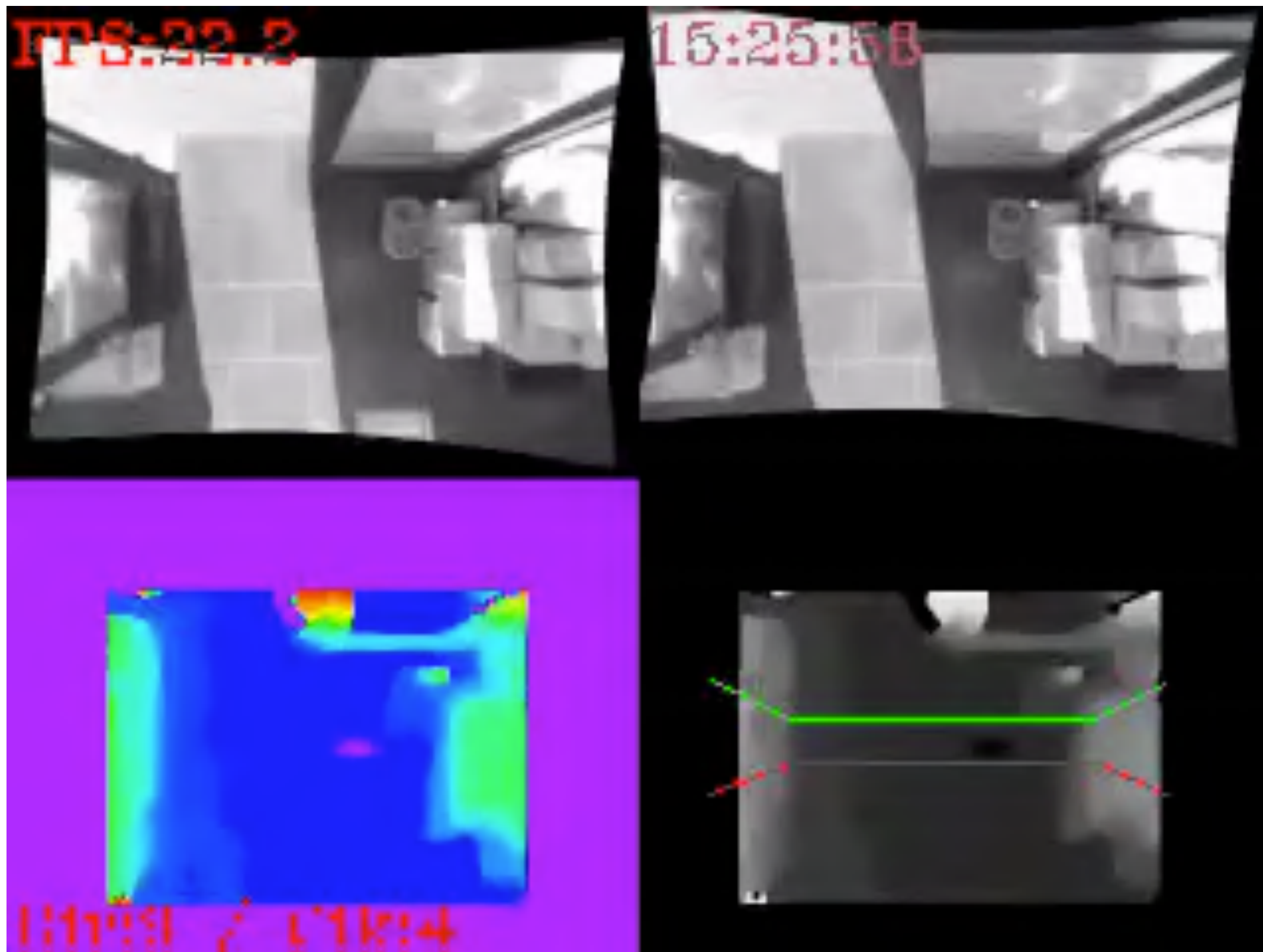- Problems when +36°C
- No concrete method to prove accuracy

- can provide up to 85-90% accuracy
- Highly Affected by lighting conditions and direct sunlight

- Single function: people counting
- Accuracy levels up to 95%

3D Computer vision + WiFi + Bluetooth (All-In-One):

All in one people counters reaches an accuracy level of 98%.

STEREO VISION

Only stereo vision technology provides depth perception similar to the human eye, counting accurately in shadows.

BOOST CONVERSION RATES

| Traffic 7000 ppl | X | Conversion %10 | X | Avrg. Transaction Value $50 | = | Revenue $35.000 |

1 point increase in conversion

| Traffic 7000 ppl | X | Conversion %11 | X | Avrg. Transaction Value $50 | = | Revenue $38.500 |

+ 1pt

+ %10

$3.500

10% increase in revenue!

1
STREET COUNTING
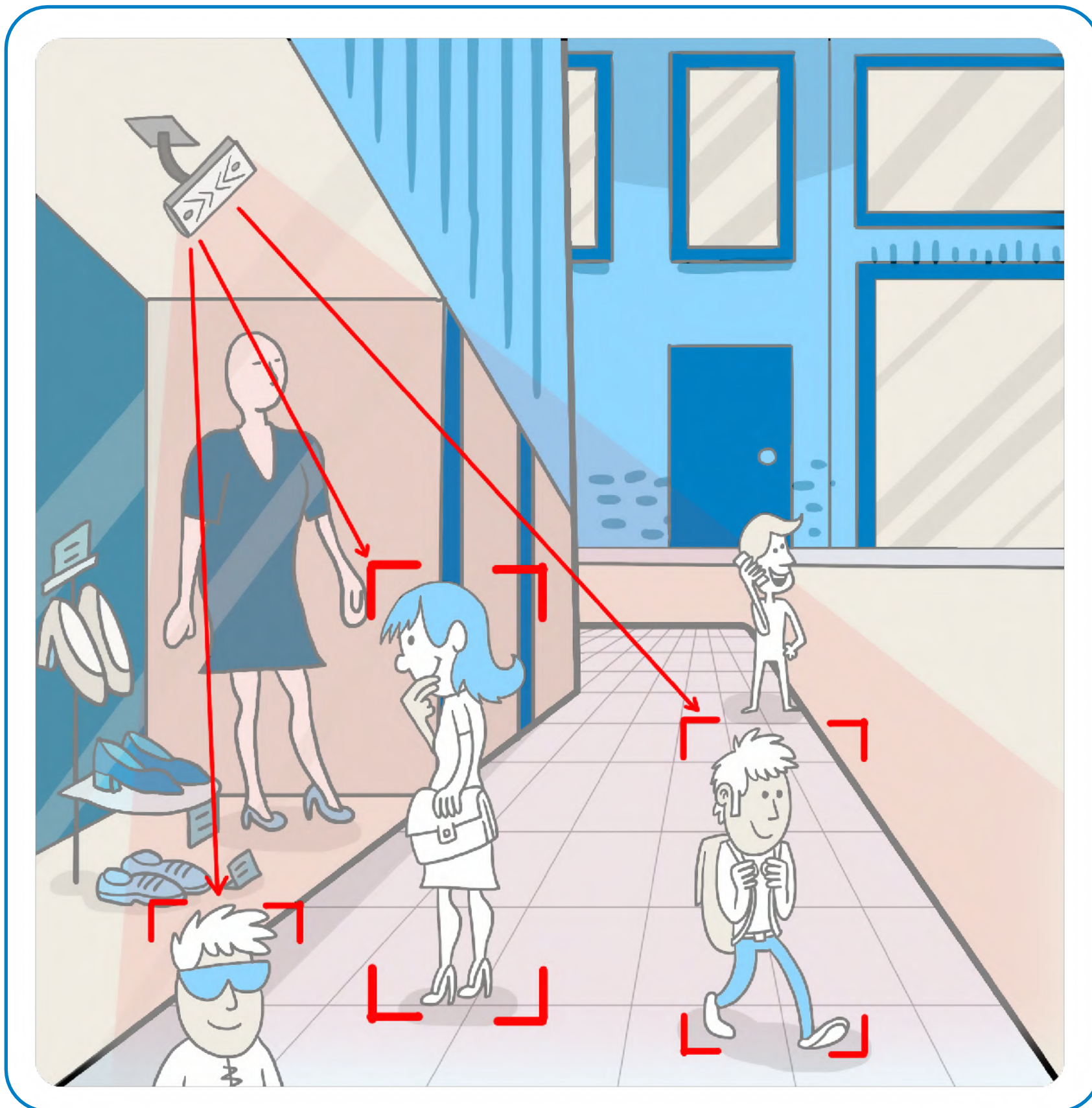
Window Displays

Measure the effectiveness of window displays and take immediate action to improve visuals to attract more customers

