



Digital Transformation

FOR SHOPPING MALLS

Data Driven Shopping Malls



Tenant Mix Analysis



Leasing Pricing



Path to Purchase



Integrated Advertising



Footfall Analytics

A clear overview of the shopping mall tenant mix, and comparison between different stores can be shown through the system.



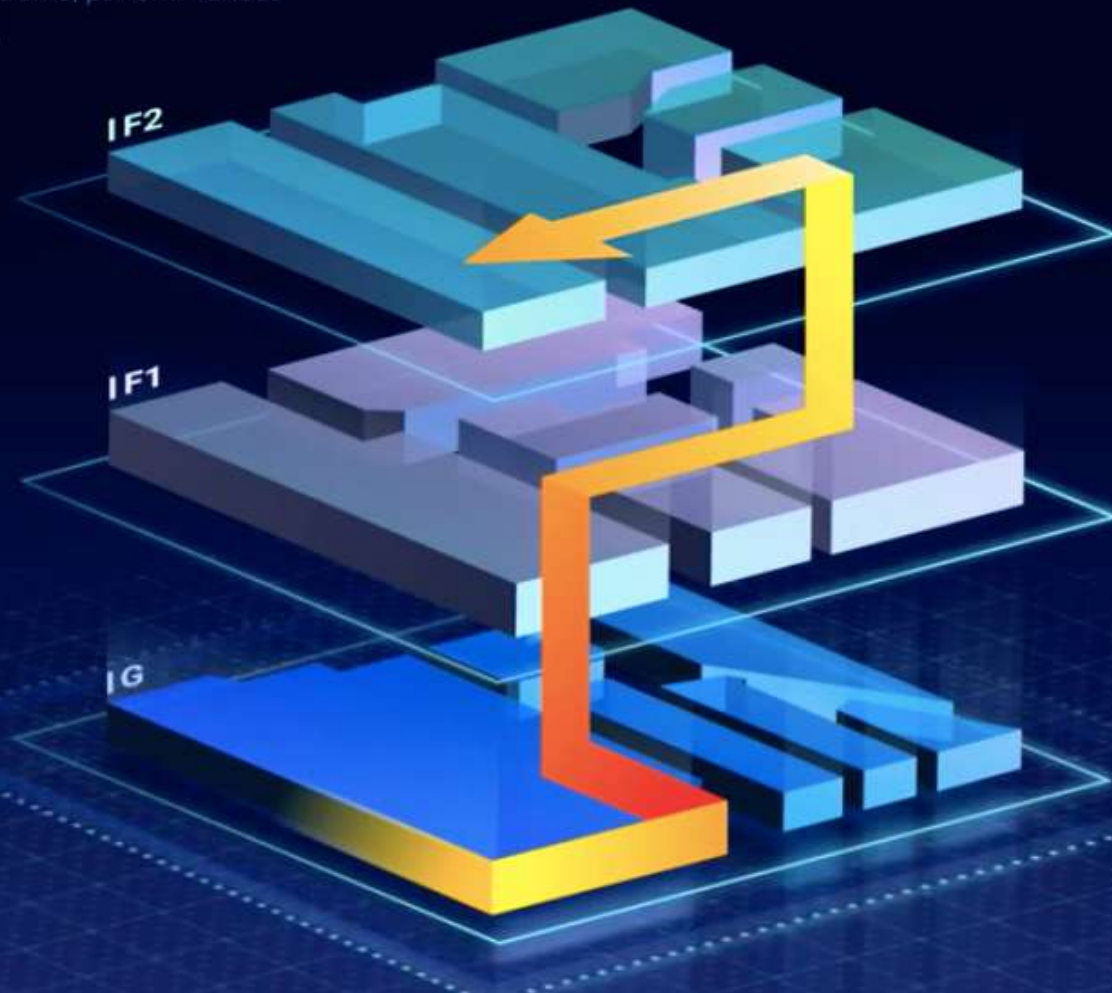
Tenant Mix Analysis

