

***VISITOR* COUNTING**

*Making visitor
counting ... count*



VISITOR COUNTING

COUNT

Today, retail is a tough business. The dramatic increase in internet shopping is bringing down the number of high street shoppers, consumer expectations are rising, brand loyalty is declining. As you chase after opportunities and fight off the competition, keeping trade coming through the door and holding on to your share of the market is a constant challenge.

In this rapidly shifting landscape, it's harder to pinpoint the winning formula for here and now, let alone shape a successful strategy for the future. Where good feelings and guesswork may have once seen you through, now more than ever decisions need to be based on hard facts.



Count on better marketing decisions

How successful was the recent voucher promotion in the local press?

WITHOUT visitor counting

Sales were up on last month but it's hard to know if we made the most of our sales potential.

WITH visitor counting

Reports show that sales were also up 10% on non-promotional lines during the promotion period, yet visitor flow remained flat. We can see clearly that we made the most of our sales potential.

Stop guessing. Start counting

To outsmart their high street rivals, forward-thinking retailers are putting performance in-store under far closer scrutiny. Increasingly, they are investing in and valuing visitor counting technology.

Checkpoint is superbly equipped to help you exploit the tremendous capability of visitor counting. With almost 40 years' experience of delivering and supporting shrink management and merchandising solutions, we understand both the business issues and the technical challenges.

Our new-generation visitor counting solutions enable you to unlock the potential of every square meter of sales floor. The systems are simple to use yet offer highly sophisticated functionality, analytics and reporting to improve profitability.

When you let Checkpoint take care of visitor counting, you're free to focus on your core business.

One of the best ways to stand out against your competitors is to run the type of promotions that consumers value the most. With visitor counting working for you, you can make your marketing budget work harder and smarter.

With accurate, real-time intelligence at your fingertips you're able to:

- Target marketing efforts more precisely
- Assess whether advertising is successfully driving traffic through the door
- Measure the performance of individual promotions
- Bring products to consumers in ways that create real brand value
- Avoid out-of-stock situations



RECORD

Retail industry experts agree that you'll typically see a 5% increase in sales for every 1 out of 100 visitors you convert to a customer.

But what drives conversion in your business? Is it well timed promotions, appropriate staffing for peak sales periods, effective store layouts, good product availability? What you believe is happening on the sales floor and what is actually happening may be very different.

Visitor counting gives you the true picture of consumer flow hour-by-hour, day-by-day, week-by-week, month-by-month, year-on-year. But it can tell you much more than how many consumers visit, when they visit and where they go in-store. Interfaced with transactional data it delivers perhaps retail's most valuable metric – your customer conversion rate.

The right direction

Visitor counting is a powerful management tool both at local store and head office level. Giving you insight into your customers' shopping habits, it helps you to spot trends and make the best trading decisions.

We provide solutions for all types and sizes of retail business. So whether you're managing a single pharmacy store or a multinational fashion chain, let Checkpoint show you how to make the most of visitor counting technology.

Count on better merchandising decisions

Where is the best place to promote these new product ranges in-store?

WITHOUT visitor counting

It's hard to say. Perhaps in the coffee shop or food hall, or maybe at the childrenswear entrance.

WITH visitor counting

The promotional video we ran on the flat screen monitors in the food hall in the first week, stopped consumers in their tracks. This level of interest quickly translated into sales. Similar displays in the coffee shop the following week didn't result in increased revenues for that line, though consumer flow was constant.

Understand your customers' buying habits and you can maximize your floor space. With visitor counting working for you, you will instantly see the best way to increase product appeal and stimulate impulse purchases.

A clear picture of visitors' response to in-store merchandising enables you to:

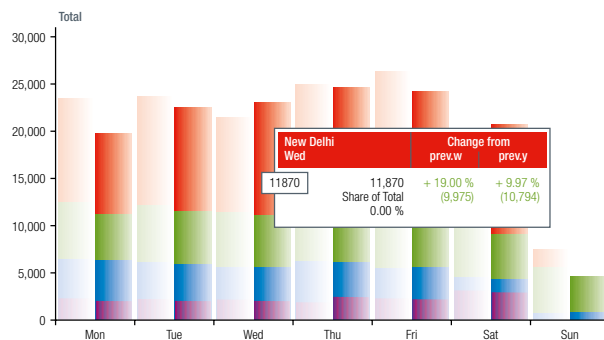
- Locate point-of-purchase displays for maximum impact
- Make the most of hot spots and liven up cold spots
- Place products for the best exposure
- Select the right merchandise to meet consumers' needs
- Forecast local market demands
- Strengthen customer loyalty

VISITOR COUNTING

COMPARE

With visitor counting working 24/7, your next move need never again be based on speculation or impulse. Instead, the decisions you make and the actions you take are founded on advanced analysis of accurate intelligence on consumer activity in your retail estate.

Easy access to consumer flow data with the ability to compare trading periods 'like-for-like' provides clear insight into your business performance and market trends.



