

SAMSUNG ELECTRONICS TURKEY

Partners since: 2016

People counting devices installed: 3D Alpha+, 150+ devices

Pathmap devices installed: Heatmap+, 1 device

Store coverage: 100+ Samsung stores in Turkey

“To inspire the world with innovative technology, products, designs that enrich people’s lives and contribute to a socially responsible, sustainable future.”

- Samsung’s Mission Statement



About the Customer

Samsung Electronics was founded in Suwon, Korea in 1969. 40 years later, the corporation is now a leader in information technology with more than 200 global subsidiaries.

Samsung Electronics carry products in consumer electronics, mobile communication, and device solutions. Samsung Electronics poises to benefit customers by enhancing a smarter lifestyle through quality products and services.

The Challenge

The objective for Samsung Electronics was to effectively count and understand traffic in various locations. Simultaneously, the solution should be cross referenced with sales data to project conversion rates with high accuracy.

In addition, Samsung Electronics hoped for a versatile tool to compare store performances, monitor marketing effectiveness as well as employee productivity.

The Solution

V-Count's business intelligence platform allowed Samsung Electronics to analyze the relevant KPI's for retail success. By providing assistance with data interpretation, V-Count offered guidance to increase store productivity. These data were drawn to actionable insights which allowed the management team to allocate staffing according to power hours.

V-Count also supported Samsung Electronics in the experience center at EMAAR Mall, Istanbul, Turkey. With the Heatmap+ device installment, Samsung effectively measured the total occupancy level within the stores, most visited areas along with customer duration in various zones.

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“V-Count is a trusted partner. We have been using V-Count’s people counting and retail analytics technology since 2016 in our 70+ stores. We have been continually improving our customer services and profitability in Turkey with the support of the reports provided by their system.”

Sales & Marketing Director - Mert Gürsoy

Business Benefits

V-Count 3D Alpha+ is designed for all businesses with a retail based entity. The device projects data on how visitors enter and navigate through the designated space with 98% accuracy. Providing metrics such as traffic and queue range, the 3D Alpha+ device enables retailers to capture consumer behavior insights on a real time basis.

Since the installment of the 3D Alpha + Devices in January 2017 the in store conversion rate has increased more than 5% in Samsung Electronics stores within Turkey.

The evaluation of data from 3D Alpha+ and Heatmap+ can lead to major breakthrough in consumer insight. With this technology, brands may comprehend, segment and identify purchase behaviors at a more granular level. This insight enables retailers to optimize store inventory, visual merchandising as well as staff rotation within the store.

About V-Count

We help our customers drive their business growth through visitor analytics by tracking customers / visitors / passengers in physical locations with our sensors and analyzing this data on our cloud based solution. Our main solutions are people counting, heatmap, queue management.

Retail chains, shopping malls, supermarkets, airports, libraries, events, smart buildings can boost business results with V-Count solutions. We have over 25.000 installations worldwide. With 60 employees in our Miami, Istanbul & Dubai offices V-Count’s customer behavior analytics help businesses optimize operations in their physical locations, increase conversions, revenues and profits.

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Have questions? Send us an email at sales@v-count.com

For more information on how V-Count can boost your business please visit us at: www.v-count.com