The results of our data analyses are valuable guidelines for rent pricing

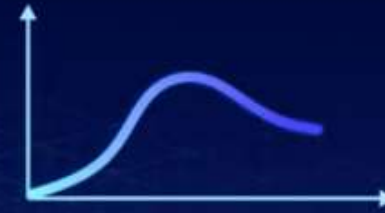


Leasing Advisory

monitor store traffic, perform various data analyses,

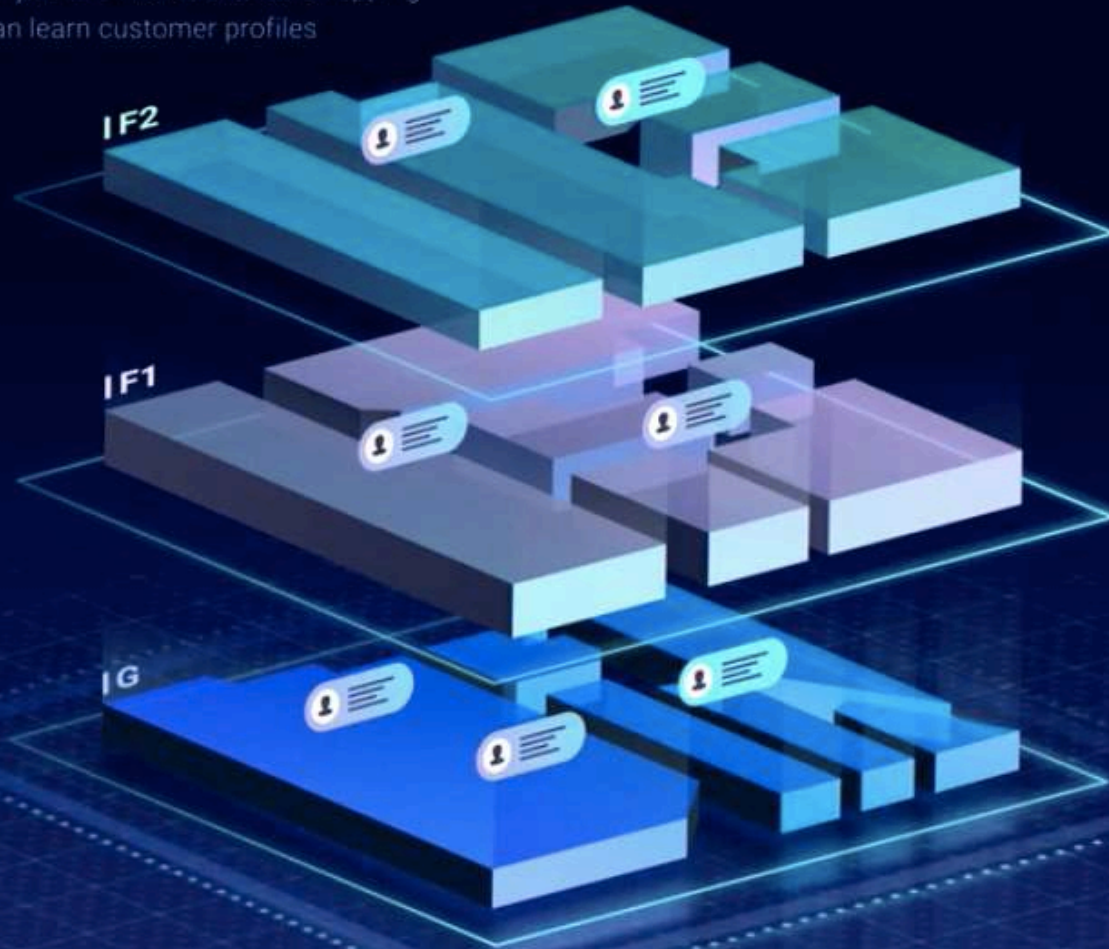


Perform Various Data Analyses

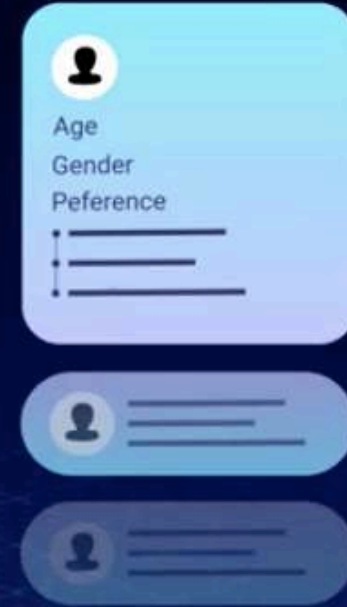


Path to Purchase

More specifically, at the mall scale, our shopping mall system can learn customer profiles

