

Thai Department Store Uses NUUO IVS Solution to Reduce Labor Costs and Enhance Customer Service



Organization :
Thai EmQuartier Bangkok Shopping Mall

Location :
Bangkok, Thailand

Industry Segment :
Retail

Solution :
NUUO Mainconsole IP+
NUUO IVS

NUUO Partner:
Bangkok OA Coms
Company Limited

The Mall Group, Thailand's largest mall operator which owns several well-known department stores like Emporium, Paragon, and EmQuartier, has decided to install NUUO's IVS in its Bangkok-based EmQuartier department store.

Opened in March 2015, EmQuartier Bangkok has become one of the biggest retail hubs of the city. The 2,700,000-square-meter department store houses numerous world class brands such as Emporio Armani, Valentino, and Pierre Herme as well as dozens of restaurants, offices, and event halls.

Challenges

With a huge number of visitors flowing in and out every day, a total of 40 cameras have been installed in the department store to protect consumers and staff as well as the properties. As business grows, the department store wants to evaluate its business execution more efficiently. Besides sales volume, they also want to keep track of the number of visitors to the department store, especially during holiday sales periods or promotions, to help the managers make wiser decisions and provide better services for the customers. As a result, the distributor has suggested the department store to adopt the proven NUUO IVS (Intelligent Video Surveillance) solution.

Solutions

The NUUO IVS system provides advanced, accurate video analytic for both IP and analog cameras. The IVS engine can track, classify and analyze the behavior of individual or groups of objects over long distances to greatly improve parameter security and monitoring efficiency.

Benefits

※People and Vehicle Counting

The NUUO IVS system includes a bi-directional line-crossing filter, so people from both directions, especially in busy doorway and entrance areas, can be counted separately and accurately. The customer can view the number of people on a computer screen immediately or have the data sent to the central office where it can be stored for future analysis via Ethernet networks. The data can be further analyzed for marketing purposes or compared with other demographics data to understand consumer behavior.

The IVS system is also useful for counting vehicles to help the customer get hold of vehicle flow. It also provides information pertaining to the estimated speed of the vehicle.

※Tamper Detection

The IVS system is equipped with tamper detection function. Therefore, whenever someone attempts to vandalize the camera such as knocking the camera down, defocusing the camera, or changing or blocking the field of view of the camera, the administrator will be notified immediately. In addition, the IVS system is embedded with a stabilizer which will compensate for any movement to provide a clear view if the cameras are installed in an unstable environment.

Results

After installing the NUUO IVS system, managers of the department store are able to track foot traffic easily. The traffic data enables the managers to determine peak and off-peak times and schedule staff accordingly, achieving higher staffing efficiency. As the number of employees scheduled during the less busy store hours decreases, the problem of underutilized staff resources during off-peak periods is solved, hence lowering total labor costs. Furthermore, the department store is able to deploy the best salespeople and additional staff members during prime shopping hours to improve customer services. With better customer experience, customer satisfaction has increased.

The managers can also compare the people counting data from different floors or areas in the department to find out the hot zones. With such information, the marketing team can plan their campaigns more effectively. The managers can also deploy more security staff or information desks in these high-traffic areas to provide better protection for visitors and properties and better customer services.