



# CASE STUDY



Founded in 1955 as a subsidiary of Koç Holding, Turkey's largest industrial conglomerate and a member of Fortune 500, Arçelik is a worldwide producer and marketer of consumer goods and consumer electronics with more than 18 manufacturing facilities in countries such as Turkey, Romania, Russia, China, South Africa, Thailand and Pakistan.

“ V-Count is the foundation block of our retail business which helped us increase our store traffic, efficiency and profits. We are assured with our investment with V-Count. ”

**Erhan Akdoğan**  
Retail Development Director

Partners Since

January 2013

Devices Installed

600+ 3D Alpha+ devices

Store Coverage

465+

## CHALLENGE

To measure growth in more than 600 locations, Arçelik sought a solution to track and understand it's visitor traffic. Additionally, the firm also hoped to quantify the effectiveness of strategic shifts on the conversion rate, as well as evaluating performance.

Arçelik required granular insights to be referenced with sales data to better understand their walk-in customer. The ultimate goal was to increase customer satisfaction and shift walk-in visitors into recurring purchasers. Arçelik required a solution that can also evaluate customer behavior in order to achieve higher levels of customer engagement.

## SOLUTION

V-Count 3D Alpha+ collects data on how visitors enter and navigate through the designated space with 98% accuracy and provides information for actionable real-time insights supplied on V-Count Business Intelligence Platform.

Since the installment of the first 3D Alpha+ Device in 2013, **Arçelik effectively quantifies the total foot traffic within each location, apprehend the sales volume vs. lost opportunities.**

Most importantly, the partnership with V-Count enabled Arçelik to base retail decisions through concrete data. This lead to a significant increased of customer satisfaction.

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.



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For more information on how V-Count can boost your business please visit us at: [www.v-count.com](http://www.v-count.com)