Leasing/Rent Optimization

Measure the traffic passing by vs coming into your location, benchmark the rent for all your locations, negotiate better deals and close underperforming ones
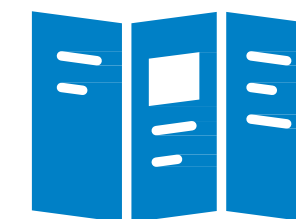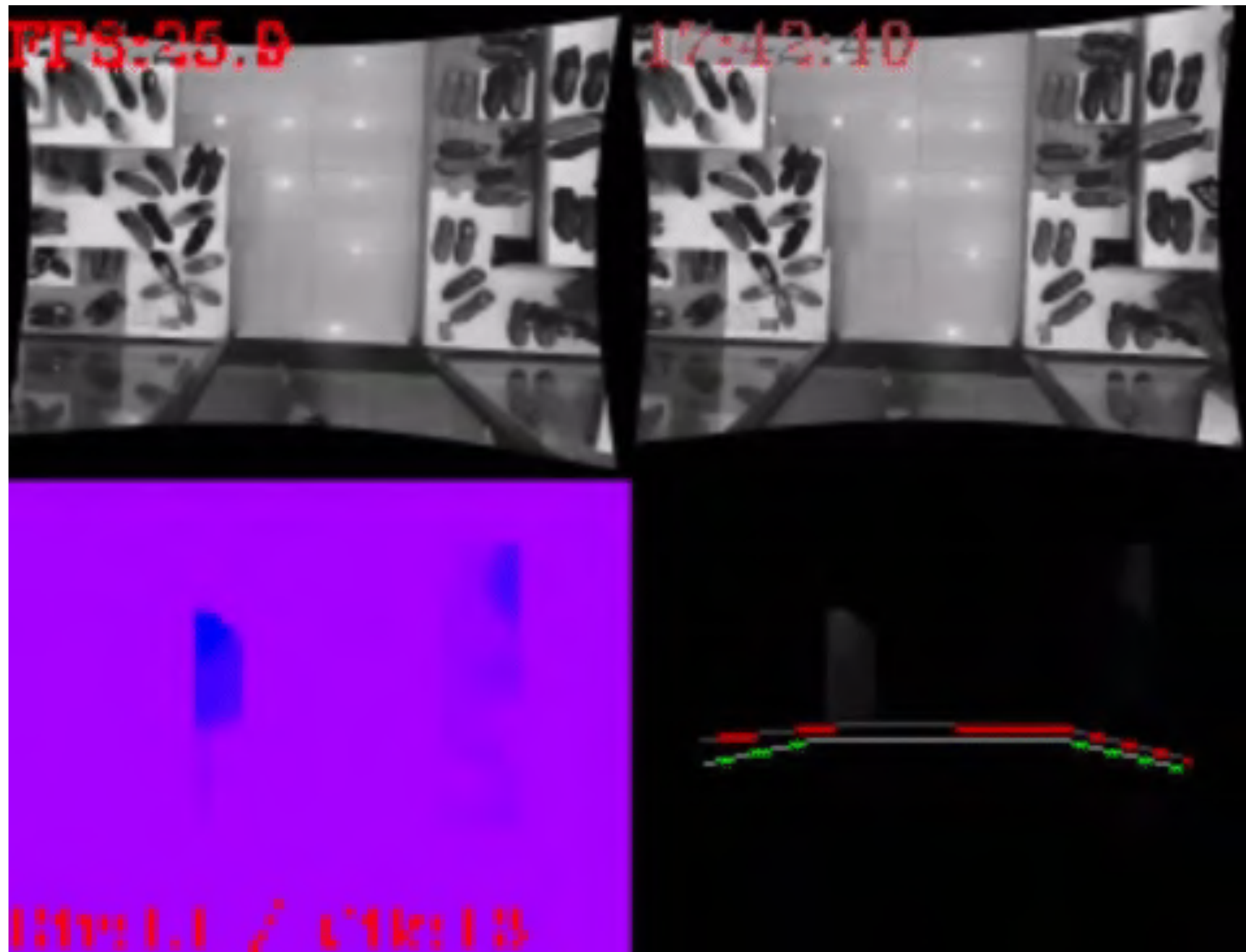
Effective Marketing Campaigns

Determine how successful are your marketing campaigns such as handouts and brochures in front of the store as well as posters on window displays

2
PEOPLE COUNTING

Staff Allocation
Optimize staff operations according to your peak days and hours, equal to the number of visitors and their needs

Real-Time Action
Count the number of people entering and exiting your store, take real-time actions to cater your visitors needs
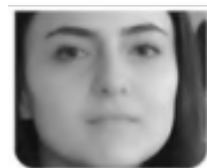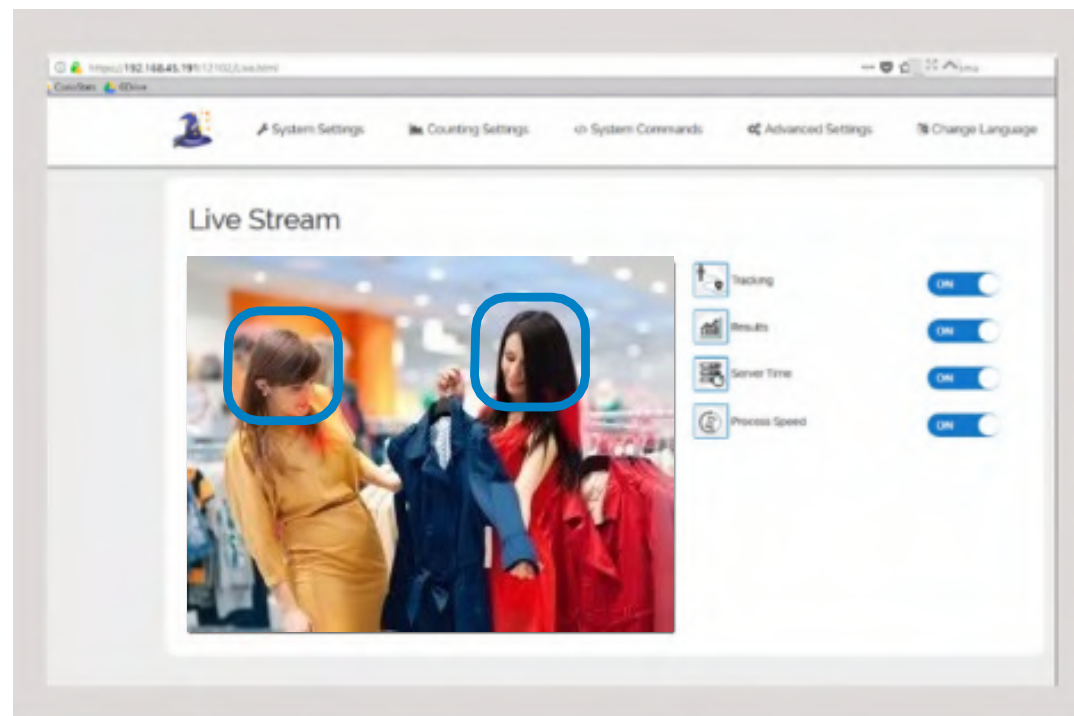
Conversion & Benchmarking
Compare your in-store conversion rates for benchmarking, locate your highest and lowest performing stores to optimize operations
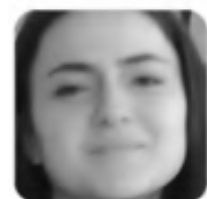
3

