

CASE STUDY: Paradigm Mall in Malaysia

Introducing FootfallCam to Paradigm Mall

Current Status

Number of Counters Installed per day	6
Total Counters Installed	137
Countries Counters Installed In	Malaysia
Implementation Time	2 Months

Opportunities

Paradigm Mall, the large shopping mall had sourced for multiple footfall solutions provider to better understand their shopper's behavior and preferences. They found the need in having the visibility of flow of traffic in their mall. The CEOs constantly have a few questions in their mind:

- What areas in my shopping mall are frequently travelled by shoppers?
- Are the events held in my malls have any impact on the visitors?
- Are the stores located in the optimal locations?
- How do I allocate the staffing or security to best optimise the security of my mall?

FootfallCam not only answers their question but also provide more than that, FootfallCam's traffic flow analysis provide metrics that Paradigm Malls could benefit in many ways such as, maximizing rental revenue, measure marketing mix, determine optimal tenant mix, optimise staff planning and determine customer loyalty and engagement.

Maximise Rental Revenue

FootfallCam's Zone Analytics report assists Paradigm Mall to identify zones that generates most sales opportunities based on visitor count or shopping duration and justify rental rates. Management can identify which tenant should be paying higher or lower rent. By incorporating FootfallCam in Paradigm Mall, they are able to have the visibility of the "hot" and "cold" zones, where they can know which area are usually crowded and which area are less travelled by. They can maximise their rental revenue by offering different rental prices to different tenants according to how high are the sales opportunities are of each location. For example, they found that the lower floors such as the Ground and Upper Ground floors are usually more populated with shoppers, hence the rental at those floors are higher especially those who are close to the entrance and exits.

Determine Optimal Tenant Mix

Shoppers are selective for the environment that they shop in, careful planning must be taken by malls to place suitable stores according to the environment and traffic flow. To take an example, luxury retail brands are recommended to be placed at the areas with less shoppers travel because the shoppers of luxury brands usually prefers to shop in a less crowded and quiet environment; the mall can then charge them higher rental fees in those areas. On the other hand, areas which are crowded are suitable for retails stores which are more commonly purchased or lower average price of their products; places which are easily accessible are best to be filled with food and beverages.



Paradigm Mall

Located in the heart of Skudai district in Johor, Malaysia, Paradigm Mall is the largest regional mall with over 1.3 million square feet and seven floors. It has over 500 retail outlets for shoppers to enjoy their entire day on. Relatively new, Paradigm Mall is seeking to continuously improve their location of tenants and better staff planning to ensure the visitors can shop with an ease of mind for the security.

With their mind set on those goals, FootfallCam have held frequent meetings with Paradigm Mall in their head office to discuss about their requirements and concerns for FootfallCam. FootfallCam has came up with a uniquely customised reporting feature for Paradigm Mall to track traffic flow of the mall.

Measure Marketing Effectiveness

Paradigm Mall holds events in their mall especially during festive seasons, however, the management is unable to tell whether or not the events held had any impact at all on the shoppers at the mall. FootfallCam has a specialised report to show the traffic information of before, during, and after the event for top managers to have the visibility on the impact of the events held on the shoppers.

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Staff Planning

Prior to the installation of FootfallCam, Paradigm Mall is concern on their staff allocation and scheduling, they do not have the visibility to have the right placement at the right time to have the balance between cost and effectiveness. Today, the management is able to implement better personnel allocation. For instance, allocation of more security personnel in areas with higher visitor count or cleaning personnel to check areas with higher likelihood to be dirty; such as nearby food court.

Customer Loyalty and Engagement

A sustainable business model is by having a high amount of returning customer; using FootfallCam, Paradigm Mall is able to quantify the number of loyal customers that they have. Using those figures, they are able to come up with a suitable customer loyalty programs to increase their returning customers. FootfallCam are also able to show which zones are with the individual returning customer data, then Paradigm mall is able to perform better allocation on zone arrangement.

Paradigm Mall

Client Requirements

Paradigm Mall always face their business challenges in knowing their customers' shopping behavior, they could only tell whether a zone is either "quiet" or "crowded", both indication could be inaccurate because it merely states the end of one's spectrum which is not the case for most of the time. Being unable to quantify how "crowded" or how "quiet" a zone is one of the business challenge that they faced. When we proposed our solution to them, we had rounds of discussions to show them how quantifiable was each zone is, they were thrilled. Finally being able to quantify the zones, they now are able to perform better management of their tenants, maintenance, schedules and so on; it affects their entire mall management as it resolves all around providing the best experience for shoppers with minimal disturbance.

Once they have known how dense is a particular zone, a question raised in their mind, they wanted to know where the shoppers travelled to and from, whether the crowd in zone A comes from zone B or C. FootfallCam presented to them, a report customised to their zoning, to show them the traffic flow of their shoppers. They now are able to better understand their shopper's pattern and provide more effective tenant arrangements.