

CASE STUDY: T. H. BAKER

Introducing FootfallCam to T. H. BAKER

Current Status

Number of Counters Installed per day	2
Average Number of Counters per Store	1 to 2
Total Counters Installed	16
Countries Counters Installed In	United Kingdom
Implementation Time	2 Weeks

Challenges

Footfallcam has faced many challenges over the course of working with T.H. Baker. As each store has different allocated jewelry brands, the need to have complete observation over each of the stores unique customer base becomes increasingly important. Because of that, T.H. Baker emphasizes the importance of observing and gathering data of traffic trends related to recurring/returning customers. Our team of technical experts have spent most of their efforts in ensuring that the counters are optimally in place above all entry zones of the store. Doing so will ensure that the Wi-Fi sensors can precisely gather the MAC addresses of the customers passing through the “red zone”. In addition to that, our technical team has redefined the metric system for registering returning customers to better suit T.H. Baker’s preferences. Aside from that, the need for speedy and seamless integration of Footfallcam software to T.H. Baker’s electronic point of sales system is paramount, as T.H. Baker intends to finish the rollout phase within a month. Ultimately, we pride ourselves as advocates of growing change and seek to improve our people counters for our clients from all ranges and sizes.

Value Proposition

T.H. Baker was very satisfied with FootfallCam’s ability to roll out the counters in all of their stores in a relatively short period of time. This is thanks to the simplified ease of installation and the on-going support from FootfallCam’s dedicated account manager being readily available to resolve any individual store issues that have been encountered. In addition to that, our account manager is also readily available to handle the initial configuration and setup of the counters in store. The returning customer data gathered through the counters WiFi dongle has very quickly become a key measure within the business for driving increased

Rollout Project Manage

Our clients receive real full time support from Footfallcam’s dedicated team of experts. Our support team will gladly work alongside an appointed installer/IT rollout team to perform device installation, verification testing, and software debugging. For small retail chains, our account manager will gladly work alongside our client’s implementation team or outsourced technicians to schedule for installation webinars and Skype training. Flexibility is at our core when it comes to working with our clients. We provide consultative services on organizing installation plans to ensure that the installation procedure is appropriate and completed on time. As T.H. Baker consists of individual business units with different brands allocated to their store, our technical team will gladly comply with each unique requirements in ensuring that our counters fit the different needs of each store. For instance, our fine tuning experts will assist business units with different store layouts, lighting and entrances in accuracy verification to ensure that the Footfallcam functions optimally to their store settings at all times.



T. H. BAKER

Why FootfallCam?

T.H. Baker is a luxury jewelry retailer based in the United Kingdom. The company has over 30 stores across the UK and is known for assigning different brands such as Pandora, Swarovski, Links of London, and Diamond Fire in their stores to maximize sales in different high street shopping areas. As jewelry retail industry’s face heavy competition and market impact over their cost of acquiring raw materials that make up their product, understanding how they should position the different brands becomes increasingly important. Now with Footfallcam, T.H. Baker can gain increasing insight as to the footfall of customers entering their store and the strength of their marketing campaign when a new brand, product, or promotion is in place.

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Price Competitiveness

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How our client utilizes the Analytics data

By using the Conversion Rate as the key KPI metric, regional managers from T.H. Baker can observe individual store performances in their region. In addition to that, returning customer key metrics further enhances store footfall visibility by being able to see just how well a store retains its existing customer base. This allows the managers to make proper decisions in responding to customer loyalty exuded by regular patrons of their stores. To further ease the flow of data, managers can set Individual store reports to be emailed to them autonomously by way of our system's email scheduler. The counter's system is also useful for forecasting footfall as it tools for decision making.

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Client Requirements

As a jewelry store that is constantly affected by the market cost of raw materials such as diamond and gold, T.H. Baker is in need of a method to identify consumer behavior when prices of their offerings fluctuate. Knowing full well that the jewelry retail industry is highly competitive in terms of price and affordability, it is crucial for T.H. Baker to implement Footfallcam as their means of observing consumer behavioral trends. In addition to that, the brands that T.H. Baker sells vary from store to store but all sell Pandora, eight of the stores have Thomas Sabo and eight have Links of London; making people counters all the more crucial to identify individual store performance. Initially, T.H. Baker has looked at a range of different solutions and companies in the people counting market. Eventually, they chose Footfallcam on the basis of Footfallcam's competitive pricing and the array of flexible service options.