DEMOGRAPHIC ANALYSIS

	Gender	Age	Emotion
	female	26	neutral
	female	28	happiness

Real-Time Marketing

Change digital signage in real-time according to the moods, ages and genders of your visitors to boost conversions
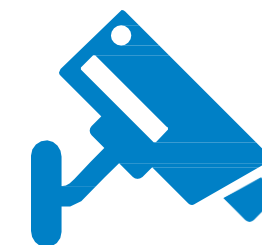
In-Store Optimization

Optimize the design of your store according to the demographics of your visitors
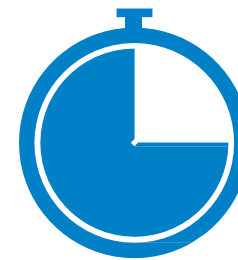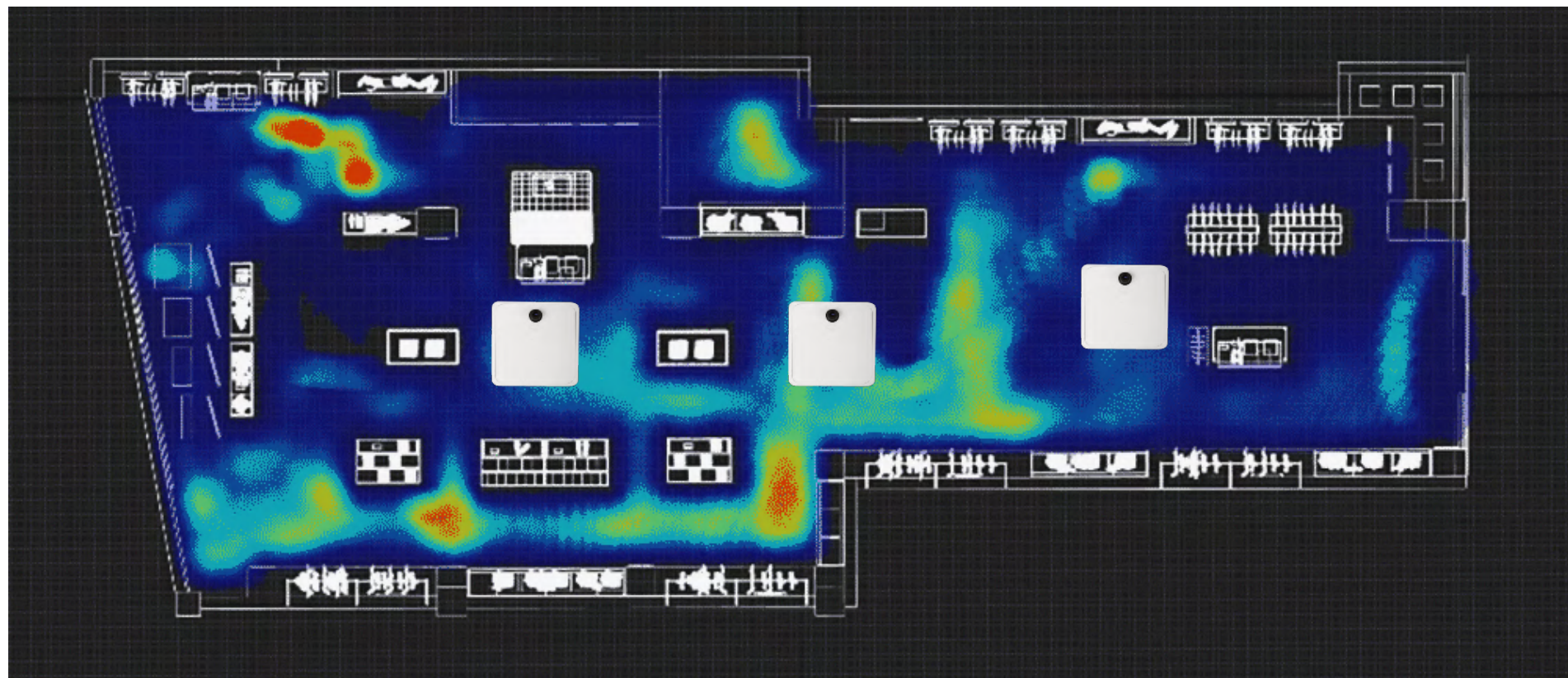
Merchandising Effectiveness

Choose assortments according to your visitors gender and age groups and increase business results

Demographic With IP Cameras

CCTV cameras monitoring entrances with an angle can be integrated for Demographic analysis

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MULTICAMERA HEATMAP ANALYSIS

Dwell Time

Compare the time spent in specific zones and compare the sales rate of different products for placement optimization
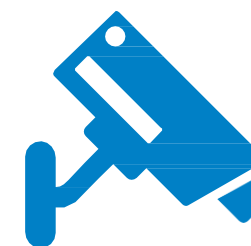
Pricing Optimization

Change the pricing and placement of the products according to hot zones

Merchandising Effectiveness

Place slow moving products in popular zones for better business results

Heatmap With IP Cameras

CCTV topdown cameras can be integrated for heatmap analysis

5

QUEUE MANAGEMENT

Real-time data
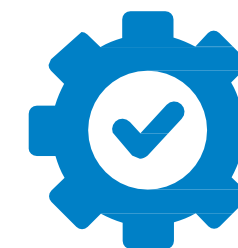

Historical data

Realtime -Notification
Measure queue lengths and act real-time with the help of notifications

