

CASE STUDY: A.S. WATSON GROUP

Introducing FootfallCam to A.S. WATSON GROUP

Current Status

Number of Counters Installed per day	5
Average Number of Counters per Store	1 to 2
Total Counters Installed	6000
Countries Counters Installed In	Malaysia Singapore Indonesia Turkey Philippines Thailand Russia Hong Kong
Implementation Time	9 Months

Challenges

AS Watson Group has a large scope with Phase 1 projects involving 3,000 counters directed to Turkey, Hong Kong, Taiwan, Indonesia, Philippines, Malaysia, and Singapore. Following such large scale projects comes with certain challenges that must be overcome collectively by every party involved. This largely revolves around the need to compromise with individual BU (Business Units) in each country. Due to the uniqueness of each store settings, a single BU will prefer to use their own method, preference, and time for the installation of the counters. In addition to that, there must be a comprehensible yet all-inclusive training for store staffs so as to ensure that all participants fully understand how to operate, analyze and diagnose the counter should the need arise.

Value Proposition

To Watsons, data management is extremely important. One of the greatest deliverable values offered by our technical team has been to ensure that all footfall and analytical counting data are autonomously uploaded to Watson HQ central server. In addition to that our team of professionals are constantly liaising with the CEO directive in implementing well-tailored 'conversion rate' metrics.

Total solution for the group

AS Watson Group analyses the performance of the company as a whole, and they needed a people counting system for each individual business unit as a form of consolidation solution. Footfallcam provides a central location for all the footfall data to be stored in their dedicated Watson HQ central server. This allows the C-level authorities in headquarters to have a comprehensive overview over each store's daily, weekly and monthly footfall analytics performance.

Price competitiveness

Our Footfallcam rates are positioned to be 70% lower than our competitors. The competitive rates not only provide a greater market penetration for our product, but also makes it less costly for large, matured sized companies with worldwide presence that intend to rollout the people counter system across their stores globally. We offer competitive discounts to drive down the overall cost for Watson upon purchasing Footfallcam counters in bulk.



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Why FootfallCam?

AS Watson Group owns the Watsons Personal Care Stores (also known as just Watsons) is widely regarded as the largest health and beauty care chain store with more than 12,000 stores globally. One of the major difficulties for the CEO of Watson group is the limited visibility on all their global store's performances. Fortunately, FootfallCam's main key metric in determining the performance for each of Watson's store is best known as the sales conversion rate. The sales conversion rate is the rate of which the number of people who walked into their stores ended up buying products. It is one of the greatest features which aids managers in making proper decisions via gaining greater visibility and insight as to their customer's behavior.

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Rollout Project Manage

AS Watson Group receives real full time support from FootfallCam's dedicated team of experts. We possess support teams that are well versed in Mandarin and will gladly work alongside the clients appointed installer/IT rollout team to perform system consultation, device installation, verification testing, and software debugging. Watson has multiple business unit stores that are located in different parts of a region. Our team is capable of working in tandem with individual business unit owners that have different yet specific installation requirements and store settings.

How our client utilizes the Analytics data

AS Watson Group utilizes "Conversion Rate" as their key KPI for data gathered from the Footfallcam counter and their ePoS system. By using the Conversion Rate as the key KPI metric, regional managers from Watson can have a better overview of individual store performances in their region. This allows the managers to identify the number of footfall in relation to actual completed transactions recorded in the register machine of their stores. To further ease the data flow, managers can set and customize Individual store reports to be emailed to them autonomously by way of email scheduler. The counter's system also possesses an engine with the ability to forecast and predict data for the next 7 days to aid the manager's decision making process.

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Client Requirements

In search for the right solution, AS Watson Group started rolling out Brickstream (via Tyco) people counter devices. Unfortunately, the counters did not meet their expectation and requirements. Eventually we proposed our solution to AS Watsons Group and after meticulously listening to their needs and requirements, we were able to form a solution that is suitable in meeting their long term expectations. AS Watson Group then began an initial trial phase involving 5 stores in Hong Kong and Malaysia. Most of Watson's stores have layouts with varying sizes.

In essence, AS Watson Group needed a reliable and functional footfall counting system to go hand-in-hand with their goals for global expansion.