

CASE STUDY: Theme Park in Malaysia

Introducing FootfallCam to MAPS (Movie Animation Park Studios)

Current Status

Number of Counters Installed per day	4
Average Number of Counters per Store	1
Total Counters Installed	7
Countries Counters Installed In	Malaysia
Implementation Time	3 Months



MAPS

Why FootfallCam?

ANIMATION THEME PARK SDN BHD is the developer, owner and operator of Movie Animation Park Studios (MAPS), a joint-venture between PCB Development Sdn Bhd and RSG MAPS Sdn Bhd.

Soft launching in 26th June 2017, MAPS is seeking to continuously improve MAPS' attractions and facilities. Improvements will involve continuous technical implementations and rehearsals to make sure customers have maximum security and convenience at the same time.

In order to do so, MAPS need to have the visibility on the traffic of the visitors. Without any visibility on this matter, MAPS will not be able to determine whether their rides will be too crowded or even under-staffed. The lack of information may cause MAPS to neglect on the possible risks that occur in the rides.

Long-term Investment

Having to maintain the theme park frequently is inevitable, to avoid any extra workload to MAPS, they have chosen FootfallCam solution. Prior to installation, FootfallCam has well planned for the project timeline and delivery from the day order was made, right until the device is up and running. This has given MAPS the confidence and assurance to provide all the information FootfallCam needs to carry out installation smoothly.

In addition, the expected lifetime for each counter is 25 years, this means that MAPS will not be wasting any resources in maintaining the solution. In the long run, MAPS will have justifiable return on investment on their business.

Opportunities

Installing at a theme park was an off beaten path for FootfallCam. Implementation of our solution in a theme park comes along with many ambiguities. It is unavoidable that challenges will exist in the implementation of FootfallCam in the theme park. The implementation of FootfallCam solution at MAPS was on a tight schedule. The theme park was scheduled to have its opening on 26th June 2017, but the site was not ready for the installation of FootfallCam. Our team has worked closely with MAPS's staff to determine the best date to arrange the installation to make sure the site of MAPS is ready and in line with the installation schedule to prevent any delay in the opening date as scheduled.

FootfallCam was able to manage after preparing a proposal for MAPS indicating the timeline of the installation for across the theme park. The proposal FootfallCam had prepared was meant to create a satisfactory expectation for MAPS since FootfallCam will be responsible for ensuring the installation will be completed within the time frame which is before the opening of the park.

Value Proposition

FootfallCam is able to provide visibility over the dispersion of the visitors within the park. MAPS have installed FootfallCam solution on every of their ride at the entrance of the building. By doing so, it is able to capture every visitor that goes for the ride by hours/daily/weekly. Having such visibility, MAPS are able to make better business decisions to improve on their facilities.

One of the value that FootfallCam brought to MAPS is that they are able to prevent under staffing and over staffing in their rides. Determining the peak hours and also the cold hours of visitors for a particular ride, MAPS will be able to better allocate the number of staff for that particular ride. In addition, MAPS is able to optimize the sales such as selling of tidbits or soft drinks to rides at their peak hours.

Optimize Budget Allocation

Being an outdoor theme park, weather condition can greatly affect the visitors, our solution will be able to quantify, how much is the impact. By looking at the day with bad weather, MAPS will be able to determine the lost in opportunity and come up with plans to minimize the impact of weather conditions on the number of visitors such as offering shuttle buses from nearest bus stop, or having more sheltered areas.

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Installation Process

Pledged to perform installation for MAPS before their grand opening, ShopperCount dedicated installer was on a very tight schedule, without any hesitation, the diligent engineer manage to complete the installation despite that the site was not ready for the installation to take place. Usually ShopperCount engineers only require a single trip to get it up and running. However, during the installation, MAPS theme park was not ready in terms of connections, having to go out of the norm, our engineer had to make returns to the site several times to make sure the installation was done smoothly.

Rollout Project Manage

ShopperCount independently manage the rollout project for MAPS without outsourcing from purchase right up to completion of the project whilst providing on-going support. We project begun when MAPS have signed off in sealing the deal for this theme park project. It begun us providing the proposal stating clearly the timeline and layout of the project. MAPS assisted us by providing the on-site photos as well as the floor plan for us to have a better planning and understanding of the situation. In line with the aim of MAPS, ShopperCount started mapping out the best locations that is vital in capturing the footfall data. Upon presenting the plan to MAPS, they were very pleased by the planning and given us the green light to carry out as we planned.

Prior to the installation, we had already set up their accounts in our software database to make sure that once the installation is completed, we were able to register the installed units without any delay to MAPS account. Then ShopperCount proceed to configure the units and MAPS was able to collect data once the park is opened. It was vital for MAPS to see how well they were doing on their first open day, it will be used as a benchmark to see the trend line in the coming weeks.

Client's Utilization

MAPS weigh heavily on our Wi-Fi analytics and footfall in reviewing each of their ride's performance and attractiveness. Using the turn in rate, MAPS is able to tell how many visitors actually went for the ride or just pass by them. This can provide more information on which ride they should be focus on to increase its attractiveness and also allocation of pop out stores for drinks and food. It was shared that MAPS will also compare the total visitors in the park against the number of visitors per ride, that way, they can tell the popularity of each of the ride. This provides an insight to the managers on underperforming rides to consider on improvement or revamping the theme of the entertainment site.

In a nutshell, implementation of FootfallCam with MAPS was a successful breakthrough for both parties. FootfallCam and MAPS team showed outstanding teamwork and collaboration in this project. Managers of MAPS is now capable in having visibility of the entire theme park and able to perform better analysis for short and long-term business decisions.

MAPS

Client Requirements

Back in mid 2016, MAPS was sourcing for many footfall solutions. There were searching for the all-in-one solutions, where they could get a comprehensive all-rounded solution which comprises of collection of footfall data, analyzing of data, software with dashboard to showcase of information and convenience in accessing them. In search of the best one, MAPS approached us FootfallCam to know more of what we can offer. Several rounds of discussions and meetings was conducted in order for MAPS to better understand FootfallCam's capabilities. MAPS undergone very careful considerations with their higher management on this project.

Several months has passed and after rounds of considerations in comparison with other footfall solutions, MAPS finally decided to go for FootfallCam, knowing our comprehensive solutions covers all aspects that they were lacking of, it was a perfect fit for the missing puzzle piece. FootfallCam was more than what they were looking for, we not only fit every of their requirements in fact, we also provide proactive support and monitoring of their data and counter, with our advanced system, we would notify them in event an issue arises. To date, MAPS is pleased at our solution and we are looking forward in their upcoming projects.