Staff Allocation
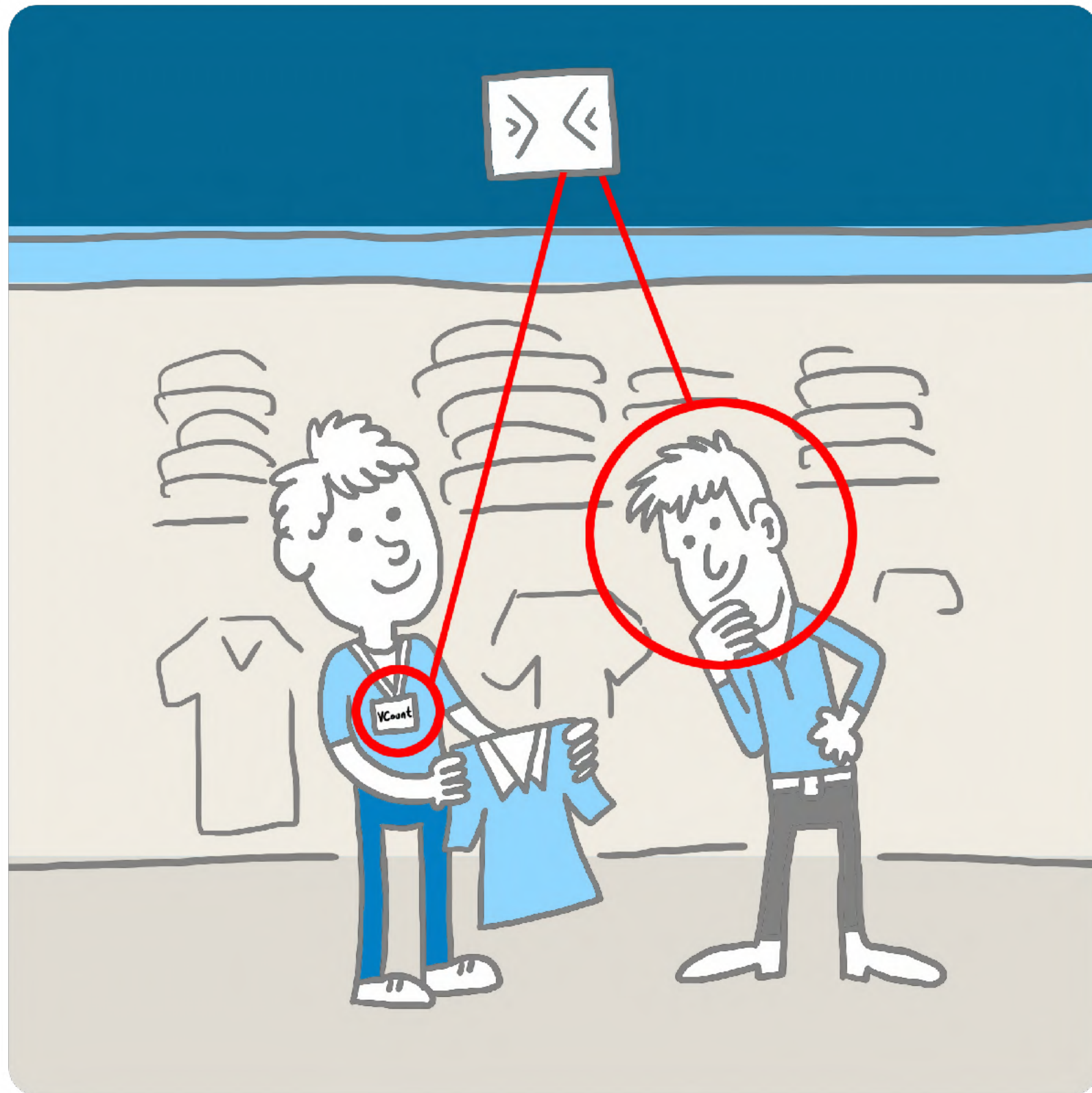Allocate staff to decrease queue lengths and minimize basket abandonment

Optimize Service
Determine service times of the staff and increase the quality of service in-store

STAFF EXCLUSION

Staff Exclusion

True visitor count, excluding the movement of staff

+

BLE Tag

Low energy Bluetooth device

BLE tags are provided for each employee exclude them from the total visitor count data.

OUR SOFTWARE SOLUTION:

360-DEGREE VISITOR ANALYTICS SUITE

Hardware AgnosticPlatform

- Cloud Based

- High integration functionality

- Supports other vendors' hardware

- Hosted on Amazon Web Services or Microsoft Azure Platform

- Includes all retail metrics

- Online health check

- Can integrate w/ online store data and compare online vs offline data side by side

- Specialized interfaces for Retail, Duty Free, Mall & Zone Occupancy (Convention center, Lounge.j

- Fully customizable

- Auto email reports in pdf, excel and API formats

- Available in app for iOS & Android
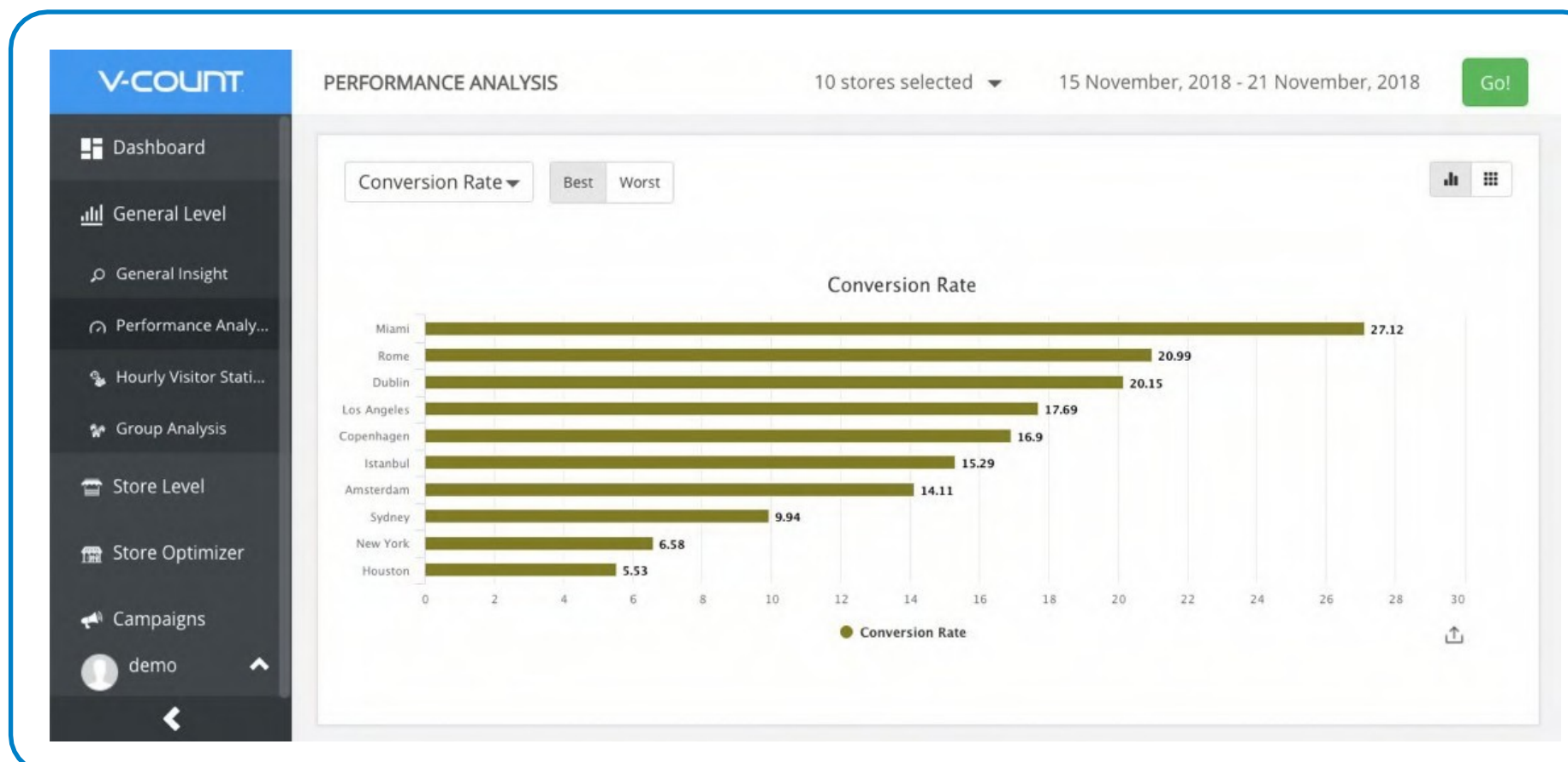
- Available in 12 languages