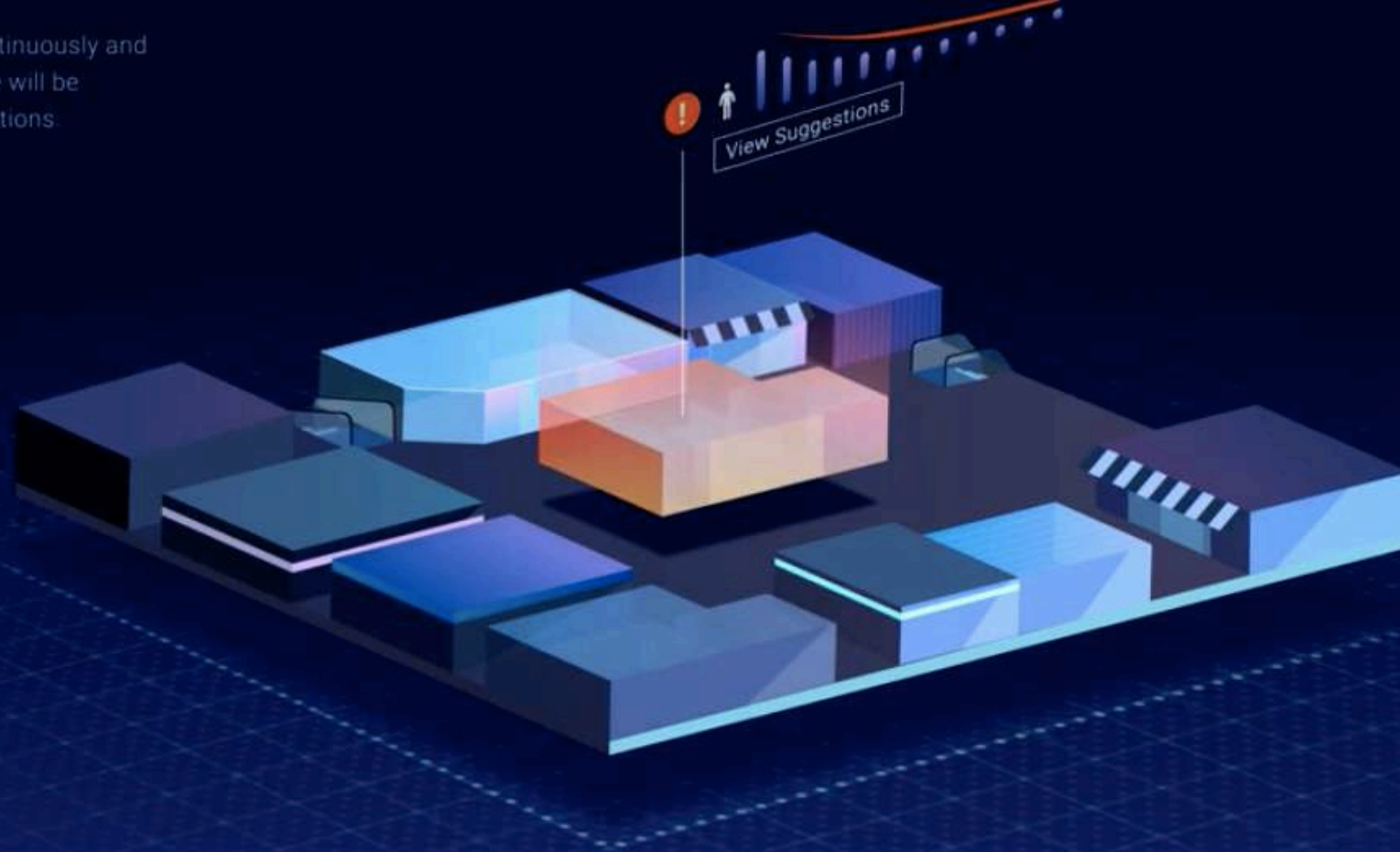


Learn
Customer Profiles



Integrated Advertising

When the customer traffic drops continuously and signals operation problems, the store will be alerted and receive operation suggestions.



Multi IoT Infrastructure

Case Studies

MALAYSIA, KUWAIT & USA

1 Utama (Malaysia)

Since the usage of people counters in the 1 Utama mall was a relatively new concept, 1 Utama management broken down the installation into three phases each with a different goal in mind. The first aim of 1 Utama was to know overall traffic volume, the second was to improve the effectiveness of marketing campaign, while the third is to increase revenue stream from tenants.



Shopping mall

Understanding where the shoppers come from

During the trial stage, 1 Utama mainly wanted to know where their visitors is coming from, and how many people enter from the train station, and how many enter from car park. At this stage, 1 Utama only installed in all entrances to find out which area is most often used.

Analysing the flow of traffic

At the second stage with the inclusion of corridor installation, 1 Utama had insight into traffic analytics to understand how people move within the mall. With this knowledge, footfall trend were produced to identify the most popular pathway to place advertisements.

Justify the rental value of tenants

With the insight into the popular area in the mall, 1 Utama have knowledge into which department area their mall is most popular and gauge whether the tenant rental cost should be increased or decreased based on traffic volume.

Marina Mall (Kuwait)

