

People Counting Solutions



People Counting is an added software addition to the main CCTV control equipment that ID Technology Group are installing into customers new stores, store relocations and store CCTV upgrade programmes.

The system uses technology to “count objects” (people) through pre-programmed areas. It does this by the use of a cost effective CCTV camera that is installed above the area of interest. The camera detects the movement through the area and tracks people over a “virtual threshold” and then counts them in or out of an area depending on the direction the object traveled.

The most common use for this type technology by ID’s customers is to monitor and record the traffic in and out of a store or reception, however due to the cost effective nature of the interface used by the ID system, the system can be expanded to cover other areas within a retail store or building so that data can cover traffic flow throughout the floor. Some examples of this are:

- Traffic onto other floors in a store on stairs/escalators
- Traffic in other offices and restricted areas

- Traffic in and out of lifts to other floors
- Traffic flow in area of a promotion for marketing purposes
- Traffic in and out of fitting and staff rooms

The People counting data (PCD) is recorded back onto the main CCTV system digital video recorder (DVR). The PCD can be viewed at any time on the system in “live” mode where actual counters are shown on the screen showing people entering or leaving an area, or by going into the reporting graphical user interface (GUI) where the reports and graphs from the system are obtainable.

Within the reports the data can be displayed in whatever “time frame” the user is interested in, by simply entering the times and dates, the user can get an instant graphical representation of the traffic through multiple parts of a store, this information can be displayed for any period ranging from the last five minutes to the last two years for example.

This data is also available to “Remote users”. If the DVR is connected to a WAN, LAN or broadband connection then any authorised user can access the data from any PC interface (loaded with free issue software)



anywhere in the world. All of the data that is available in the store is available remotely and can be exported into an "Excel" document and graphs made up from the data in any format the user chooses. All of this makes the system truly flexible and delivers the most versatile people counting information and technology solution available in the market place and can add value to the following:

Store Operations

- Utilise traffic profiles to plan payroll requirements through out the day/week
- Adopt conversion rate as KPI across all stores and extract learning's from high/low achievers
- Compare conversion rates with the number of open registers - further insights for staffing.

Marketing

- Measure the effectiveness of national and local campaigns via changes in conversion rates/traffic numbers.
- Use conversion rates to target and shape campaigns

Loss Prevention

- Understand traffic flows through large shop fronts (relative to smaller ones) - could we make entrances smaller to aid the store/LP and to increase selling space by merchandising closer to the doors?
- Understand traffic flows through out the day, especially the beginning and end of the day to aid planning for hours till staff and security guards are employed,
- Identify doors being used as exits by shop lifters, and their relative contribution to total traffic flows - Could some doors be closed to aid LP?

Commercial Planning

- Understand conversion by store, region, type of store, layout, etc. What drives increased conversion?
- Understand daily traffic flows, in context of inventory deliveries – can customers adjust inventory flow to maximise conversion potential?
- Consider footfall variations in relation to sales – what is driving sales? More people visiting the stores (marketing) or better conversion? (product, layout, environment) Is there a correlation?
- Understand any seasonality in conversion rates and plan accordingly.
- Impact of new stores on footfall (cannibalisation) – is it different to the sales steal? How do conversion rates change as a new store establishes itself? Is there a honeymoon period?

About ID Technology Group

As one of the UK's largest independent providers of integrated electronic security solutions, ID offers a consultative approach to organisations aiming to maximise their commercial security, whilst benefiting from cost efficiencies.

ID understands the needs and changing environments of its customers, offering CCTV, Access Control and EAS security solutions as standard. With over twenty years of experience, ID addresses the security needs of some of the UK's leading organisations in the retail, leisure, entertainment, commercial and industrial sectors.

For more information on how ID can help protect your business contact our Business Development Team on:

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