BIP FEATURES

TRAFFIC DATA
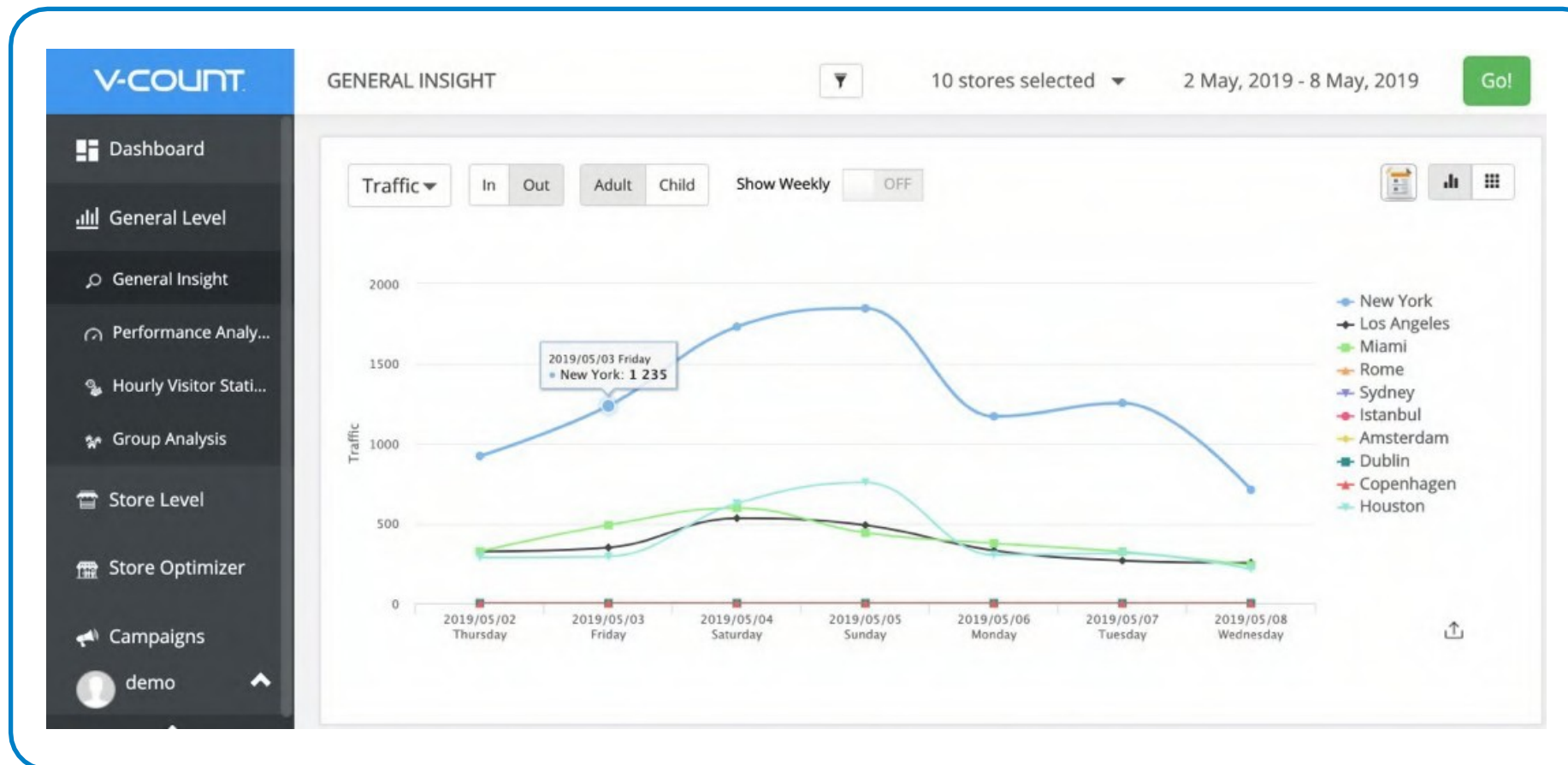
- Count the number of people entering, exiting and passing by your location **with +98% accuracy in real time.**

- First metric that should be considered is the traffic as it is the single most important KPI.
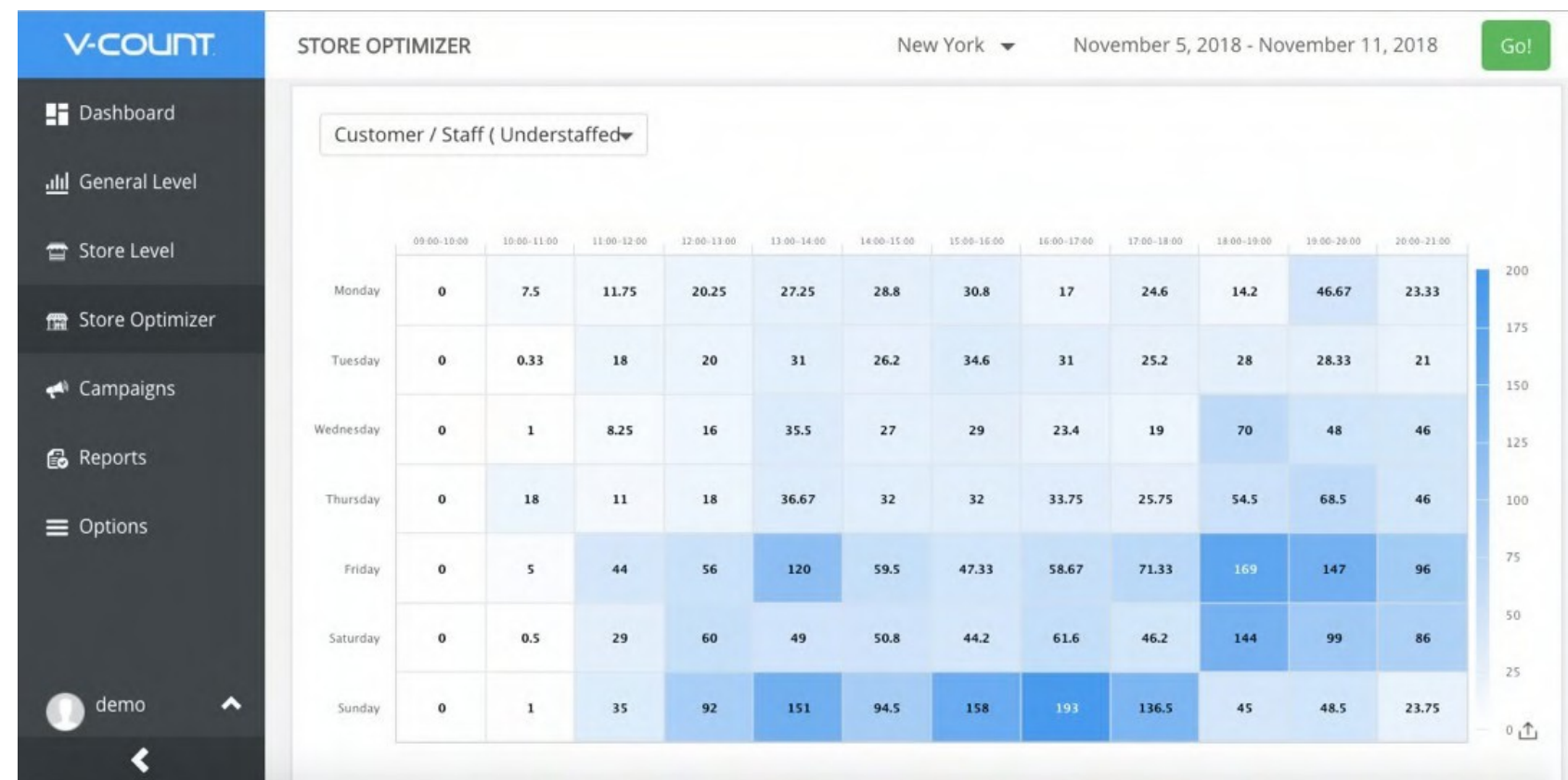
CONVERSION DATA

- To understand the effectiveness of your stores, you need to know not just your sales volume, but also how many customers generated those sales!

