

# Count Your Customers

A White Paper for Intelligent Retail



# Overview

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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.

## Address

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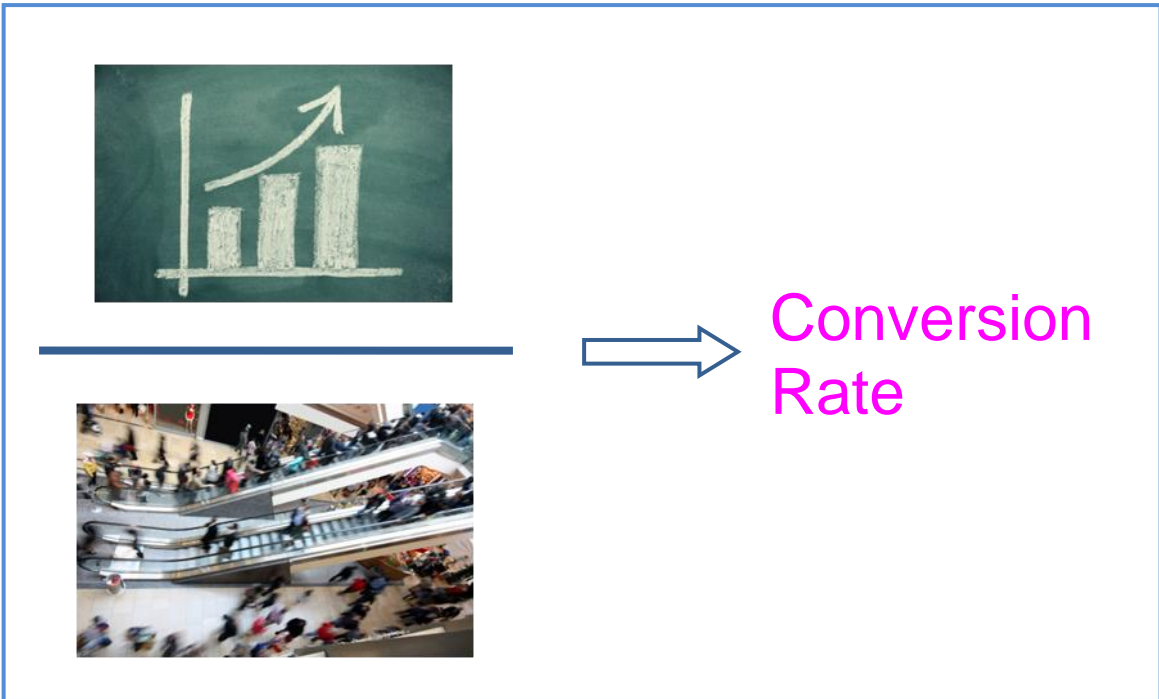
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# Measure Conversion Rates

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

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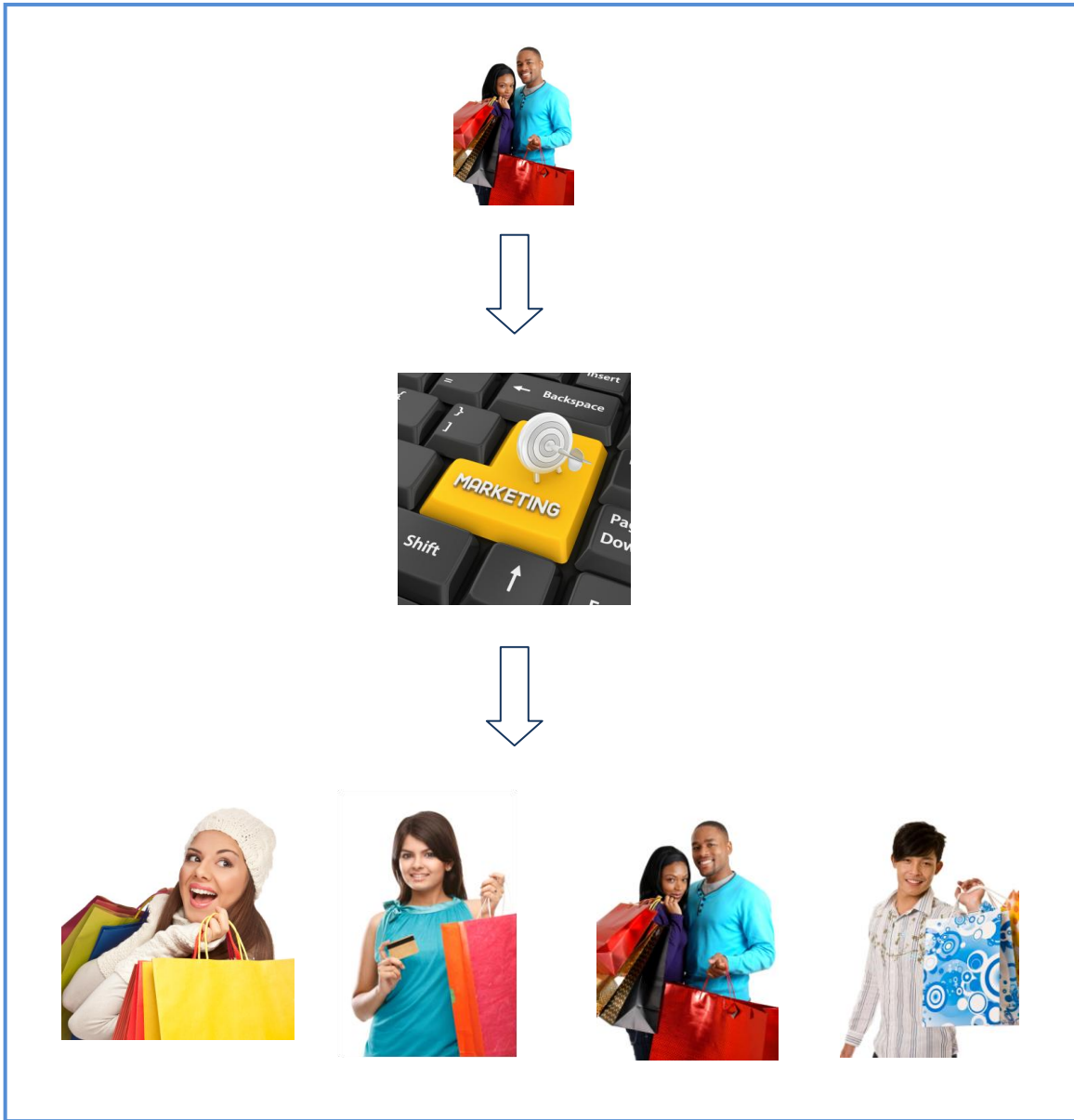
Measure Traffic Patterns inside a store.

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

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

