

CASE STUDY

BROEN SHOPPING OPTIMIZES DAILY OPERATIONS WITH VEMCOUNTER

Vemco Group A/S

Client
BROEN Shopping

Location
Denmark

Industry
Shopping Mall

Application
People Counting

HOW VEMCO GROUP A/S MAKES PLANNING EASIER

BROEN Shopping opened in 2017 in the heart of Esbjerg, Denmark. With its 60 stores spread over 29,800 m², BROEN Shopping has created an inspiring universe with everything from fashion to culinary experiences.

SHOPPING
BROEN

“We use Vemcount to measure the traffic at our entrances, so we get an idea of where the customers come from and when the number of visitors peaks during a day, week, month or year. This gives us, among other things, a tool for planning our marketing and activity calendar and subsequently evaluating on these activities”.

Janni Baslund Dam
Mall Manager
BROEN Shopping

CHALLENGE

When BROEN Shopping was built in 2017, implementation of people counters was part of the design of the shopping mall. The plan was to integrate a customer counter solution including a platform where the large amounts of data could be converted into easy-to-understand visualizations and reports, so the management of the mall would have the opportunity to work in depth with these figures as a part of the daily operations. BROEN Shopping focused on the following questions:

- **How can we measure customer traffic in the shopping mall and use this knowledge in strategic as well as operational decision-making?**
- **Do our marketing activities and campaigns attract more visitors to the mall?**
- **How do we ensure that visitors get a customer experience beyond the ordinary and a good customer service?**

SOLUTION

To accommodate BROEN Shopping's issues, we use a mix of sensors, each of which matches the particular conditions at each entrance, combined with our unique software solution, Vemcount. AI-powered 3D sensors are able to collect accurate data about the number of visitors, even in difficult environments, where the amount of light is limited. For entrances with a standard light input, two other types of 3D sensors are used. As the entrances vary in width and height, the sensors are chosen according to their viewing angle. All three types of sensors automatically exclude unnecessary factors from the counts, such as shopping carts, freighters, and product displays outside of the store. This means that customers are detected and counted even in very narrow or wide, low or high entrances, as well as entrances with low light input or other challenging conditions. The customer data are presented in Vemcount on a user-friendly dashboard or in customized reports.

RESULTS

The key to success lies in customer focus. Through a close dialogue with BROEN Shopping and observational research on customer behavior at the various entrances in the shopping mall, we chose a customized solution with three different types of sensors. These sensors are all integrated with Vemcount, which analyzes and presents accurate numbers of visitors. This allows BROEN Shopping to:



Get exact knowledge about the number of people entering and leaving the shopping mall in real-time, thereby making more effective decisions with insights about peak times.



Ensure that the mall is below the safe level of occupancy according to the fire safety plan using Vemcount's alarm system.



Evaluate the attraction and success of events based on in/out visitor counts.



Reduce waiting time and generally improve customer service by using historical data to plan the allocation of staff for one-day activities.



Get insights about the correlation between energy consumption and the number of visitors, since peak times can be an indicator of fluctuations in the consumption of energy.

INSIGHTS



The most popular entrance welcomes 29% of the total traffic of the mall, which is why this entrance is particularly good for advertising. The data shows that for certain marketing events, fewer visitors use the entrances from the mall's parking lot compared to a normal day. This behavioral change may be derived from the fact that the event attracts a younger audience than normal. Another suggestion is that visitors expect to drink alcohol at the event, hence deciding to leave the car at home.

3:00-4:00
pm



12:00-1:00
pm



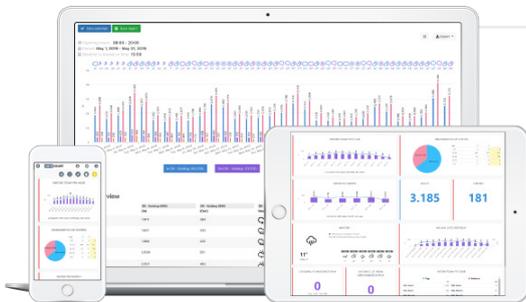
From Monday to Friday traffic peaks between 3:00-4:00 PM. During the weekend the busiest hour is from 12:00-1:00 PM. The mall can advantageously use this knowledge to prepare for busy periods, such as opening up the carousel doors half an hour before it gets busy.



The mall generally has success in generating more traffic when having events. **For some events, the mall has experienced up to 176% more visitors compared to an average day.**

Next level people counting

Vemco Group A/S is a Danish software company that delivers innovative solutions with the customer in focus. We pride ourselves on identifying our clients' challenges quickly and developing solutions to address them. Combining the most accurate counting devices on the market with our retail analytics solution, Vemcount, we provide our clients access to a range of analytical tools that enable them to make fast and efficient decisions.



Fact-based Decisions, Meaningful Change

Vemcount is a configurable and user-friendly software solution providing reliable data helping you to make informed decisions that positively impact sales. With insights about number of visitors, customer behavior and store performance, we make it easier for you to create effective marketing and operational decisions and understand the related impact.

Advanced, but User-friendly System

View and divide visitor data by minute, hour, day, week, month or year - or access real-time data for immediate reaction. Measure and compare performance and visitor data across different time periods or locations. The data can easily be exported and presented in various spreadsheet applications or as PDF-files directly from the report page.

Vemcount is flexible with an unlimited number of users including different access levels, such as Retail Manager, Area Market Manager, IT Manager, Store Manager and so on.

Our Experience, Your Accuracy

Accurate data is essential to make effective decisions. To be able to guarantee a fully functional and accurate people counting system, we only use the best professional hardware in the market. We always estimate what sensor is the most effective for the needs of each of our clients.

Furthermore, we use our own educated technicians and partners for all installations. Our supporters monitor the system (optional), ensuring the daily operation of our clients. Data back-up is either made at a local server (private solution) or by our data center and external servers (cloud solution).

“OUR MISSION IS TO HELP OUR CLIENTS MAKE FACT-BASED DECISIONS THAT IMPROVE PROFITABILITY”.

Anel Turkanovic
CEO
Vemco Group A/S



WHO WE ARE

Vemco Group A/S is a Danish software company that delivers innovative and customized solutions. Since the beginning in 2005 we have used the most reliable and accurate counting devices and collected and analyzed data in our software solution, Vemcount, with the aim of providing our clients with knowledge that can lead to cost savings, greater efficiency and improvement of conversion rate and profitability. We have our own experienced technical staff, programmers and supporters to make sure our clients receive professional guidance and support.

In 2013 Vemco Group A/S expanded to South America and CIS countries, opening new support and sales departments in Brazil and Russia, to be able to represent, help and support clients all over the world. Our HQ and R&D center is based in Denmark.

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