- Traffic alone does not translate into sales. **Converting visitors into buying customers is the real opportunity.** This is where the in-store experience gets involved.

BIP FEATURES

STORE OPTIMIZER

- Overview of customer/staff data reported to you on an hourly basis, highlighting the total number of customers catered to by your staff across the week.

- Dark colors highlight the hours and shifts during which your stores are understaffed- can be used to re-evaluate weekly staff allocations and ensure optimum customer service and experience.

COMPUTER GENERATED RECOMMENDATIONS

- We can now estimate per shift and per hour the number of staff per visitor, giving you an overall view of your staffing status.

- Thanks to Computer Automated Tips, we ensure a day-to-day right staff allocation for an optimum performance, by letting you know when more or less staff is needed.
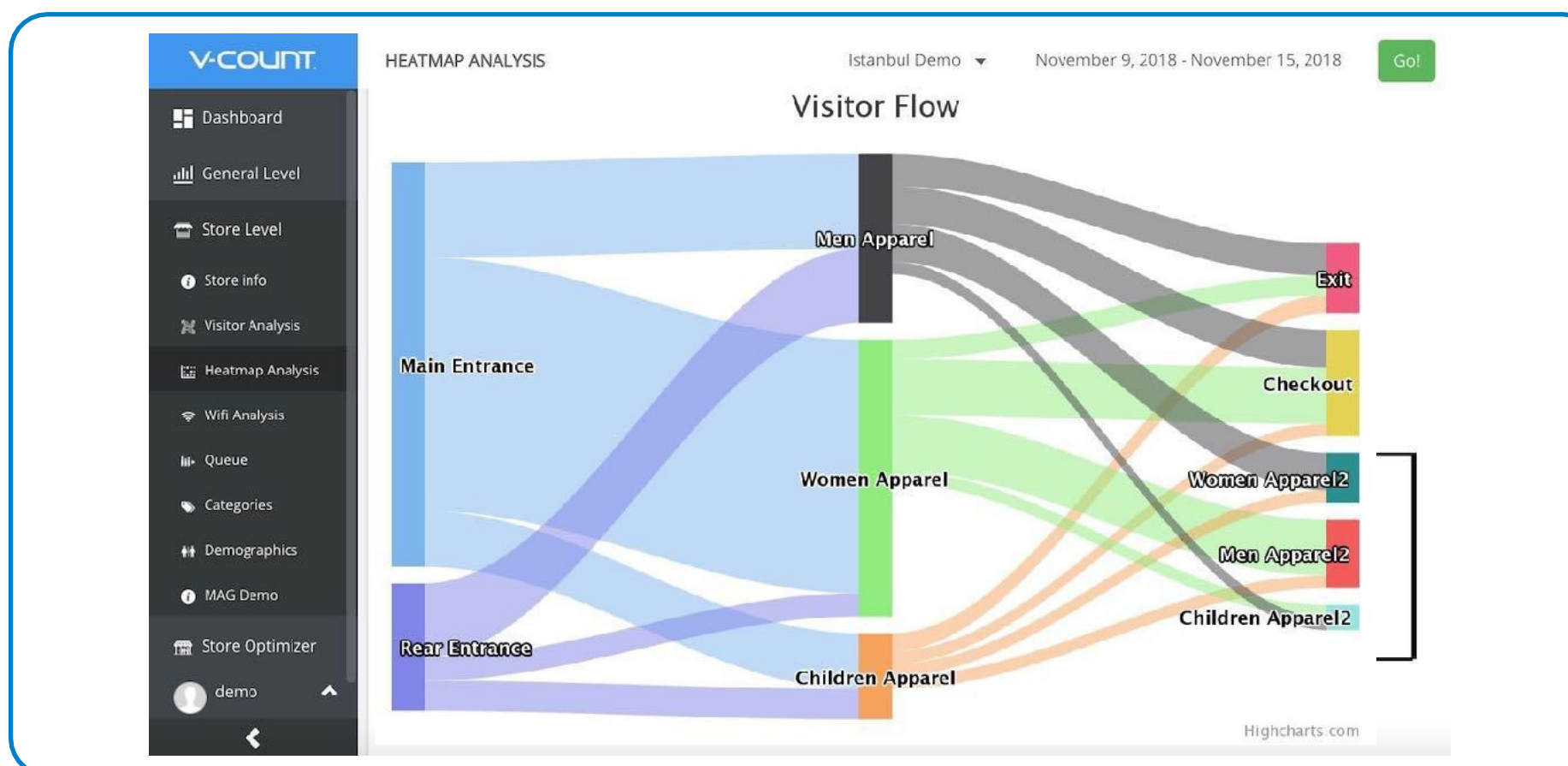
BIP FEATURES

REAL-TIME OCCUPANCY
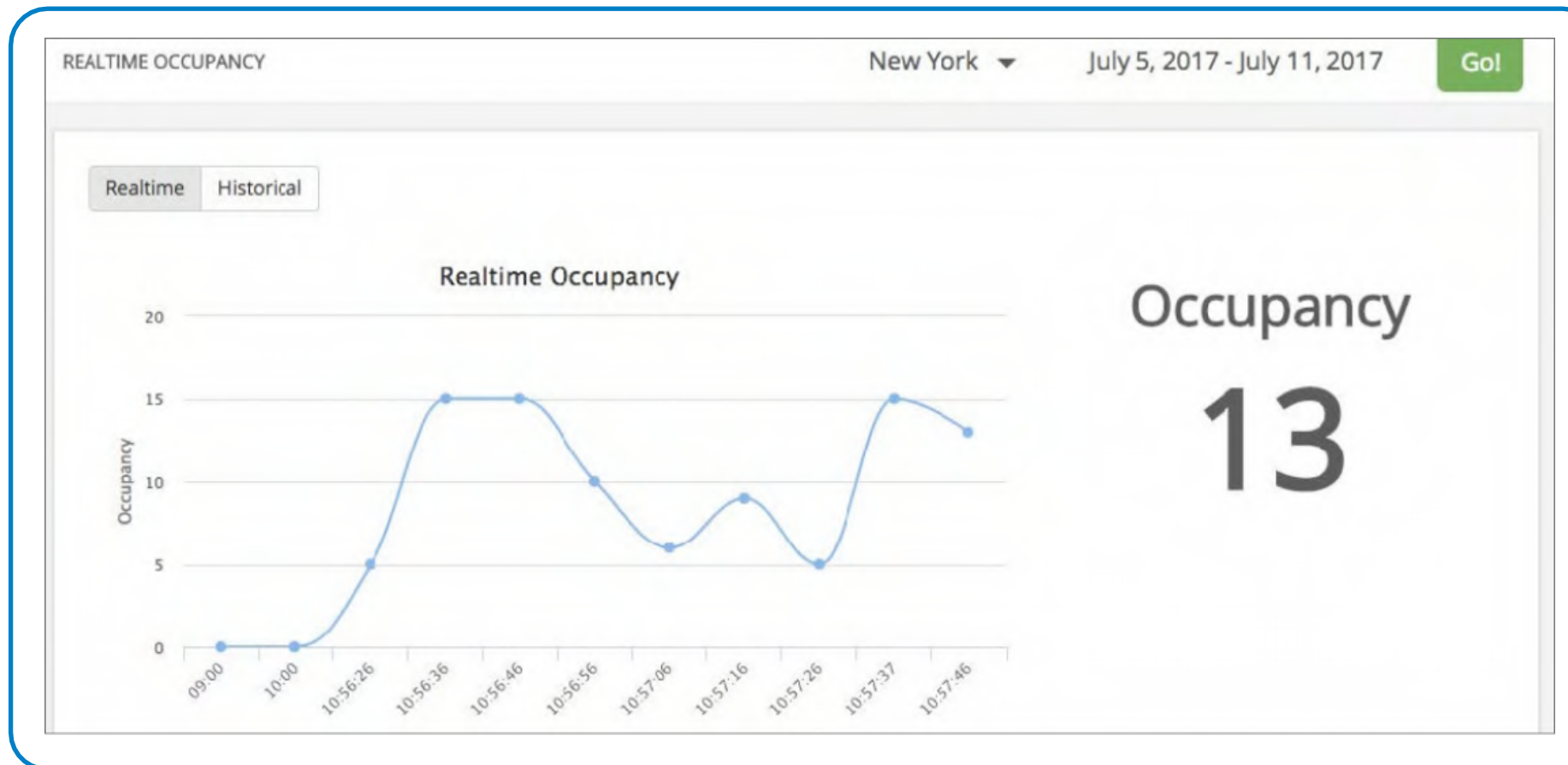
- V-Count's new, revolutionary real-time occupancy feature enables you to know how many people are in a certain area at any given time.