With the large inflow of shoppers, it becomes critical for Marina Mall to maximize customer experience being one of the Middle east's most elegant urban shopping center. Marina Mall aims to understand how customer moves inside the mall and the frequent zones shoppers like to visit. Getting these visibility helps Marina Mall to plan their promotional activities in the mall.



Shopping mall

Measure Marketing Effectiveness

Marina Mall holds events in their mall especially during festive seasons. However, the management is unable to tell whether the events had any impact or the visitor counts that visited the event. There is no evidence to show. FootfallCam has a specialized report to show the marketing effectiveness.

Identify Customer Journey

Marina Mall had insight into traffic analytics to understand how people move within the mall. With this knowledge, footfall trend were produced to identify the most popular pathway to place advertisements. They are able to decide which path is least favorite and implement strategies to attract shoppers to the path.

Staff Planning

Marina Mall is concerned on their staff allocation and scheduling, they do not have the visibility to have the right placement at the right time. The management is able to implement better personnel allocation e.g. more security staff at crowded zones.

A.S Watsons (Globally)

FootfallCam dealt with over 30 business units during the project rollout with AS Watsons. AS Watsons wanted visibility of all commercial event that occurred in their stores. FootfallCam had strung all the data back to the HQ, by setting up an FTP connection in every business unit to point all data back to the centralised GIT.



