Face recognition and people counting boost customer service and profitability.

More effective marketing, tailored campaigns and optimized staff levels are among benefits gained by Rajalla På Gränsen shopping centre and retailers.

Organization:
Rajalla På Gränsen shopping centre

Location:
Tornio, Finland

Industry segment:
Retail

Application:
Safety and security, smart analysis, people counting and face recognition

Axis partner:
Valfi

Mission

With a footfall of several million people each year, Rajalla På Gränsen is one of the largest shopping centres in northern Finland. The centre wanted to acquire accurate data on visitor numbers and demographics, as well as offer shopping opportunities in a safe and secure environment. Rajalla På Gränsen wished to provide a better experience to its customers while optimizing store and security staffing. In addition, individual stores wanted statistics that help them tailor their marketing and merchandise according to customer needs.

Solution

Rajalla På Gränsen chose AXIS M3006-V Network Cameras and AXIS People Counter software to count people at the shopping centre entrances. The cameras and software were installed by Axis partner Valfi. Inside the shopping centre, Valfi installed AXIS M1125 Network Cameras and Valfi software for face recognition and customer profile analysis.

Result

The new system provides reliable information about visitor numbers. Rajalla På Gränsen also gets statistics about the time of day people visit the shopping centre as well as their customer profile (demographic data, such as gender and age) and even about their facial expressions and the emotions they reflect. The shopping centre has used this data to improve its customer service and optimize its store and security staff planning to deliver the best possible shopping experience to visitors. Retailers can now create more effective advertising campaigns.

AXIS COMMUNICATIONS

Reliable solution for people counting and face recognition

Rajalla På Gränsen is one of the largest shopping centres in Northern Finland. Located in the city of Tornio in Lapland, it is near the Swedish border. The shopping centre boasts more than 40 stores from home decoration and fashion to sports and leisure and offers a variety of other services, such as cafés, restaurants and a cinema. Footfall at the shopping centre reaches several million each year.

Rajalla På Gränsen wanted to acquire accurate statistical and demographic data about the gender, age and facial expressions of visitors to further improve customer service and shopping experience. Stores, cafés and restaurants wanted to optimize their staff planning according to peak visitor times. They also wanted to create more tailored advertising campaigns for target groups and provide special offers to visitors based on their age and gender. The solution had to be easy to use, manage and maintain remotely.

The previous system used by Rajalla På Gränsen only calculated visitor numbers and wasn't very reliable. One person who had large shopping bags or a shopping cart was sometimes counted as several people. Or, if several people used an entrance at the same time, they were sometimes counted as just one person.

Reliable solution

The solution installed by Axis partner Valfi consists of eight AXIS M3006-V Network Cameras and AXIS People Counter software to count everyone who uses the entrances to the shopping centre. The wide-angle view of AXIS M3006-V provides a good view of the shopping centre premises. The network camera has a vandal-resistant design, it supports HDTV and is easy to install, manage and maintain.

AXIS M1125 Network Cameras were installed on the interior walls, with Valfi's face recognition software to identify visitors' gender, age and facial expressions.

AXIS M1125 cameras were mounted at the height of 160 cm to allow for easy zooming and image capture of visitors of all sizes. The cameras support HDTV and Wide Dynamic Range, which captures sharp images even from scenes with strong variations in light.

"We chose Axis network cameras, because of their high image quality, robust and reliable design and easy installation and integration to existing security and IT systems. Axis also has excellent customer support," says Valtteri Kujala, Managing Director, Valfi.

The statistics and analysis solution is entirely cloud-based. Rajalla På Gränsen can access data and images in real time for analysis, but they are not stored.

Tailored campaigns and safer shopping

Rajalla På Gränsen now has a reliable solution that provides accurate statistics about footfall and demographics.

"We are very satisfied. We have gained new opportunities for creating more effective advertising campaigns that better reach our target groups and can provide more tailored offers, while retailers can better optimize their staffing according to footfall," says Jukka Korpimäki, Shopping Centre Director, Rajalla På Gränsen.

With the solution, retailers can also analyse their conversion rate, which measures the share of visitors who make a purchase, which also helps improve profitability.

Valtteri Kujala estimates that a store using this kind of solution could boost its profitability by as much as 20 to 30 per cent.

Rajalla På Gränsen is the first shopping centre in Finland to implement a solution that combines facial recognition with people counting. Several other shopping centres have signalled their interest in this unique solution.