KT Olleh Avenue uses network cameras for smart store operations.

Network surveillance system uses people counting to lowers costs and maximize store efficiency and management.

Organization:
KT Olleh Avenue Gangnam Store

Location:
Seoul, South Korea

Industry segment:
Retail

Application:
Merchandising and operations

Axis partners:
Sunjin Infotech

Mission

KT Olleh Avenue Gangnam Store is a 24/7 open space where customers have the opportunity to experience and learn about the latest IT devices like smartphones and tablet PCs. Here, visitors can subscribe to all KT's wired and wireless products, receive customer counseling, get their terminals serviced, and enjoy games, movies, and other multimedia contents. The name Olleh Avenue comes from 'avenue' that means street and access road. It signifies a special place where KT can connect, communicate, and commune with customers. As a space for total customer experience, the Olleh Avenue store needs accurate statistical data to ensure the best possible service and customer experience. To this end, employees counted customers manually as they entered the KT store. This system was inaccurate and interrupted other store operations. A solution was urgently needed that would count visitors in real time around the clock.

Solution

After the KT Olleh Avenue Gangnam Store had been in operation for some time, management began considering an alternative method of counting customers.

A low-cost, easy to install and operate system was needed that would accurately collect the vital data without disrupting the store's décor or distracting the employees from their primary duty of delivering customer service. Axis' partner Sunjin Infotech proposed the AXIS M3203 Network Camera with an integrated AXIS People Counter for round-the-clock operation. Now installed at the entrance to the KT Olleh Avenue Gangnam Store, this system provides effective data acquisition and store management.

Result

The people counting function of the Axis network camera installed at the entrance to the KT Olleh Avenue Gangnam Store accurately counts customers in real-time around the clock. Administrators need only connect to the camera from a PC to see the hourly/daily/weekly/monthly number of visitors, and there's no need to save the data in a separate server.

AXIS
C O M M U N I C A T I O N S

> "The automated system greatly reduces the workload of employees and saves costs. In particular, I am very satisfied that the accurate numerical data ensures smart store management and improves customer service."
>
> KT Olleh Avenue Gangnam Store.

The network-based camera enables the main office to use the VPN network to view the number of visitors by branch, and data can be displayed in graph form and downloaded as Excel, XML and API, greatly simplifying statistical analysis. The camera comes with a built-in PoE (Power over Ethernet) function that supplies power through the UTP cable, making it possible to install the solution without having to change the existing interior.

Accurate and numerical data

The KT Olleh Avenue Gangnam Store helps customers experience wired and wireless services. Counting customers and collecting and analyzing data on their responses are considered core elements of store management, but conventional manual counting alone did not supply the accurate information needed to evaluate overall store operations 24/7. The results of special marketing events highlighting the KT Olleh Avenue Gangnam Store's commitment to an open cultural space for multiple experiences were difficult to obtain.

The Axis network camera with an integrated people counting function delivers hourly and daily data with a 95% accuracy rate that far exceeds previous manual efforts. Management now efficiently creates objective operations and marketing reports from automatically collected data.

Improving store efficiency and customer management

With customers being counted automatically instead of manually, store and customer management is significantly more efficient. It is no longer necessary for employees to take turns counting visitors manually or to have an additional employee assigned to counting duty. With each store staff now concentrating on service, customers enjoy a better shopping experience, which is reflected in a better bottom line.

Reports on the number of customers are easily created and submitted via Excel file to the main office and central system for effective store and customer management decisions. As the API of the camera is open, the server connects to the camera, collects queries on an hourly basis, integrates the data in its own system, visualizes it in tables and graphs, and sees store information and conditions round the clock. This data is combined with POS data, and the hourly/daily/weekly/monthly number of visitors, number of purchases and sales are tallied, and appropriate marketing strategies determined based on the purchase ratio and average money spent per customer.

Reducing operating costs

The biggest effect of the Smart Counter is cost saving. The KT Olleh Avenue Gangnam Store is open 24/7, and staffing according to the hourly number of visitors is the most important factor in reducing operating costs. As the counting of visitors manually done by staff members is now performed by the network camera's automated function, it is no longer necessary to have an employee dedicated to counting customers. As a result, better manpower utilization based on the hourly number of visitors, especially during night shifts, is now possible.

The role of the network camera has been extended to that of an analysis tool, which reduces marketing costs and boosts the efficiency of store management. Since a separate server made by another company is not necessary, the system's operating and management costs are greatly reduced. Installation costs are also less, thanks to the simple cable hookup that maintains the store's décor.

Sunjin Infotech 선진인포텍(주)

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