

Introducing FootfallCam to Talarium

Talarium

Why FootfallCam?

Talarium is an adult gaming centered operating under the name "Quicksilver" and an internet gaming site under the name "Cyberslotz". Talarium is the leading game machine operator in United Kingdom with over 180 stores situated across 165 towns and cities. As one of the largest game operator in UK, customers of Talarium varies in demographics. In order for Talarium to better serve their customers, they first need to understand their customers. Additionally, the implementation of Machine Games Duty has drastically increased the cost of operations for the casino industry throughout UK. This made the understanding of customer data more imperative than ever before. With understanding of customers' data, Talarium can determine the ideal profitable mix of gaming machines that appeals to their customers' interests and satisfactions.

Challenges

Installing at a theme park was on off beaten path for FootfallCam. It is inevitable that there are challenges in the implementation of FootfallCam in Talarium's stores. The issue mainly stems from Talarium's uncertainty and doubt in whether FootfallCam will be able to fulfill the requirement of the company. Talarium needed answer to three questions:

- **How many customers come in and play?**
- **Do they play longer?**
- **How many of them come back and play again?**

We managed to circumvent this issue after preparing a proposal for Talarium outlining the benefits and answers FootfallCam has to offer, as well as proposing a timeline for the rollout of units across stores. The proposal FootfallCam had prepared was meant to create a simplified experience for Talarium since FootfallCam will be responsible for ensuring the installation will be complete and all generated data will achieve a high level of standard.

Client Requirements

Prior to the inception of FootfallCam, Talarium had no substantial method of receiving business insights. Talarium was unable to quantify the number of passer-by and potential opportunities they could have earned. Talarium was also unable to evaluate the usage of their gaming machines. Talarium had no method to review whether the store is offering the right mix of gaming machines that is attractive to the local demographics.

As one of the largest adult gaming chain in the United Kingdom, Talarium was heavily impacted by the Machine Games Duty which imposed up to 25% tariff on gaming machines. The taxation incited a rise in the cost of operation for the casino industry. With the increase in cost of operation, Talarium considered various people counter solutions in order to ensure that no resources are wasted, and no opportunities are lost. Ultimately, Talarium settled with FootfallCam as their choice of people counter solution due to the myriad of features a single unit includes.



Optimize Staff Level

One of the most prominent features to Talarium, and the most basic function of FootfallCam was visitor count. As a gaming chain that operates throughout the day and night, FootfallCam provides Talarium with the insight of optimizing staff allocation based on incoming traffic. FootfallCam reports the visitor count at every instance of the day and provides historical context for Talarium to foreshadow the needed staffing arrangement at different times of day. This ensures that Talarium does not overstaff during underperforming hours while not understaff during peak hours. This allows Talarium to optimize their labor resources and capital. This feature was especially useful for Talarium since it was evident that despite being opened throughout the night, Talarium had very little visitors during those hours. This resulted in resources in both capital and labor having very little return on investment.

Current Status

Number of Counters Installed per day	4
Average Number of Counters per Store	1
Total Counters Installed	100
Countries Counters Installed In	United Kingdom
Implementation Time	1 Month

Monitor Customer Engagement

Another function of FootfallCam useful to Talarius was visit duration. Through visit duration, Talarius was able to gauge the interests of their customers based on their engagement to each gaming machine. Talarius was given an indication of customer engagement decline with the projection of visit duration on a trend line. The indication of waning customer engagement creates an urgency for Talarius to review their current set of product offerings. The time stamped data gives Talarius a deeper insight into which gaming machines are captivating customers and which are a liability. This allows Talarius to create the ideal mix of gaming machine for better customer's interests' retention, and as a result, increase revenue.

Private Report Hosting

Due to the confidentiality of consumer data a casino has to deal with, Talarius was overly fastidious in regards to letting third parties such as FootfallCam having access to those data. We had circumvented this issue by giving Talarius the option of hosting the analytics report on their own private server as opposed to our cloud server. We have also set up FootfallCam Analytic Manager to integrate footfall data to Talarius' existing enterprise software.

Returning Frequency

Talarius utilized the returning customer feature of FootfallCam to have an enhanced understanding of customer loyalty and engagement. Talarius needed to build a larger and well-established customer base and through the enhance understanding of consumer loyalty, Talarius quantified the loyalty of existing customer base and tailor marketing initiatives for different purposes.

Installation Process

Talarius had opted to use the installation services we provided. Throughout the installation process, it was difficult for us to appoint a certain time for installation. This is inevitable as Talarius is a casino chain and operates 24/7. This made it difficult to determine the off- peak hours to for the implementation of FootfallCam. As a result, the implementation was conducted after we have monitored the visitor traffic and have proceeded with the installation after off-peak hours. We had ensured that the installation would be successful by have our technical personnel on hold during the installation process and guided our installer step by step during the process.

Rollout Project Manage

The rollout plan for the project followed shortly after we presented a timeline and milestone of the rollout phases. We began with installing at no more than 10 stores for the trial of FootfallCam. We had presented a list of stores we believe would be most optimal to display the capabilities of the FootfallCam and presented them to Talarius. Afterwards, our technical personnel had arranged for a remote training session to install the FootfallCam Analytic Manager at their own server. We assisted Talarius in setting up their own central server to host all the collected reports. Once the installation of the software was completed, our support personnel trained Talarius in the usage of the software as well as a rundown on the functionalities and features. Once the installation of both hardware and software is completed, FootfallCam proceeded to completing the verification progress of the counters and ensured that the accuracy of all counters are at least 90%.

Client's Utilization

Talarius uses the sales conversion function of FootfallCam in assessing the performance of each of their stores. The sales conversion rate is processed through their own sales data which is generated through their own ePoS system and our visitor count data. Talarius was given an insight into which site had the highest sales conversion and given a thorough view and comparison on which is the underperforming store. With the insight of underperforming stores, Talarius was able to reviewed other data of that specific store. Data such as outside traffic gave Talarius an insight as to the cause for underperforming store; perhaps the issue lies in location, or the issue may very well lie in the product offers. Talarius used a combination of these two metrics to accurately illustrate their underperforming stores and analyzed the cause of underperformance. Once Talarius had a cause, it was simple for Talarius to rectify the issue.

To highlight, Talarius had a successful rollout with FootfallCam. Despite the difficulties that arose during the installation process, Talarius was satisfied with the services provided by the FootfallCam team. The unwavering support and the simplicity of the project management made Talarius' experience with FootfallCam simple and easy. It can be expected to see at least one FootfallCam mounted overhead at every entrance of Talarius' stores in the near future.