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Cohera-Tech
Specialists in People Counting Systems

Walk Past Measure the Number of Prospects Walking Past but Not Walking In!

There are obviously many reasons why your store's sales might be low or lower than usual. One of there could be a lower number of shoppers at your location / shopping centre and others could be an uninviting image, ordinary window display or simply poor sales skills. So before you blame the Centre Manager or your Store Manager, you need some real facts!

Smart Store Owners are now installing Cohera-Tech people counting sensors outside their stores to measure how many people walk by, compared to how many walk in, at different times of the day. Even outside their store opening times!

Count the number of people walking past your shopfronts compared with the number walking in.

To gather walk-past data Cohera-Tech 3D sensors are placed above the walking area or just inside the store and focused on the walking area. The sensors are tuned remotely to identify Adults, Children and or Family Groups.

The data collected is directed to cloud based servers for analysis and delivered as real-time reports to Client's selected smartphones, tablets and PC's.

- ✓ Track "walk-past / walk-in" trends based on time / day / period
- ✓ Compare results for different promotional and window displays
- ✓ Experiment with different store layouts and monitor walk-in results
- ✓ View real-time data on your smart phone, tablet or PC
- ✓ Review analytics / data comparisons with your team with customised reports daily, weekly, monthly and yearly
- ✓ Operates independent of your IT and needs no additional computer hardware

The information gathered provides a baseline for improvement in multiple management areas:

- ✓ Lower numbers walking past your store could indicate poor shopping centre marketing, or a change to traffic flows. Either way you will need to talk to the Centre Manager, as your sales depend on shopper numbers
- ✓ Lower percentage of walk-in's compared to walk-past's indicates a store problem
- ✓ Window display not stopping shoppers and not inviting them in
- ✓ Wrong product range for shopper group – not interested
- ✓ Storefront layout intimidating and not inviting shoppers into the store to browse
- ✓ Good walk-past and walk-in numbers and ratio, but low sales is probably a Store Manager problem involving poor sales skills, pricing or competitor activity



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