- Alerting system can be activated if the occupancy exceeds a predetermined threshold that allows you to take immediate actions.
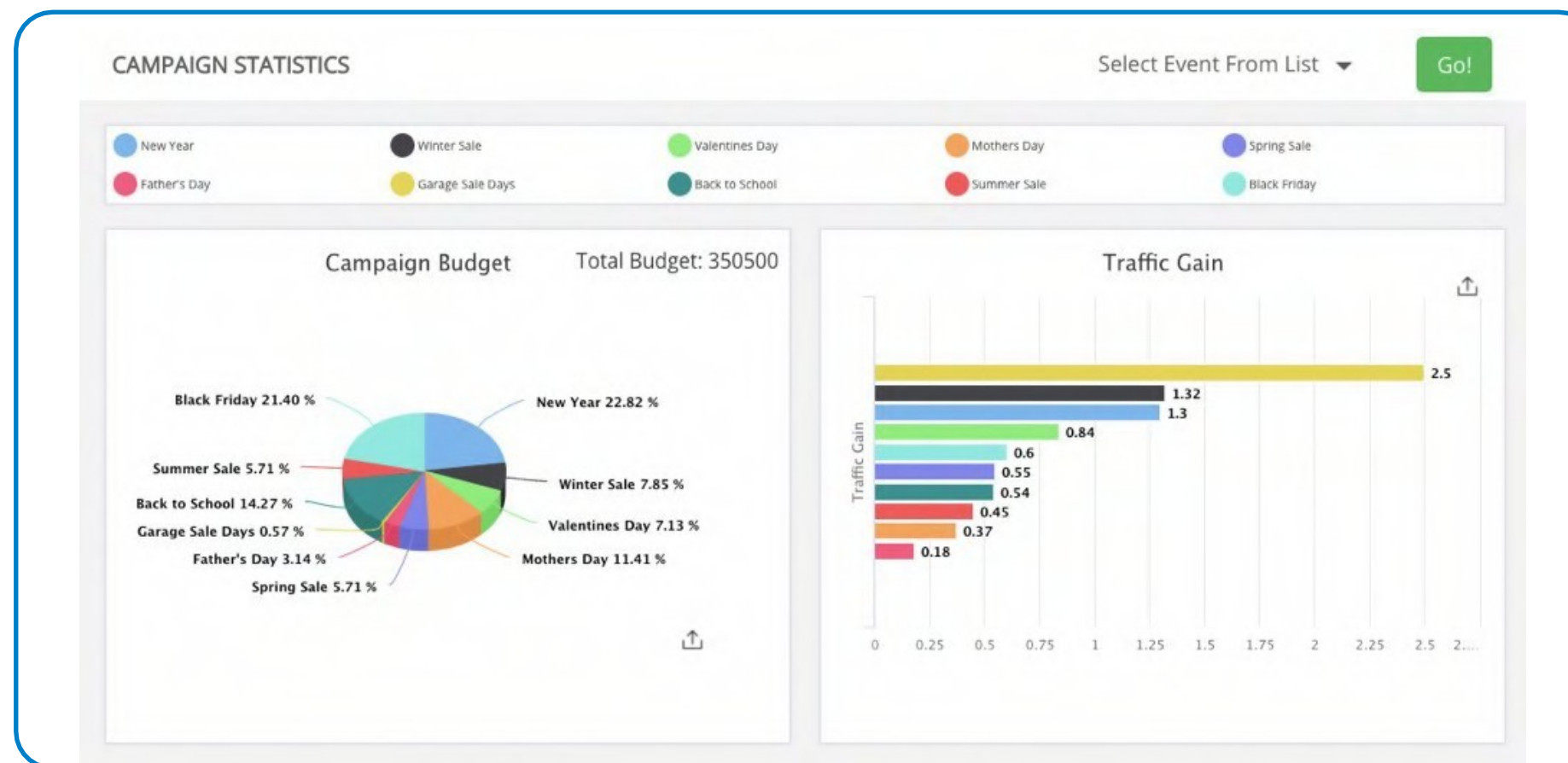
VISITOR FLOW

- Follow the visitors' path into your store.
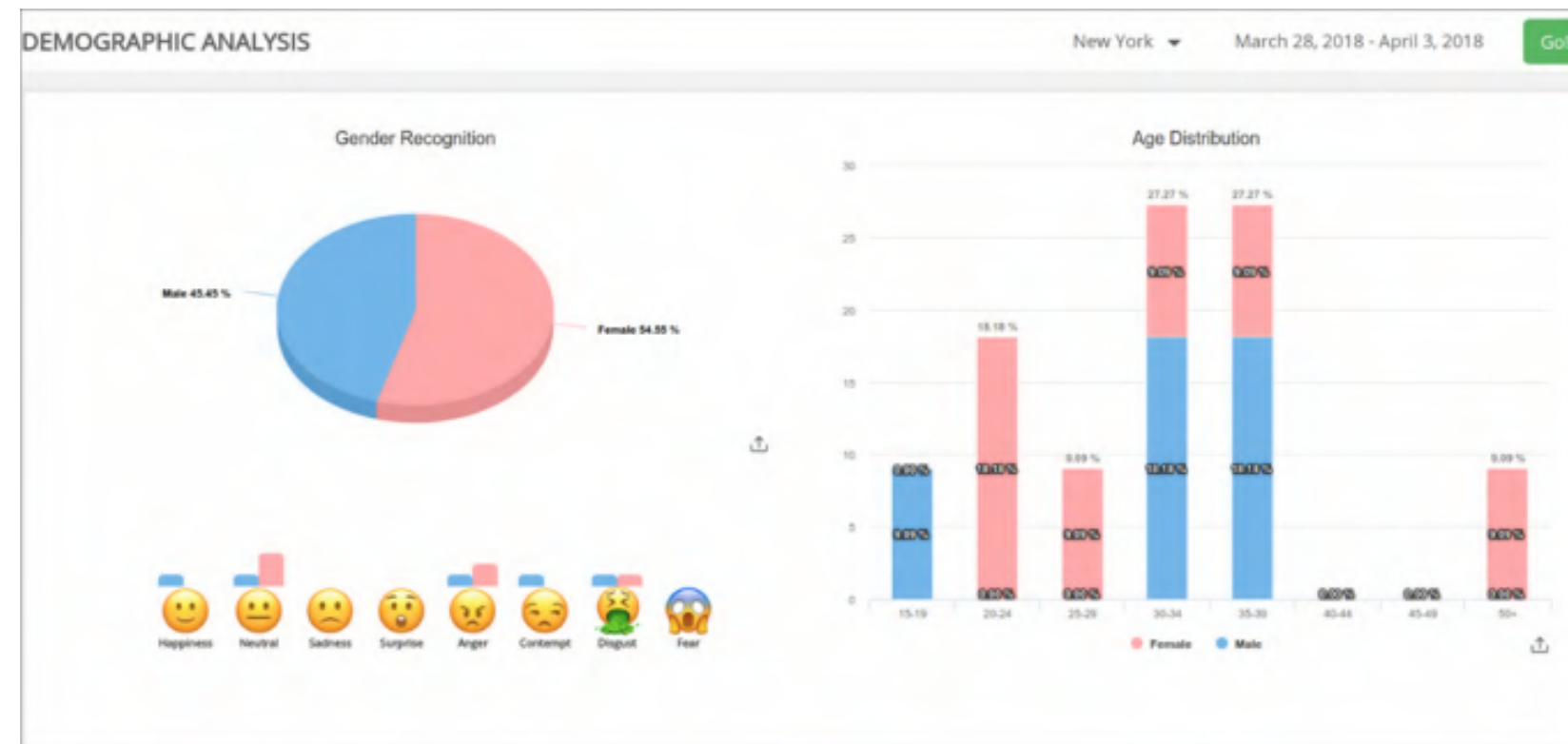
BIP FEATURES

