CASE STUDY

V-COUNT

SAMSUNG

Established in 1938, Samsung is a fast growing company and it is selected as one of the "World's most innovative 50 companies". Samsung operates with its 206 offices located in more than 60 countries around the world, with 190,500 employees.

> " V-Count is a trusted partner. We have been using V-Count's people counting and retail analytics technology since 2016 in our 70+ stores. We have been continually improving our customer services and profitability in Turkey with the support of the reports provided by their system. "
>
> **Bora Yücel**
> **Head of Retail Marketing**

Partners Since

January 2016

Devices Installed

170+ 3D Alpha+ devices

Store Coverage

70+

CHALLENGE

The objective for Samsung Electronics was to effectively count and understand traffic in various locations. Simultaneously, the solution needed to provide data for cross referencing with sales data to project conversion rates with high accuracy.

In addition, Samsung Electronics hoped for a versatile tool to compare store performances, monitor marketing effectiveness as well as employee productivity.

SOLUTION

V-Count's Business Intelligence Platform allowed Samsung Electronics to analyze the relevant KPI's for retail success. The data interpreted into actionable insights which allowed the management team to allocate staffing according to peak hours.

V-Count also supported Samsung Electronics in the experience center at EMAAR Mall, Istanbul, Turkey. With the Heatmap device, Samsung effectively measured the total occupancy level within the stores, most visited areas along with customer time spent in various zones.

Since the installment of the 3D Alpha+ Devices in January 2017 in-store conversion rates have increased over 5% in Samsung Electronics stores in Turkey.

Have questions? Send us an email at **sales@v-count.com**

V-COUNT 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.

For more information on how V-Count can boost your business
please visit us at: **www.v-count.com**