BROEN SHOPPING OPTIMIZES DAILY OPERATIONS WITH VEMCOUNT

Vemco Group

Client
BROEN Shopping

Location
Denmark

Industry
Shopping Mall

Application
People Counting

HOW VEMCO GROUP MAKES PLANNING EASIER

In 2017, BROEN Shopping opened at the heart of Esbjerg, Denmark. With its 60 stores spread over 29,800 m2, BROEN Shopping has created an inspiring universe with everything from fashion to culinary experiences.

" We use Vemcount to measure the traffic at our entrances, so we get an idea of where the customers come from and when the number of visitors peaks during a day, week, month, or year. This gives us, among other things, a tool for planning our marketing and activity calendar and subsequently evaluating on these activities".

Janni Baslund Dam
Mall Manager
BROEN Shopping

CHALLENGE

When BROEN Shopping was built in 2017, the implementation of people counters was part of the design for the shopping mall. The plan was to integrate a customer counter solution includ-ing a platform where the large amounts of data could be con-verted into easy-to-understand visualizations and reports, allowing the management of the mall to work in depth with these figures as a part of their daily operations. BROEN Shopping focused on the following questions:

• **How can we measure customer traffic in the shopping mall and use this knowledge in strategic and operational decision-making?**
• **Do our marketing activities and campaigns attract more visitors to the mall?**
• **How do we ensure that visitors get a customer experience beyond the ordinary and a good customer service?**

SOLUTION

To accommodate BROEN Shopping's issues, we used a mix of sensors, each of which matches the particular conditions at each entrance, combined with our unique software solution. AI-powered 3D sensors collect accurate data concerning the number of visitors, even in difficult environ-ments, where the amount of light is limited. For entrances with a standard light input, two other types of 3D sensors are used. As the entrances vary in width and height, the sensors are chosen according to their viewing angle. All three types of sensors automatically exclude unnecessary factors from the counts, such as shopping carts, freighters, and product displays outside the store. This means customers are detected and counted even in very narrow or wide, low or high entrances, as well as entrances with low light input or other challenging conditions. The customer data is presented in Vemcount on a user-friendly dashboard or in customized reports.

RESULTS

The key to success lies in customer focus. Through a close dialogue with BROEN Shopping and observational research on customer behavior at the various entrances in the shopping mall, we chose a customized solution with three different types of sensors. These sensors are all integrated with our software, which analyzes data and presents accurate visitor numbers. This solution allows BROEN Shopping to:

Get accurate, real-time knowledge about the number of people entering and leaving the shopping mall, thereby enabling effective decision-making with insight into peak times.

Using our alarm system to ensure that the mall's occupancy levels are upholding safety regulations according to the fire safety plan.

Evaluate the attraction and success of events based on in/out visitor counts.

Reduce waiting time and improve customer service by using historical data to plan the allocation of staff for one-day activities.

Get insight into the correlation between energy consumption and visitor numbers, since peak times often equal fluctuations in the consumption of energy.

INSIGHTS

29%

3:00-4:00 pm

12:00-1:00 pm

176%

The most popular entrance welcomes 29% o the total traffic o the mall, which is why this entrance is particularly good or advertising. The data shows that for certain marketing events, fewer visitors use the entrances from the mall's parking lot compared to a normal day. This behavioral change may derive from the fact that the event attracts a younger audience than normal. Another suggestion is that visitors expect to drink alcohol at the event, hence deciding to leave the car at home.

From Monday to Friday traffic peaks between 3:00-4:00 PM. During the weekend the busiest hour is from 12:00-1:00 PM. The mall can advantageously use this knowledge to prepare for busy periods, such as opening up the carousel doors half an hour before it gets busy.

The mall generally has success in generating more traffic when having events. **For some events, the mall has experienced up to 176% more visitors compared to an average day.**

Next-Level Data Analytics & People Counting

Vemco Group is a Danish software company that delivers innovative solutions with the customer in focus. We pride ourselves on identifying our customers' challenges quickly and developing solutions to address them. Combining the most accurate counting devices on the market with our data analytics solution, we provide our customers with access to a range of analytical tools that enable them to make fast and efficient decisions.
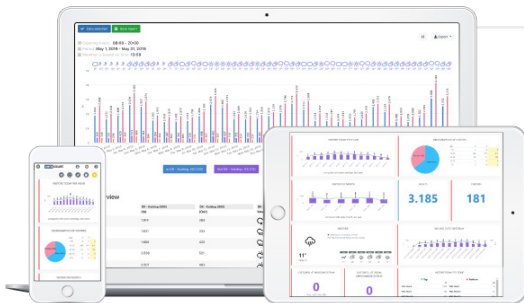
Fact-Based Decisions, Meaningful Change

Vemcount is a configurable and user-friendly software solution providing reliable data helping you make informed decisions that positively impact sales. With insight into number of visitors, customer behavior, and store performance, we make it easier for you to create effective marketing and operational decisions and understand the related impact.

Advanced, Yet User-friendly System

View and calculate visitor data by minute, hour, day, week, month, or year - or access real-time data for immediate reaction. Measure and compare performance and visitor data across different time periods or locations. The data can easily be exported and presented in various spreadsheet applications or as PDF-files directly from the report page.

Vemcount is flexible with an unlimited number of users being able to join the platform, including different access levels, such as Retail Manager, Area Market Manager, IT Manager, Store Manager, and so on.

Our Experience, Your Accuracy

Accurate data is essential to make effective decisions. To be able to guarantee a fully functional and accurate people counting system, we only use the best professional hardware on the market. We always estimate what sensor is the most effective for the needs of each of our customers.

Furthermore, we use our own educated technicians and partners for all installations. Our supporters monitor the system (optional), ensuring the daily operation of our customers. Data back-up is either made at a local server (private solution) or by our data center and external servers (cloud solution).

"OUR MISSION IS TO HELP OUR CLIENTS MAKE FACT-BASED DECISIONS THAT IMPROVE PROFITABILITY".

Anel Turkanovic
CEO
Vemco Group

WHO WE ARE

With 17+ years of experience, Vemco Group is a world-leading data analytics software company, specializing in footfall data, customer behavior, and business optimization. With its HQ based in Denmark and local support and sales offices across the globe, the company consists of a highly professional team of experts ready to serve a global clientele in close collaboration with partners across 95+ countries.

With us, you can act based on certainty rather than intuition, as we turn data into insight that allows you to make fact-based predictions and act in time. We employ the best and most innovative sensor technology on the market to ensure that our highly developed software has at least 98% accuracy in its data collection. Thus, we can transform the collected data into valuable analytics, helping people optimize their business operations, enhance the customer experience, and maximize profits.

Contact our sales team for more information

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