



# CASE STUDY



Founded in 2000, operating an 80 sq.m store ATU has managed to grow its business substantially. The company operates in 128 shops covering 32,500 sq.m of retail space at the moment. Being in 21 airports in 8 countries proves that ATU is providing a global customer satisfaction while focusing on its operations locally.

Partners Since

2012

“ We have been using V-Count at our Duty Free based in Istanbul departures for 5 years now. We are accurately measuring the number of people visiting our open layout stores that have no doors, even at the busiest hours. V-Count reports make our analysis process easier. The V-Count team is also very successful at conducting technical issues. ”

**Aziz Baykan**  
Project Management, Office Supervisor

## CHALLENGE

Duty Free Store in Istanbul Ataturk International Airport is one of ATU's leading branches with its 14.000 sq.m commercial area. The branch has no doors in order to have that modern design. Instead it has 3 big entrances. Although this is very convenient for customers, it complicates the people counting process.

Since ATU is an innovative company, they want to be better informed about their customers so they can hold a high level of customer service and improve their operations. As a result, they faced a dilemma: either build doors (which would change a critical part of the experience), or find the right approach to count the visitor traffic without trade off.

## SOLUTION

We were mindful of the fact that ATU Duty Free stores had to maintain their visual appearance for consistent customer experience across the board and after meticulous calculations we decided to install 27 cameras side-by-side for each entrance.

The ATU Duty Free project was a huge success. Key Performance Indicators they obtained through our devices enabled them to make informed decisions.

**Additionally optimizing the staff according to occupancy rates enabled the company to increase its conversion rate by 18.2% in the first year.**

**Also, gaining insight into the operations allowed ATU staff to increase average basket size**

Have questions? Send us an email at [sales@v-count.com](mailto:sales@v-count.com)



is the leading global manufacturer and provider of cutting-edge Visitor Analytics. We have 70 employees worldwide with offices in London, Miami, Istanbul & Dubai. Serving numerous industry verticals V-Count's customer behavior analytics help businesses boost conversions, increase profits and optimize operations in their physical locations.

Today, with 32.000 devices installed around the world and partnering with 100+ shopping malls and 600+ retailers, our company has evolved into a success story with state-of-the-art sensors technology used in retail chains, shopping malls, supermarkets, airports, libraries, events, smart buildings can boost business results with our solutions like street counting, queue management, people counting, multicamera heatmapping, mood/age/gender recognition and staff exclusion that we export over 110 countries.



U.S.

429 Lenox Ave  
Miami Beach,  
FL 33139, USA  
+1 786 446 7276



U.K.

TTC, 2-102,  
33 Queen St,  
London EC4R 1AP, UK  
+44 203 917 4649



EUROPE

İstiklal Cad. Mısır Apt. No:163  
K5 D20, Beyoğlu 34421  
Istanbul, TR  
+90 (850) 840 4646



MIDDLE EAST

One Central The Offices 1  
01.03 Po Box:9821 Dubai World Trade Center  
Dubai, UAE  
+971 526 383 111

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