

CASE STUDY: L'OCCITANE

Introducing FootfallCam to L'Occitane UK

Current Status

Number of Counters Installed per day	3
Average Number of Counters per Store	1
Total Counters Installed	98
Countries Counters Installed In	United Kingdom
Implementation Time	1 Month

Challenges

Due to the vast amount of L'Occitane stores, data provided from our counter system must at all times be consistent, accurate and produce uncompromised data to be stored into their server. While we are aware that not all stores have equal network connection speed (especially stores located in outskirts towns), our verification team has provided constant support in finding a workaround solution to ensure the consistency of data streaming. Aside from that, while our counters may sometimes be subjected to hardware issues due to the mishandling in installation or transportation of our counters, we will be more than willing to provide free replacements/trials as part of the philosophy our company upholds towards L'Occitane.

Value Proposition

The scope of their project requires them to match the rollout with their refit program. Starting with the UK, with a duration of 3 years and Ireland, being 2 years. L'Occitane uses our Footfallcam software for their local analysis to determine how their stores in general are performing in the UK. Currently, L'Occitane's marketing manager uses the specialty Marketing Effectiveness Report to gauge a store's potential conversion rate. They have found the report to be useful as it allows them to have a closer look at their customer's response during special promotional events or festive seasons such as Easter and Christmas. Our team works closely with L'Occitane by providing guidelines to hired installers or shopfitters in the management of the cables and the installation of counters. In addition to that, our regional office in UK and Asia are able to support them via instant messaging services such as WhatsApp, line, skype etc. at the convenience of our client.



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Why FootfallCam?

L'Occitane is an international retailer of body, face, fragrances and home products based in Manosque, France. It has shops located in over 90 countries across North America, South America, Europe, Asia, Australia and Africa. Together with L'Occitane UK, we have successfully installed our counters to a total of 100 stores across the country. Prior to rolling out our counters to L'Occitane, the company recently acquired a new central server in place to ensure a basic level of control over content awareness within their network. By working with our team of expert technicians, we were able to integrate and perform server installation while adhering to their information policy on privacy and security measures.

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Price Competitiveness

Our competitive rates not only provide a greater market penetration for our product, but limits the cost strains for medium large companies that require the counters in large quantities. The goal of L'Occitane was to implement people counter systems that can be installed swiftly, has a long lifespan (25 years), low turnover/replacement and overall cost that is lower among other footfall counters in the market. By purchasing our counters, L'Occitane owns the whole value-added chain to project manage both hardware and software components of our Footfallcam counters. Ultimately, we offered cost effective solutions for their large retail chain rollouts in the UK, such as lower rates, free local server installation, strategic consultation, free faulty counter replacement, and ongoing real-time support.

Rollout Project Manage

L'Occitane received real full time support from Footfallcam's dedicated team of experts at all times. In a recent case, we have observed a pattern of overexposed light issue with L'Occitane's store. As most of L'Occitane's store contain a large reflective logo on their floor tiles, it has a tendency to reflect high exposures of light directly to the counter's camera (which happens to be fixed perpendicular to the floor and beside the entrance ceiling light) resulting in compromised accuracy in counting footfall. In order to overcome this issue, our verification team swiftly came out with a solution involving the application of white balancing to counteract the glare exposure that has been directed towards the camera.

How our client utilizes the Analytics data

By using the Conversion Rate as their key KPI metric, regional managers from L'Occitane can have a better overview over how their customers are perceiving each of their stores. This allows the managers to collectively make proper decisions when it comes to maximizing the quality of their store through the re-assigning of staff and product positioning. To further ease the flow of data, managers can set and customize Individual store reports to be emailed to them autonomously by way of the email scheduler feature available in our system. The counter's system is also useful for forecasting footfall as it possesses an engine with the ability to predict data for the next 7 days; providing managers with greater tools for decision making.

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Client Requirements

L'Occitane has a special history with our counters as they have been one of our loyal and long standing client since Footfallcam's inception. At Footfallcam, we are constantly working with their IT operations team and management units in coordinating each of the stores located across different cities and towns. One of L'Occitane's major requirement is the "selection process" - where regional management standardizes data gathering procedures. This allows them to extract and submit sales conversion rate through their central server by integrating their ePoS system with Footfallcam's footfall data. Our team has meticulously worked with L'Occitane's IT team in integrating the system as well as make proper configurations to better suit their preferences. Doing so will grant the management with a holistic view over each individual UK store's performance. By continuously expanding our knowledge base, our dedicated team of experts were able to improve our people counter system to better suit L'Occitane's ever growing need for greater data streaming efficiency and footfall accuracy consistency.