



6

Ways People Counting Can Help



 **TRAF-SYS**
PEOPLE COUNTING SYSTEMS



What is People Counting?

People counting is the act or practice of measuring the number and direction of people entering and exiting a specific location. However, what many don't realize is that people counting technology can benefit a variety of businesses and organizations.

People counters provide valuable data related to the amount of traffic that flows through facilities. Regardless of your environment, whether it's a retail store, library, museum, university, or casino, people counters can be utilized and provide a wide range of advantages that include determining traffic flow, identifying traffic trends over time, optimizing labor, enabling more effective facility management, determining your conversion rates, and determining traffic flow before leasing a new location. Let's take a more in depth look at how people counters provide these six benefits.





1. Determine Traffic Flow

People counting technology will allow you to monitor the traffic that flows through your facility's entrances. Utilizing people counters will identify high and low traffic entrances and peak traffic timing so that you can optimize labor and staff appropriately.

Some organizations choose to enhance their people counting data by placing people counters in the separate sections of their facility. In retail this is valuable when determining the layout of your store in regards to aisle size, promotional placement, and staffing. Casino, museum and library management is much the same. Placing people counters not only at entrances, but also at separate displays and exhibits will give you more in depth data about the popularity of each display or exhibit. You'll be able to answer more difficult questions, such as:

- Are your promotional items located in prime areas?
- Do your exhibits or displays allow visitors to flow through your facility naturally?
- Are there areas that get backed up and others that see little to no traffic?

Identifying these trouble spots will allow you to begin seeking solutions so that you can provide your visitors/customers with a better experience.

Additionally, through measuring your traffic flow, you will garner a clearer understanding of the variables that affect your environment and how they influence visitor/customer patterns. Variables such as the weather, construction, holidays, seasons, and time of day can all affect traffic flow. Traffic data enables you to predict these affects and prepare for them appropriately. These affects identified over time are often referred to as trends and identifying them can help you in a multitude of ways.



2. Identify Trends Over Time

With the data that people counting technology provides, you will be able to identify useful trends. Determining your busiest and slowest times of the day, month, and year can be advantageous in various ways. For example, you'll be able to clearly see which of your programs, services, exhibits or promotions are the most, or the least, successful. Once identified, it will be a matter of answering the question, "Why was this (un)successful?" Was it the time of the day, month, or year the program, service, or promotion was offered? Was it location in the facility? Was it weather or another variable?

Answering these critical questions will allow you to better plan, prepare, and execute more successful events.





3. Optimize Labor

Regardless of your industry or sector, it is critical to optimize the service that you provide to visitors/customers. Identifying those peak and slow traffic periods will allow you to schedule staff more effectively. By doing so, you won't be caught short staffed during a rush hour or season. During slow traffic periods, you'll be able to optimize labor costs by reducing the number of staff members available.

Something as simple as not being able to find appropriate assistance will sour visitor/customer experience and cost you repeat visits or business. With people counters placed at your entrances, you'll have a better idea of which entrances need additional staff to handle heavy traffic flow. By placing people counters in the separate areas of your facility, you will be able to identify high and low foot traffic areas, and place staff more strategically on your floor. Having staff readily available to answer visitor/customer questions or see to visitor/customer needs will drastically boost the quality of service that you provide and, ultimately, boost the likelihood of return visits/business.



4. More Effective Facility Management

People counters provide an accurate gauge for **appropriate security staffing** in your facilities. Understanding your security staff to foot traffic ratio will reduce theft, vandalism or other criminal behaviors that may happen within your four walls. Similar to placing floor staff, understanding high and low traffic entrances and areas within your facility will also allow you to **place security staff more effectively**.

Monitoring facility supplies, such as restroom and cleaning supplies, will also become much more manageable due to understanding how many people are using your facilities on a daily basis.





5. Determine Your Conversion Ratio

Without people counting technology implemented in your establishment, determining conversion ratios is really just complicated and stressful guesswork. However, with people counters, you will know how many people are coming into your facility in an hour, day, week, or even year, and you'll be able to compare that with the number of patrons served, promotions, or sales you've made for your chosen period of time. In this way, you will be able to accurately and easily determine your conversion ratio.

Conversion ratios aren't just vital to retailers in regards to determining sales conversion rates. Conversion ratios can tell you how many students have attended a university event, how many patrons were served during a specific library program, or how many people bought tickets to attend a museum event. This information is essential in identifying your return on investment (ROI) for programs, promotions, events, and exhibits. By looking at the numbers provided to you by means of people counting technology, you will be able to determine, in a glance, if your promotion, program, or event was successful.



6. Leasing

If you're working on finding a location for a start-up, or you're just looking to expand, you probably know that selecting the right location can be a tedious and stressful experience. What you may not know is that people counting technology can help solve this problem. When hunting for a new location, chances are that you're going to want to find one that has a high number of people moving through it all, or most, of the time. Locations that receive high foot traffic are ideal because they provide a higher chance of increasing your customer or visitor base.

Some realtors and landlords are willing to share the traffic count of the location that you are interested in. Others are not so straight forward in presenting the traffic data. If a realtor or landlord refuses to share the location's traffic count data with you, it should be seen as a red flag. The withholding of information almost always means that the landlord or realtor has something to hide. If they're not sharing the traffic counting data with you, then that most likely means that the location does not have a desirable amount of foot traffic. If that's the case, you'll know it's time to move on to your next potential location.

Summary

People counting technologies provide versatile solutions to a myriad of problems that arise in a wide range of different settings and environments. Whether you are in retail, museum, library, university, or casino management, people counters provide data that is critical to making better decisions, providing better visitor experiences, and improving facility management. From supremely accurate technologies such as 3D Video and Thermal Imaging Sensors to less accurate, but still cost effective infrared beam solutions, there are sensible and profitable people counting solutions for you that will deliver a robust ROI.

About Traf-Sys

From our headquarters and data center in Pittsburgh, PA, Traf-Sys Inc. provides people counting systems, software and support to more than 7,000 locations. We offer a broad range of traffic counting solutions that deliver unparalleled accuracy and reliability. Our people counting solutions solve a variety of traffic monitoring challenges for all types of organizations, including some of the largest shopping centers, retail store chains, universities, libraries and casinos in the United States.

Whether you are trying to measure traffic to support project funding, optimize labor, determine advertising effectiveness, or increase conversion ratios, Traf-Sys provides the tools to leverage key metrics to improve the performance of your business. Our people counting solutions provide actionable information that helps organizations increase profitability and optimize operational efficiency by analyzing visitor traffic to make informed business decisions.



Phone: (888)815-6568

www.trafsys.com