Count Your Customers
A White Paper for Intelligent Retail
Overview

Every Intelligent Retail practice must involve gathering information about customers. A key component of this information is statistics about customer numbers. This is invaluable in a variety of ways as outlined in sections below.

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Measure Conversion Rates

Count your customers. Compare counts with sales numbers. Obtain invaluable information about customer conversion rates. Implement better practices to increase sales per customer.

Measure efficiencies of store employees. Reward/Train employees based on Conversion rates.
Optimize Staffing

Match staffing levels to customer traffic patterns. Improve customer experience and loyalty. Optimize Customer to Employee ratio.
Measure Traffic Patterns

Measure Traffic Patterns inside a store.
Stock high margin items at high traffic locations.
Measure the Impact of a Marketing Campaign

You spend a big budget on Marketing. Count your customers before and after the campaign to find out if the budget was well spent.
Charge Advertisement Rates based on Footfall

Count Shoppers at Malls and justify advertisement, rental and ownership rates.