3VR | PEOPLE COUNTER

ACCURATELY RECORD SHOPPER DATA

The 3VR People Counter accurately records shoppers' entry and exit across any definable line in real-time. Store management can view this data to measure traffic in specific areas of the store, including registers, returns and changing rooms to optimize staffing levels and improve customer service. 3VR People Counter data gives operations executives a detailed analysis of store traffic patterns by day of the week and time of day. Comparing data across locations and against point-of-sale (POS) data offers true insights into conversation rates and store performance. 3VR People Counter gives retailers valuable intelligence to optimize key business metrics and improve the in-store customer experience.

Attract and engage today's demanding consumers

By tracking traffic patterns, marketing executives can determine how messages in one part of the store may be moving traffic to other areas, as well as whether specific marketing messaging is affecting store traffic. 3VR People Counter can measure the number of customers that enter areas around a promotional end-cap to deliver true marketing metrics and align stock levels. Accurate customer data can improve marketing performance throughout the store:

- Measure traffic patterns during marketing and social media campaigns
- Refine store layouts and visual merchandising to maximize conversion
- Gain valuable intelligence to better understand merchandise quantities to stock
- Make it easier for shoppers to find what they are looking for, improving the customer experience
- Improve shopper satisfaction and better in-store execution, resulting in higher profits.

Improve operational metrics with real-time customer data

Research shows that during peak traffic times, conversion rates tend to drop. Retailers should optimize staffing for peak traffic times not just peak sales periods. Accurate customer counting with 3VR People Counter can provide the answers retailers need in order to calculate the appropriate staff-to-shopper ratios. Armed with customer traffic volume data, operations executives can make powerful changes to staffing schedules to drive higher conversion rates, such as scheduling employee breaks at low traffic periods and evaluating employee performance based on sales conversion. With real-time information, store managers can increase staffing at the checkout before wait times increase. 3VR People Counter delivers valuable data to inform strategic operational decisions:

- Compare shopper traffic against point-of-sale (POS) transactions to understand traffic conversion
- Count customers that enter stores to determine optimal staffing levels for peak customer periods
- Measure staff based on retail conversions and develop new store performance metrics
- Analyze data over time and compare across locations
- Better align security teams with actual store traffic

Count Store Traffic with 98% Counting Accuracy and Reliability

Detailed, reliable store traffic data provides insight to managers to improve store layouts, optimize staffing schedules and calculate conversation rates. A critical component in driving higher conversion rates is to first understand current baseline conversion rates. To do this, it is essential to have accurate data on current customer counts. The 3VR People Counter reliably detects how many people enter or leave a store, without requiring any counting error correction formulas or fine-tuning. The 3VR People Counter can record any number of people simultaneously and accurately. As a result of 3VR's unique expertise in image processing and 3D camera technology, 3VR People Counter records accurate data even in difficult conditions where other solutions are inaccurate:

- Precisely count even with large crowds
- Avoid false counts by detecting people who enter and immediately turnaround
- Accurately count shoppers even in variable lighting or with interference
- Adapt counting lines to on-site requirements
- Distinguish between a floor's entrance, a floor's exit and people moving through on an escalator

Easy to Install and Configure

3VR People Counter offers both on-premise and cloud-based solutions to gather accurate data for a variety of business decisions. 3VR makes it easy for you to deploy its People Counter as a stand-alone solution or on your existing 3VR video management system (VMS).

About 3VR

THE VIDEO DATA COMPANY
3VR proactively captures, analyzes and translates visual data into strategic insights that drive better business decisions. Our unique search functionality allows investigators to find video evidence in seconds to build stronger cases for law enforcement. The 3VR VisionPoint Dashboard offers the most robust suite of cloud-based, accurate, real-time analytics that deliver detailed insight to personalize the shopping experience and optimize operational metrics. Rapidly analyzing real-time customer behavior allows marketing and operations executives to deliver a superior customer experience, increase conversion rates, streamline staffing levels and more accurately compare performance across locations, ultimately improving the bottom line. And 3VR technology is proven to scale to support the largest enterprises and municipal deployments.