

# Retail People Counting Case Study: Topps Tiles

# Topps Tiles

**Topps Tiles PLC** is Britain's largest tile specialist with over 350 stores throughout the UK. They had recognised the benefits of monitoring customer numbers against sales and marketing data and had spent time researching and trialling a number of different solutions from various suppliers in many of their stores.



It was found that none were suitable for their needs with issues including accuracy, ease of gathering data and on-going support. Following initial conversations with Axiomatic, we assessed their requirements and were able to recommend the most suitable solution in the form of the Brickstream 2300 stereoscopic video footfall counter. This particular type model of counter offered highly accurate performance and the ability to bring data from all sites back to a central location. The counters were to be mounted from brackets above the entrances and connected to a central server situated at head office with Axiomatic providing automated raw footfall data for Topps to use within their own systems.

After a trial period at the store based at Topps's head

office, they chose Axiomatic to provide and install the footfall system for the entire estate, a project which was managed and delivered by Axiomatic, and was completed in line with Topps' deadlines.

Topps had this to say about Axiomatic's performance:

"The service we received whilst rolling out the solution to our store network was efficient, friendly and always very reliable; if we experienced anything outside of the "norm" Axiomatic were on hand to help out and suggest possible solutions. We were very impressed with the installation process and by how smoothly the solution was rolled out, particularly for the size of the project. The data from the counters is now a key measure within the business and we would recommend Axiomatic to any company, large or small, who are looking for an effective footfall counter solution".



We continue to work successfully with Topps, installing counters at all new stores while Topps continue to benefit from intelligence on their customers numbers, visitor trends, conversion rates and regional variations. Being equipped with this invaluable information about their business has enabled them to make strategic decisions effectively.

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