ILION Counter Monitor
People Counter System
Know the conversion rate in your stores for the analysis of opportunities

INTRODUCTION

ILION Counter Monitor, is a professional system designed for the world of Retail, it allows to carry out the analysis of opportunities in the retail outlet, by crossing traffic information of customers with store sales data, providing crucial information needed to optimize business results.

Having information on the influx of potential customers to the store is essential in these times. There are two strategies to increase sales in store:

↘   **Increase the flow of visitors.** Requires investments in marketing, which results in high costs for the company.
↘   **Increasing conversion rate.** To increase the conversion rate, does not require heavy investments, we need to know the visits to our stores and the sales done in these. With this information we will know how efficient we are in our sales process, and therefore improve them.

GENERAL OPERATING

A video camera is installed at a strategic point of the store, with a firmware that allows people counting throw an image processing algorithm.

The data collected by the camera is sent to the central system which is set at the web portal ILION Counter Monitor, where it is processed, to be viewed from a web browser.

To facilitate this type of information it is necessary for the system in addition to store access data, to be fed with the actual sales data, basically the date of operation, store code, ticket number and total amount, to obtain this information we have two solutions:

↘   **Standard Solution:** Sales info from the store is sent by the client to the central system, for this ILION Counter Monitor in its standard version provides tools to facilitate integration with customer systems.
↘   **Professional Solution:** Sales info from the store is automatically obtained through an integrated agent at the POS.

STANDARD OPERATION SOLUTION

The **standard version** of **ILION Counter Monitor**, provides the necessary tools to facilitate the integration of portal ILION Counter Monitor to its systems to send the data needed for sales conversion rates.

↘   Using the **Web service** the client can create a website through which sales data can be sent from their systems to the web portal.

↘   Using **ActiveX** we provide an object that allows quick and easy integration with customer applications that support this technology.

↘   Using an application in **executable** format, which, through command line execution, allows sending sales stored in a directory.

PROFESSIONAL OPERATION VERSION

The **ILION Counter Monitor** professional **solution** is delivered with an **agent** that is installed in the POS which connects via ODBC to POS to obtain sales data and send them automatically to the web portal.

The conversion rate becomes a key metric for business growth, since through it´s grouth we can achieve exponential increases in sales. A 1% increase in the rate of conversion can generate up to 5% increase in sales. The main conversion rates the system allows us to analyze for different time periods are as follows:

↘ **Conversion rates per number of sales.** Is the ratio between the number of sales and the number of visitors.

↘ **Conversion rates by sales amounts.** Is the ratio between the amount of sales and the number of visitors.

↘ **Flow rates.** Reports the number of visitors to the store.

↘ **Flow rates per m2.** Establishes a relationship between the number of visitors to the store and the surface of the same

All these conversion rates and store inflow can be viewed by: days, weeks, a period, day of week in a period. You can make historical comparisons between two weeks, two periods, between shops, ...

The following graphic shows a conversion rate sample by number of sales

We can see from the graph that the store 01 has a better rate that the store 02, this implies that store 01 is making a more efficient use of potential customers, regardless of turnover of each one of them.

It is also noted that the rate of conversion during the week preserves the same pattern in both stores. The weekend conversion rate drops due to the greater number of people who do not make purchases, although the turnover is higher, which indicates that it must take measures to better exploit sales opportunities during this period of time.

On the other hand, the system also allows exporting data, so it can be imported to other systems, for example to be analyzed with their advertising campaigns and promotions, analyze and optimize human resources by store and customer traffic.

ADVANTAGES

↘ With a connection to the web portal, you can view and manage online mode.

↘ Not only allows access data analysis , but what is more important, to analyze conversion rates directly in the portal, without the client having to export and treat them.

↘ Having a bi-directional counting system can measure the level of occupation in store at any given time.

↘ Reliable information on customer flow for trend analysis, evaluation of advertising, promotions, improved human resource planning, etc..

↘ Improved marketing decisions through monitoring of customer behavior.

↘ Intuitive results displayed in graphs related to the analyzed data.

↘ Accurate counter even under conditions of high density, with prams or shopping trolleys.

↘ Easy setup, you only need to install an IP camera.

↘ Highly scalable.

↘ Easily integrates with the customer's network.