

A MULTISTORY MALL IN DUBAI ENSURES BEST IN CLASS CUSTOMER EXPERIENCE WITH MATRIX PEOPLE COUNTING



INDUSTRY

Retail

LOCATION

Dubai

CHALLENGES

- Efficient staff management
- Managing overcrowding

BENEFITS

- Detailed Reports and Their Analysis
- Improved Crowd Management
- Better Customer Experience

PROJECT HIGHLIGHTS

- Implementation of People Counting using Matrix Video Management Software
- Various Monthly, Daily, Hourly Graphical Reports
- Interoperability with Existing Video Surveillance

PRODUCTS OFFERED

- STATYA SAMAS GE-1
- SATATYA SAMAS cam5
- SATATYA SAMAS crowd management cam20
- SATATYA SAMAS crowd management cam5

COMPANY PROFILE

A multi-diversified international conglomerate with over four decades of successfully dealing with multiple business activities developed the first 'Outlet' concept mall in the Middle East. This mall is home to over 1,200 of the world's premium and top brands. The mall is dedicated to being a true and ultimate value retail destination. This two-storey mall houses 240 stores and services.

BUSINESS CHALLENGES

Efficient Staff Management - As the mall includes multiple stores, the Mall wanted to acquire data about the occupancy rate of a store at various times of a year, so that they can improve their service management by deploying staff accordingly.

Manage Overcrowding - They wanted to ensure customer convenience by distinguishing peak hours and managing the crowd accordingly.

MATRIX OFFERING

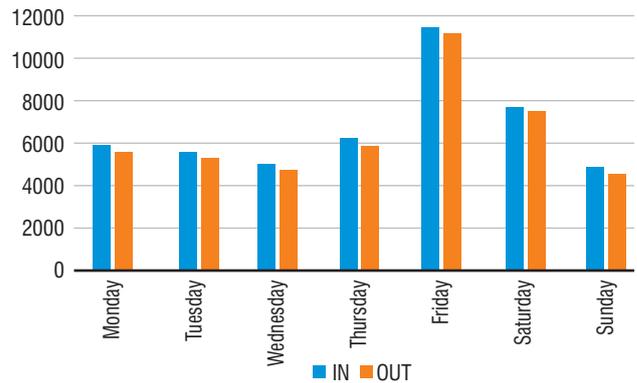
Group		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Ground Floor	IN	4565	4325	4022	4537	7502	5016	3799
	OUT	4389	4156	3879	4423	7389	4921	3664
First Floor	IN	1416	1345	1041	1495	3936	2661	1010
	OUT	1254	1215	913	1385	3811	2572	920
Total	In	5981	5670	5063	6232	11438	7677	4809
	Out	5643	5371	4792	5808	11200	7493	4584

*Figures are imaginary

SATATYA SAMAS People Counting: Being the first 'Outlet' concept mall in the Middle East, they wanted to make the project successful and ensure top class customer experience. Matrix provided SATATYA SAMAS Crowd Management as the solution to their challenges.

The People Counting feature gave a detailed analysis of people entering and leaving the mall. Through hourly reports, management was able to identify the peak hours, which aided them in managing staff and customer convenience accordingly. For example, opening more billing counters during peak hours and deploying numerous sales persons to assist the customers.

Through yearly graphical reports, they could observe customer inflow throughout the year. Thorough analysis helped them map and forecast better marketing campaigns,



offer discounts at the right time of the year and make the requisite modifications to enhance customer experience. With occupancy control, they discovered the most crowded areas. They could also analyze note which advertisements or discounts attracted customers the most. This, in turn, helped them come up with better schemes.

ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. Matrix, an innovative, technology driven and customer focused organization, is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints in Asia, Europe, North America, South America and Africa through an extensive network of more than 1,000 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

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