TRAKOMATIC

CASE STUDY

Metro Singapore is a home-grown departmental store with their outlets typically spanning across multiple floors. Metro Singapore is keen to understand the visitor into their outlets, the movement flow of visitors and having this information integrated with POS data to gain additional insights.

Trakomatic is engaged by Metro to deploy a footfall solution that combines the use of video analytics and Wi-Fi analytics to achieve the objective that Metro desires.

Cameras were deployed at the entrances and at each escalator entry/exit points to track bi-directional footfall into the store and the movement of visitors across the different floors within the stores. Also, by understanding Metro's future plans, Trakomatic also proposed to use Wi-Fi sensors to track the visitor movements within the different zones, providing dual capabilities for analytics and enabling future tactical in-store engagement via Wi-fi

technology, aligning with Metro's Technology Roadmap.

Trakomatic integrated both the camera and Wi-Fi data into the analytics dashboard. Together with the POS data, Trakomatic translates the footfall information into powerful insights for

Metro's operation and marketing teams.

The end results of this engagement is Metro's ability to understand not just the footfall count, but the sales conversion rate, the peak and non-peak periods for resource allocation, movement of visitors within the store to determine when and where to display products at specific cold and hot spots and also the average shopper dwell time.