



# CASE STUDY



Founded in 1911, Whirlpool is the largest manufacturer and seller of home appliances. The company has a strong global presence, selling its products in nearly every country throughout the world. Whirlpool's workforce includes 97000 employees, and it has some 70 manufacturing and technology research centers across the globe.

Partners Since

January 2017

“ V-Count is an esteemed business partner thanks to their excellent solutions which allow us to obtain reliable traffic data and valuable customer insight. It is important for us to make critical decisions and test their efficacy when planning the activities that we need to perform on a daily basis. Based on the key metrics provided by V-Count, we are able to optimize our staff scheduling and increase the effectiveness of our window displays and in-store campaigns. ”

Irem Yurtepe  
Retail Development Manager

## CHALLENGE

Whirlpool has more than a 100 stores around Turkey. These stores were all franchise locations where the company needed to gain more insight into operations to make smarter business decisions and implement the right strategy for better results. The company has partnered with a V-Count competitor but was not happy with the services provided.

## SOLUTION

V-Count has integrated Whirlpool's existing people counting devices supplied by a competitor with it's Business Intelligence Platform and installed new V-Count 3D Alpha+ devices in new locations. They have started to make critical business decisions based on the key metrics provided. **Whirlpool was able to optimize staff scheduling, increase the effectiveness of window displays and in-store campaigns substantially.**

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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