MARKETING EFFECTIVENESS

- Marketing effectiveness feature helps you **to review all your marketing efforts on a single dashboard.** You can compare marketing campaigns and events with different budgets.

- The system automatically shows successful and unsuccessful events to help optimize the campaign budget.
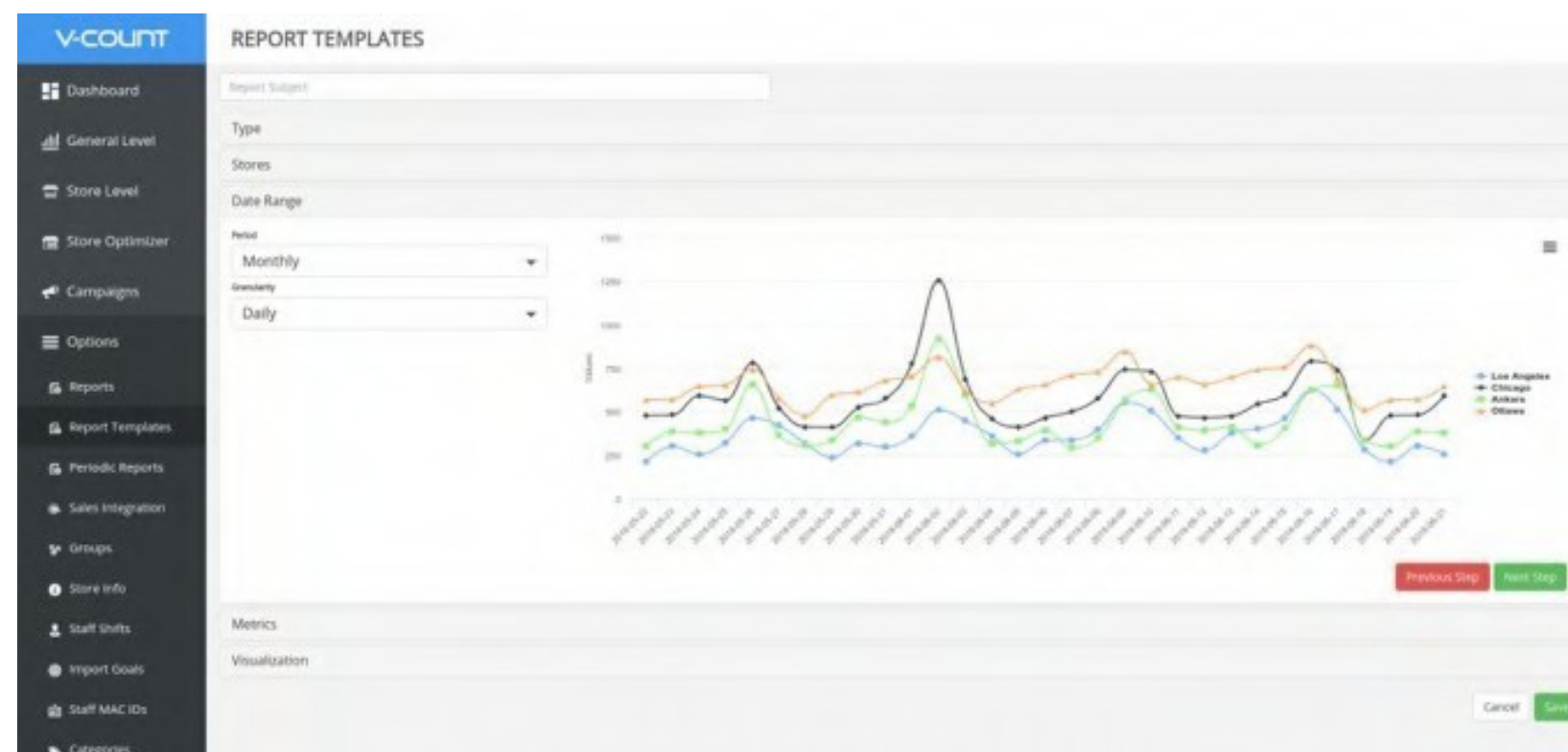
BIP FEATURES

DEMOGRAPHIC ANALYSIS

- Transform your business with the power of gathering unique real time insights about visitors by demographic analysis which provides gender, age and emotion data.

AUTOMATED REPORTING

- Automated reports are easy to use, customizable reports that is delivered to each employee according to their job function and level in the organization.

INSTALLATION &SUPPORT
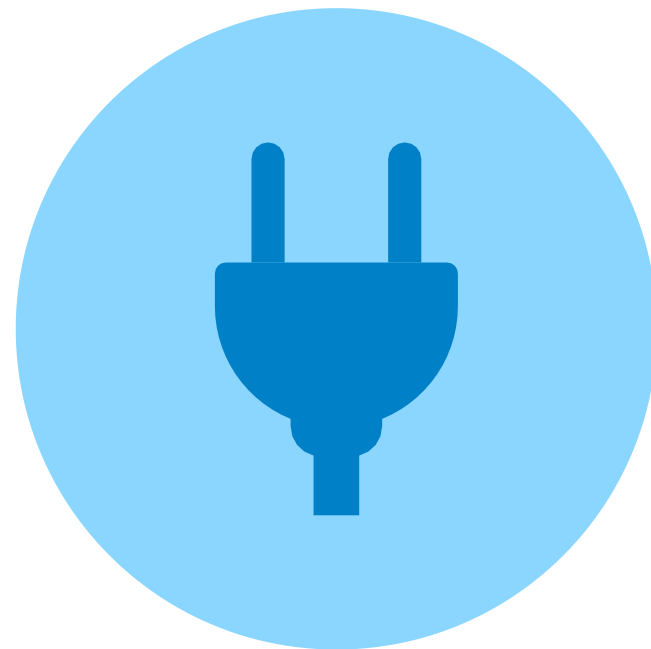
**PLUG & PLAY
MINIMUM 30
LUX API**

**24/7
SUPPORT**

**ONLINE
HEALTH CHECK**

**LOCAL INSTALLER
AND SERVICE
WORLD WIDE**

Muchas gracias!!

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