

CASE STUDY: The Perfume Shop

Introducing FootfallCam to The Perfume Shop

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
Total Cost of Project	150,000 GBP (Installation Inclusive)

Challenges

As one of the largest fragrance retailer in the entire United Kingdom, The Perfume Shop needed a competitive advantage over its competitor, Boots. The Perfume Shop needs real time overview of its in-store analytics and identify issues in the overall health of both sales and performance. FootfallCam offered The Perfume Shop a method of monitoring their consumer behavior, demographics, and contributed positively towards key business strategy in the success of The Perfume Shop.

Campaign Effectiveness Evaluation

The most sought-after feature by The Perfume Shop is our marketing effectiveness report. In order to compete with their competitor, The Perfume Shop periodically host seasonal and monthly events; offering their consumers large discounts in purchases or gratifying bonuses. The Perfume Shop uses the marketing effectiveness data generated by FootfallCam to evaluate the revenue generation of the period before the event, as well as during the event. FootfallCam also provides The Perfume Shop with the ability to assess the lasting impact a marketing campaign have on sales by comparing after campaign sales data against during, and before campaign data.

Furthermore, the marketing effectiveness feature also provides The Perfume Shop with an awareness of the strategic location of their store, and the effectiveness of their online marketing campaign and consumers' word of mouth. FootfallCam autonomously generates outside traffic data in conjunction to evaluating sales data for the marketing effectiveness report. The Perfume Shop compared the outside traffic data against the data before the start of the campaign to determine whether there was a substantial increase between the number of passer-by during the campaign. This provides The Perfume Shop an awareness on whether their online marketing campaign are reaching the correct target market, as well as the rate in which consumerism spreads between their consumers.

Optimize Operational Hours

Another feature often utilized by The Perfume Shop is the opening and closing time optimization. FootfallCam automatically generates a recommended opening and closing time for The Perfume Shop on individual site level based on the number of outside traffic and the number of visitors in shop. Through this, The Perfume Shop will have visibility on their loss in potential clients when the store is out of operating hour, though there is massive outside traffic. This feature also calculates, based on an advanced counting algorithm, the forecasted growth in revenue if the store changes the hour of operation as recommended by FootfallCam.



The Perfume Shop

Why FootfallCam?

The Perfume Shop is a fragrance retailer operating under A.S Watsons Group. The Perfume Shop is the second largest fragrance retailer in the United Kingdom and is estimated to have over 300 stores. As one of the largest retailer in the United Kingdom, managers of The Perfume Shop is faced needs an accurate view of the total traffic of their stores. Additionally, The Perfume Shop needs to be able to monitor the growth of sales, marketing effectiveness, and the duration of visit for customers. Through the insights these data provide, managers of The Perfume Shop are able to determine the most effective marketing campaign and optimize hours of operation. The Perfume Shop also utilized the outside traffic metrics provided by the Footfallcam to gauge the maximum potential of visitor the store could have at any given time.

Monitor Visit Duration

Due high frequency of promotional events hosted by The Perfume Shop, the visibility on the dwell time of consumers is imperative. The Perfume Shop uses visit duration provided by FootfallCam to review their choice of product offerings, and to see how effective their promotional campaigns are. The data provides The Perfume Shop with insight on whether their pop up advertisement and free sample are sufficient to maintain customer engagement.



Easy to install | Easy to maintain | Competitive Price

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Installation Process

The Perfume Shop requested to use our installation expert. Throughout the installation process, FootfallCam worked alongside the employees of The Perfume Shop as well as our installer to define the simplest experience. We guided the installer on all the necessary actions, and arranged a suitable installation schedule for the entire project rollout. We did not experience any turbulence in the installation of the counters. We communicated with our installer and the employees of The Perfume Shop through remote support and instant messaging.

Our Commitment

FootfallCam is readily committed to the complete satisfaction of consumer experience. After the installation of all the counters, FootfallCam proceeded with the verification process. FootfallCam ensured that each counter will have genuine counting data with evidence of validity. The verification specialists of FootfallCam ensured that all the counters installed and properly verified with at least 95% accuracy within 14 days of installation. FootfallCam achieves this effortlessly with the support of The Perfume Shop. We informed The Perfume Shop of any occurrences when their installed counter had lost network connectivity, thus halting the verification process. Through the conjoint effort of both supplier and buyer, we completed the entire verification process within just 2 weeks.

Continuous Monitoring

The support provided by FootfallCam does not end after the installation of the device. FootfallCam continuously monitors the devices of The Perfume Shop and readily informs The Perfume Shop of any abnormal circumstances. FootfallCam daily monitors all the installed counters for network connectivity, and we directly contact the operational branch in rectifying the issue. FootfallCam also monitors the incoming data generated by the device to ensure the integrity of the data. FootfallCam guarantees that the data generated by each people counting device is genuine and reliable.

Client's Utilization

The Perfume Shop utilized FootfallCam in various ways. The Perfume Shop imported all sales revenue generated by their ePoS system and integrated the data with FootfallCam, hence the generation of sales conversion as well as the effective evaluation of marketing campaign. Through the data provided by FootfallCam, The Perfume Shop was able to receive detailed behavior of their consumer and the effectiveness of their campaign. This information allowed the upper management to accurately assess the risks that are involved with high end promotional sales event, as well as seasonal decorations placement resources. To further alleviate the risks of business process, FootfallCam generated campaign effectiveness data in three different time periods which gave The Perfume Shop an insight on the lasting impact of their events.

To highlight, FootfallCam rollout over 300 counters in The Perfume Shop without a hitch. There were barely noticeable difficulties and inconveniences, and in spite of the hardships, FootfallCam endlessly provided support to The Perfume Shop. FootfallCam further enhanced the consumer experience through continuous support for The Perfume Shop.

The Perfume Shop

Client Requirements

Before the induction of FootfallCam in its store, The Perfume Shop had no tangible method of measuring the effectiveness of their market campaign. The Perfume Shop needed to quantify in visible digits the impact their regularly hosted promotional events have on sales, as well as the after-effects. Through the inception of FootfallCam, The Perfume Shop was given complete transparency on how viable their marketing operations are. The Perfume Shop was able to make data-based decision when deciding which marketing campaign was more effective, which was more cost-efficient.

Another demand of The Perfume Shop was the basic function of visitor counting. The Perfume Shop needed a visible method of determining how far behind are they behind their main competitor. The Perfume Shop also used visitor counting technology to determine if the offerings of their products attracted their consumer.