Retail chain

Centrally managed system

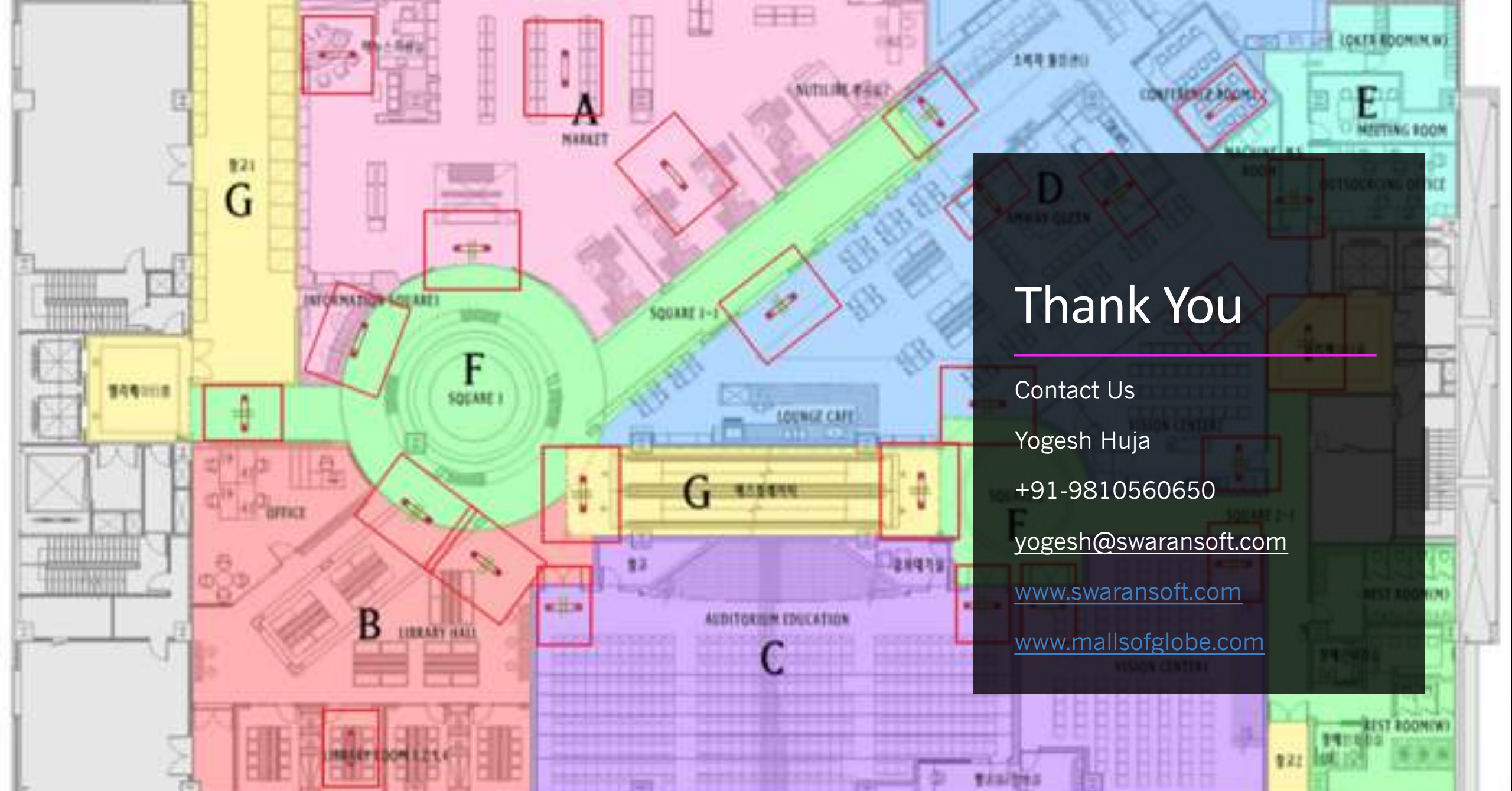
A.S Watsons initially installed Brickstream 3D counters in all their store but swapped over to FootfallCam when they needed to data in one centralised location. As opposed to the previous solution when A.S Watsons needed to enter the network of each store to grab data on a daily basis.

Regional comparison of sales conversion

With all counting data in one centralised location, A.S Watsons compared the conversion data of their stores against another country to determine which market they are underperforming in and to identify areas to improve.

Manually optimise each counter to environment

Being a large international business, A.S Watsons had many different type of store environment ranging in entrance types, width, and height. Each counter installed in Watsons is manually calibrated to each specific location for the highest accuracy possible.



Thank You

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