

CASE STUDY: Bonmarché

Introducing FootfallCam to Bonmarché

Current Status

Number of Counters Installed per day	5
Average Number of Counters per Store	1 to 2
Total Counters Installed	350
Countries Counters Installed In	United Kingdom
Implementation Time	3 Months

Challenges

As it is the case with many new customers before forming a partnership, Bonmarché was unconfident in the capabilities and function of Footfallcam. We had arranged a meeting with the project manager of Bonmarché and showcased our product, along with the reports it had generated. Once Bonmarché was satisfied with the potential of our product, Bonmarché had requested for an initial rollout of 60 units of Footfallcam as their method of sampling the unit. Due to the numerous number of stores planned for the initial rollout, consistency, integrity, and security of the data must achieve a predetermined level of standard. The aforementioned data consists of directional visitor count, outside traffic, and returning and new customers and these data must achieve a standard of 90% accuracy. The most prominent challenge of working with Bonmarché vast number of stores is the amount of time it requires to complete the verification on all stores. Furthermore, it is inevitable for a system to be perfectly manufactured and thus is subjected to defects and malfunctions. However, we were more than happy to provide support for Bonmarché in resolving these issues, and even notifying them of faulty counters before they requested our assistance. Moreover, when Bonmarché was unable to resolve an issue they had encountered with the device, we used the remote access feature of our device to configure their device and ensure that it is working properly again. To encapsulate, the driven goal of Footfallcam is to provide a satisfying and stress free experience for all of our clients.

Value Proposition

By incorporating our devices into their stores, Bonmarché received numerous insights and invaluable business data that enhances their decision-making process. These insights and business data are in the forms of multitude of reports which are hosted on our cloud server, provided to our clients at no cost. These insights and business data gave way for Bonmarché to renovate their business process. Bonmarché was able to use visitor count data to effectively determine which store receives the best reception location wised, and which entrance of their stores face the most usage. This allowed them to display mannequins and stocks on lesser used entrances without compromising visitation count. The visitor count data are autonomously uploaded in real time to the control panel and Bonmarché are able to effectively gauge the performance of each store against one another.

Another deliverable of Footfallcam is the sales conversion data, which effectively converts uploaded sales data based on average footfall to determine the average sales volume per customer.



Bonmarché

Why FootfallCam?

Bonmarché is a clothing retailer based in West Yorkshire, United Kingdom. Bonmarché positions itself as a high-end fashion retailer dedicated to women over 25 while providing low prices. The business was founded in 1982 and was acquired by The Peacock Group in 2002. Presently, Bonmarché has over 380 stores nationwide, over 250 of which is using Footfallcam 3D. One of the most common challenges fashion retailers are facing are the ever-increasing competitions, both online and offline. In order to combat against the growing competitions, fashion retailers must use every analytical data at their disposal to control all aspects of the business, from supply chain, staff planning, and marketing. Fortunately, Footfallcam 3D analytical data provides Bonmarché a variety of analytical reports that grants in depth analysis in regards to business operations and positioning.

Another sought after feature by Bonmarché is the marketing effectiveness. This feature allows Bonmarché to gauge the effectiveness of their marketing campaign by providing analysis of different time periods, one prior to the campaign, one during the campaign, and one after the campaign. Bonmarché found the feature to be highly desirable since it allows the marketing manager to effectively gauge the feasibility and turnover of their marketing campaign.

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Installation Process

Our team has worked closely with the self-appointed installer of Bonmarché in guiding the installer on how to properly install a unit into a store. We provided free training service to the installer to ensure that the installer have full knowledge on the process. This training service is provided at no cost at the expense of an installer paid for by Bonmarché themselves. We even provided installation guidance and support over telephone and messaging to the convenience of the client during off peak hours. This reinforces our goal of providing a stress free and simple experience to our client.

Rollout Project Manage

Bonmarché was supported and aided by the Footfallcam team at every instance. The project rollout for Bonmarché initially began with 61 units, with 1 unit acting as a demo unit used for showcasing the functions of Footfallcam. Our Footfallcam team had fully trained the installer so that they are fully equipped for installing the device without any issue. After positive receptions from the headquarter of Bonmarché, they have decided to continue with the rollout of Footfallcam in another region with a purchase order of 15 more units. This time however, the process was a lot quicker and simpler since the installer had experience in installing devices of Footfallcam. Once the other 15 units of Footfallcam have been fully installed and are functioning properly, Bonmarché began massively rolling out the all of their branches with a purchase of 200 units. Similarly, our Footfallcam team was on standby throughout the entire installation process to aid the installer with any issues they may encounter. After the installation of the project, our team diligently worked in ensuring that all counters are counting data accurately and that the data is authentic. The difficulty Bonmarché had encountered lies in the data exporting of our device. That being said, our technical team worked in conjunction to the client to ensure that all reporting are properly generated at the client's convenience. We went as far as guiding the client on how to navigate our control panel page and how to interpret the data.

Client's Utilization

Bonmarché uses the sales conversion rate in assessing stores performance. The conversion rate is processed through the integration of both Footfallcam and their own ePoS system. Through the use of the sales conversion, Bonmarché was given detailed insight into the behavior of their consumer and also the consumers' perception of their store. This information allowed the upper management to make high risk and fallible decisions with maximum reassurance. To further simplify the process of data exportation, upper level management can automate the emailing process to have the business report be sent to the manager's email daily or weekly, set to the likings of the manager.

To encapsulate, Footfallcam had a successful rollout with Bonmarché. Although there were difficulties and issues during the rolling out process, Footfallcam has provided assistance and guidance at every convenience. It is in the foreseeable future that every Bonmarché stores would have a Footfallcam unit installed at the entrance.

Bonmarché

Client Requirements

Prior to the installation of Footfallcam, Bonmarché had no substantial method of calculating sales data and footfall data. Bonmarché chosen Footfallcam as part of their business programs overhaul due to the unfavorably high costs of competing people counter solutions. Additionally, the various reports generated by the Footfallcam, and the automated checks in maintenance gave Bonmarché the assurance they require in a functional and reliable system. In short, Footfallcam was able to provide Bonmarché with a low cost yet feature oriented device that was able to meet its needs.

As one of the largest fashion retailer in the United Kingdom, Bonmarché was plagued with supply chain issues. Bonmarché regularly faces with issues such as which store should be prioritized in receiving the latest seasonal collection of garment. Or issues such as which store should receive more quantity of a limited collection of garment. These issues have compelled Bonmarché to seek a people counting solutions, which can provide it the analysis and insight of consumers data for data driven decision making process.