



**PEOPLE COUNTING**  
AXIOMATIC TECHNOLOGY LTD



## Axiomatic's Reasons to Monitor Footfall

**Sales Conversion** – monitoring sales figures is a huge part of managing a retail business. However, this is only part of the story and it's vital to know about the people who visited your but didn't make a purchase. These missed opportunities offer the most obvious source of growth for a business; they came to your site so you are doing something right, but they didn't make a purchase so you need to look at why.

Monitoring the number of visitors to your site lets you compare this with the number of sales and the value of sales to give you a clear picture of the site performance. This will help you to see whether staff training, a change of manager, increased staffing or a special promotion are really having a cost effective impact on your profits.



**Staff Planning & Optimisation** – staffing represents one of your most critical costs, whether you are in retail, a service industry, leisure or a public sector venue. Optimisation is not about reducing staff, but about ensuring that the right number of staff, are in the right place, at the right time to achieve

the right staff customer ratio. By monitoring the peaks and troughs in daily, weekly, monthly and

annual footfall, you can refine and tailor your staff schedule to maximise customer service, reduce customer queue wait times and reduce the number of customer complaints, lost opportunities and disappointed visitors.

**Occupancy Management** – leisure and visitor facilities such as swimming pools, night clubs and bars, as well as sports and music arenas need to manage occupancy levels and ensure that maximum occupancy health and safety thresholds are not breached. Retailers running special promotions may not realise that there is an optimum occupancy for their stores, above which people refuse to queue or purchase goods. People counting systems can help you ensure that you reduce the number of missed sales opportunities during busy periods.

**Measuring the Impact of Marketing, Advertising and promotions** – The old adage goes that we know that 50% of advertising works, but are never sure which 50% that is. Advertising is necessary but costly, so the more metrics we have to understand its effectiveness the better. You could just use sales metrics to prove that a specific advertising campaign or promotion has worked E.g. 'We advertised and sales went up by 10%, it was a great success' – but what if this marketing actually doubled the number of people visiting your site? That means that although sales went up by 10% there were another X% worth of missed opportunities.

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Measuring footfall lets you assess the effectiveness of advertising spend to ensure that you get a return on your investment. This will help to give you a better idea of which media works best, and how to best capitalise on its effectiveness.



**Comparing Multiple sites** – whether you have just two sites or 2,000 sites their performance is going to be affected by a range of factors. Two sites may be performing similarly in terms of sales, but only measuring visitor numbers can you determine the number of lost opportunities and create a clear comparison of metrics to give a true picture of each store's performance. You may find that there are regional differences, differences in different kinds of store (out of town, high street etc.) and other patterns.

**Opening Hours** – although details of transaction times will tell you when a sale is made, a people counting system can tell you whether potential customers are browsing your sites even when no purchases are made. This can help you make an educated decision about extending or reducing opening hours.

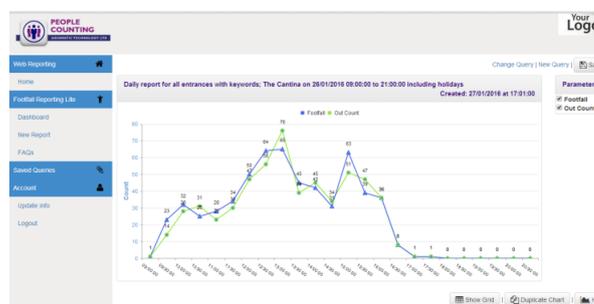
**The Impact of the Time of Year** –if you are selling umbrellas then rain may be a blessing, if you sell sun cream perhaps not. OK that's a simplistic view, but we all know that the weather and time of year can have an impact on behaviour, and potentially impact whether people are going to visit your site or not. Indoor Shopping Centres often receive

more visitors when it is wet and cold but what is the real impact of the weather on your business when it comes to actual footfall?

**Room Utilisation and Optimisation of Building Management Systems** – using people counters to monitor the number of people in a building, or in specific rooms can help you to monitor and manage effective use of this space, as well as reducing energy usage.



**Comparing Trends Over Time** – Footfall data can give you a clear picture of whether your site is attracting more or fewer visitors over time, helping you to confirm whether you are achieving your Key Performance Indicators (KPI's).



**To give you the edge** – People counting equipment can do more than just monitor basic footfall trends. The equipment can be used to give you a better picture of your store traffic, highlight average dwell times, average store occupancy, confirm customer paths through a site, and confirm customer density - helping you to be one step ahead of the competition.