

CASE STUDY: Huawei

Introducing FootfallCam to Huawei

Current Status

| | |
|--------------------------------------|----------|
| Number of Counters Installed per day | 3 |
| Average Number of Counters per Store | 1 to 2 |
| Total Counters Installed | 91 |
| Countries Counters Installed In | Malaysia |
| Implementation Time | 1 Month |

Challenges

Huawei reviewed a variety of people counters before choosing to install FootfallCam at all of their stores throughout the country. The main reason Huawei wanted to install people counters throughout all their shops in Malaysia was to minimise operational loss. Huawei Malaysia mostly used FootfallCam to answer the following questions:

- **How many opportunities were they capturing?**
- **Are there any return on investment in promotional campaigns?**

FootfallCam was able to provide Huawei Malaysia with a solution that not only fulfil their requirements, but ensure that the device will continue to provide accurate counting data to facilitate high end decision making for a lasting period of time.

Minimise Operational Loss

FootfallCam provided Huawei with a method to measure the opportunities the stores are able to capture on a macro view. The sales conversion metric FootfallCam provided enabled Huawei Malaysia to determine the number of visitors that entered their store that made a purchase, and the number of visitors that entered their store that did not make a purchase. With this data in hand, Huawei Malaysia was able to determine at which point in the buying process did the consumer lose interest. Huawei Malaysia was able to retrieve sales conversion data in by importing their sales data into the FootfallCam device through automatic API configurations provided by FootfallCam. FootfallCam readily provided API scripts for users to use for integration with their ePoS.

Measure Return on Investment of campaigns

FootfallCam provided Huawei with the means to measure the effectiveness of their marketing campaigns through the Marketing Effectiveness report. With this report, Huawei was able to determine the effectiveness of their distribution channel for advertisement, determine the effectiveness of their promotional events, and gauge their brand awareness and image. Huawei measured how effective their marketing channels are on social medias, billboards, and flyers by determining whether there was an increase in the number of outside traffic from before the event to during the event. Huawei then took this a step further and determined how effective their campaigns are through measuring the turn in rate of visitors, and sales conversion. With measurable figures to evaluate performance, Huawei Malaysia is able to calculate the return on investment and use the figure to plan for future marketing activities effectively.



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Why FootfallCam?

Huawei is one of the leading global information and communications technology solutions provider. Huawei is one of the largest retailer for mobile phones and applications in Malaysia and is estimated to have nearly 90 stores throughout the country. As one of the main contender for telecommunications provider, Huawei Malaysia needed insight into the performance of their store, when comparing with their larger scaled competitors. With the inception of FootfallCam in their stores, managers of Huawei Malaysia was given the capacity to monitor the growth of sales, marketing effectiveness, duration of visitors, potential of passers-by, and quantifiable figure in consumer loyalty.

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Proactive Health Check

FootfallCam provided proactive support and monitoring of the status of all FootfallCam counters Huawei had installed in Malaysia.

FootfallCam continuously monitored the devices Huawei Malaysia had installed for 3 major fault points:

- 1) Accuracy of counter
- 2) Integrity of counting data
- 3) Whether the counter is fully functional

FootfallCam monitored and supported Huawei Malaysia daily in these three aspects to ensure that the counter is always generating accurate data that Huawei can rely on to facilitate decision making process. FootfallCam also reported to Huawei daily in the status of their counters and also the status of their data. With the transparency and enhanced communication between the two companies, Huawei was able to build trust in the product.

Rollout Project Manage

FootfallCam is readily available to commit to the satisfaction of the consumer experience. FootfallCam had planned the entire installation process for Huawei and ensure that all installation works, auditing works, and data readiness works will be ready within the given time frame by Huawei. All Huawei had to do was state a reasonable time for FootfallCam and we project managed the entire rollout. FootfallCam plotted the installation path that determine which store will be able to receive their counters and when. FootfallCam plotted the store along the most convenient path that would be cost efficient for Huawei. Additionally, FootfallCam project manage the whole installation process by remotely supporting the installers and guiding them on the positioning of the counter. Once the installation work has been completed, FootfallCam ensured that all counters will have their data ready within the given time frame of 5 days as stipulated by Huawei Malaysia.

Client's Utilisation

Huawei Malaysia utilised the data that FootfallCam provide in improving their sales operations. Huawei used the sales conversion data to receive detailed behaviour and insight into their consumer and to determine the effectiveness of their marketing campaign. This information enabled the upper management to accurately assess the risks that are involved with high end promotional sales event, as with the case in the telecommunications industry. To further alleviate the risks in business process, FootfallCam generated campaign effectiveness data in three different time frames to provide insightful analytics on the lasting impact of their events.

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Client Requirements

Prior to the installation of FootfallCam in Huawei, the telecommunications company had no tangible method in assessing the effectiveness of their marketing campaign, and also in how many opportunities they have for sales on a daily basis. Huawei needed to quantify in measurable digits on the positivity and lasting impact of their campaigns. Through the installation of FootfallCam managed by our team of experts, Huawei Malaysia was able to receive complete transparency on how viable their marketing operations are.

In addition to using FootfallCam to determine the effectiveness of their marketing campaign, FootfallCam was able to provide Huawei with a tangible method to determine if they are able to effectively seize the opportunities that present themselves to the telecommunications company. Huawei Malaysia is able to minimise the loss of operations by comparing the number of opportunities (visitor count) against the number of transactions made (sales transaction count) to determine the sales conversion.

The effort and work required by Huawei in incorporating FootfallCam in their stores was minimal and simple. The sales data from ePoS autonomously import to FootfallCam Analytic Manager daily for report viewing for Huawei Malaysia. With this function, Huawei can ensure that they will have their data daily and on time.