

QCount



Visitor Counting and
Management Solution



Would you like to know how many people are visiting your store?
Aiming at ensuring efficient staffing and reducing your costs?
Interested in improving customer service and optimising your
advertisement budgets? QCount is the solution!



Quadrox Int



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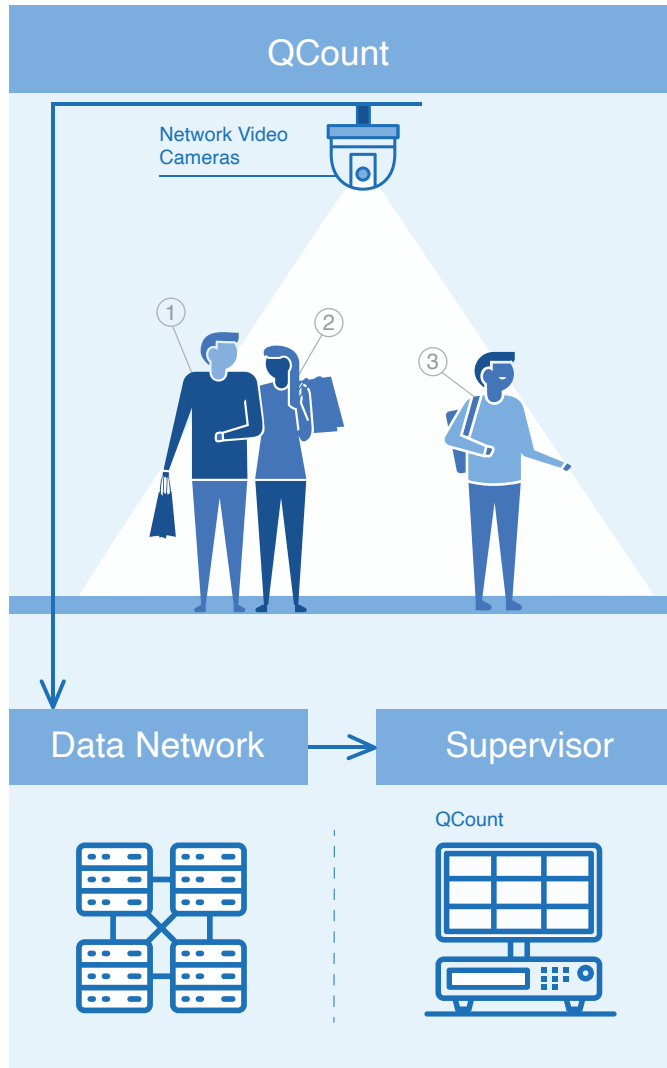


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Intelligence Leads to Savings

QCount is a solution that delivers accurate store occupancy data. It consists of a network camera with an on-board counting algorithm.

The counting data can be sent to either a local or a headquarter-based server. Graphical occupancy/activity reports are generated based on this data.



Unlike server-based counting solutions, QCount requires very little network bandwidth and server processing.

The low hardware and network requirements allow you to use the existing infrastructure.

QCount answers the rising needs for optimised marketing management and can be widely used for retail chains, stores, shopping centres, commercial premises, gaming industry, car parks, pubs, clubs and many other retail locations.

Cost — Effective Scalable and Smart

Minimised processing load on the back office serve

Cost-effective solution due to the usage of existing infrastructure

Easy to use through remote configuration

Automatic intelligent marketing reports

User-friendly interface that doesn't require additional staff training



Maximisation of sales and improved customer service can easily be reached when QCount is used to provide such key instructions as:

Conversion rates

The occupancy rate of a building

The number of visitors at any moment

Peaks of visitors' activity in the store

Activity in a certain store area

The number of visitors in comparison with the number of employees

KNOW MORE TO SERVE BETTER



Boost Sales Performance

With QCount data you can calculate customer conversion rates, the percentage of store visitors that actually make a purchase. This analysis enables managers to evaluate and improve their sales indicators.

Adjust Advertisement Budget

Managers can easily see if the company advertisement efforts are effective and how they relate to the number of visitors in the store. QCount allows you to draw conclusions on the effectiveness of store visual materials and renovations, success of exhibitions, promotions and other marketing activities.

Ensure Efficient Staffing

QCount allows management to determine peak visitors' hours and calculate when most staff is needed on site. This leads to reduced staff costs and enhanced workforce management.

Optimise Product Placement

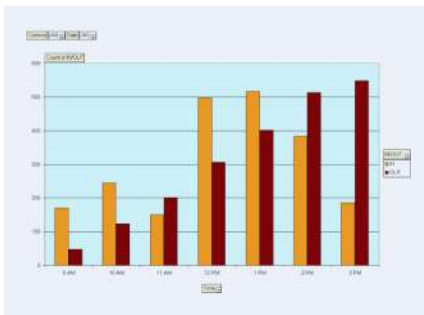
By delivering graphical data of aisles occupancy, the allows in-store product placement optimisation and quick evaluation of the effectiveness of product repositioning to invite new product discovery.

Improve Store Operations

QCount is helpful in adjusting the store's opening hours to best suit the customers. It is a perfect tool for top management to analyse customer flow throughout the whole retail chain or certain store areas and make appropriate decisions afterwards. In addition, by calculating average visit duration you see to which extent people enjoy their stay in your store.

Intelligent and Precise Counting

QCount offers a very precise people counting that can even distinguish the number of people in a group. It is capable of handling such situations, in which people linger or make a U-turn in the counting zone. QCount is designed to work in diverse lighting conditions.



Number of visitors at any moment (example graph)



Peak of visitors' activity in the store (example graph)