Answer the big questions

Visitor counting provides the answers to many of the big questions in sales, marketing, finance and operations. The very questions that you need to ask to drive traffic through your doors to increase profits. Questions like:

- What promotions should we run this month?
- Should we advertise on TV again?
- How many staff do we need at weekends?
- Are we losing customers because of poor service, or because we're out of stock?

Checkpoint offers flexible solutions that can be upgraded and expanded as your business needs change. They take advantage of the latest developments in hardware counting technology and data analysis and reporting software to give you full benefit from your investment.

Count on better store planning decisions

Should we develop more out-of-town sites?

WITHOUT visitor counting

The one we opened last month doesn't seem to be as popular as we had anticipated. Perhaps we need to do more local advertising.






WITH visitor counting

Comparisons with our smaller format town centre stores indicate we should focus our expansion plans on high street locations and longer opening hours.

Fail to measure the success of new developments and the chances are you will miss opportunities. With visitor counting working for you, you're fully equipped to plan operations for optimum trading.

Monitoring the volume, direction and timing of visitor flow helps you to:

- Identify top-performing stores and use lessons learned to improve poorer performing outlets and to plan for new branches
- Optimize trading hours
- Drive a better return on space
- Plan checkout numbers and positions in relation to exit usage
- Increase customer spend

 Total	Change from prev.y	Share of Total
4.58 M	+ 7.6 %	
2.41 M	+ 41.5 %	
1.02 M	+ 36.8 %	
0.11 M	+ 1.7 %	
8.12 M	+ 19.2 %	



VISITOR COUNTING

SUCCEED

Take a closer look at Checkpoint's visitor counting systems and you'll soon realize the enormous potential to increase margins and reduce costs.

Improve opportunities for customer conversion

Understand exactly what's happening on the ground day-to-day and you stay close to your customers' needs, preferences and purchasing patterns. You're in the best possible position to give them more of what they want, when they want it, gaining advantage over your competitors every step of the way.

Motivate staff

Sharing the results of visitor counting with staff, or perhaps linking conversion rates to reward, encourages high quality customer service, which adds to the bottom line and increases your competitive advantage.

Identify cost efficiencies

Easy access to a central source of data and sophisticated analytics means you can quickly assess what's working in-store and what's not. By achieving the optimum balance for staff, stock and opening times you make the most of expenditure and resources.



Count on better staffing decisions

How do we avoid either having staff standing around on the shop floor with nothing to do, or not having enough cover to meet customers' needs?

WITHOUT visitor counting

Planning staff rota's takes up a huge amount of time and it's really difficult to predict the right amount of cover. Some days we seem to be rushed off our feet, but on others trade appears to be very slow.

WITH visitor counting

That's easy. From May through to September we need to staff up, particularly on Thursdays, Fridays and Saturdays, as these are clearly our busiest trading times. It's a different picture in the winter months. We might as well close on Mondays and we only need the extra cover at weekends.

Over-staff and costs are wasted. Under-staff and you run the risk of lost sales through poor customer service. With visitor counting working for you, you can pinpoint exactly when and where extra staff can improve sales performance and forward plan with confidence.

By matching staff levels to consumer traffic you're able to:

- Increase store revenues
- Control labor costs by re-deploying staff
- Improve the shopping experience
- Reduce or eliminate queues
- Motivate shop floor staff
- Gain competitive advantage



Why visitor counting from Checkpoint Systems?

- Almost 40 years' experience in designing, installing and maintaining shrink management and merchandising solutions for the retail industry – we know what delivers results
 - Expertise that stretches across the globe
 - Comprehensive portfolio of visitor counting solutions for all types and sizes of retail business
 - A range of solutions from in-house to web-hosted management systems
 - Checkpoint-hosted solutions offer sophisticated forecasting, based on historical trends, to provide data integrity in the event of system down-time
 - Our program of continuous improvement means Checkpoint customers automatically benefit from free upgrades to our CheckCount™ reporting service
 - 'Like-for-like' comparison capability provides key metrics for measuring business performance
 - Simple-to-use systems that deliver payback from day one
 - Solutions can be expanded as your business needs change
-



Checkpoint 

Your Shrink Management Partner

Checkpoint Systems is the leading supplier of shrink management solutions. Checkpoint's global team partners with retailers to reduce theft, achieve operational excellence, increase inventory visibility and provide customers with greater merchandise availability through a combination of advanced RF technology, a broad merchandise protection program, added-value software and real-time labeling solutions.



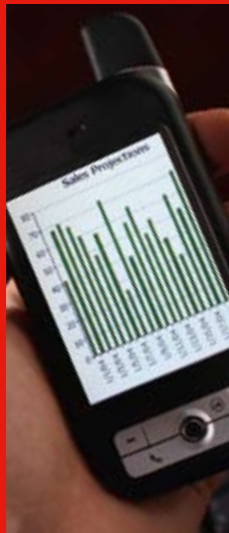
Electronic Article Surveillance



Source Tagging



High-Theft Solutions



Shrink Management Software



RFID



Check-Net® Labeling Services

CONTACT
Tel: 800 257 5540
E-mail: info@checkpoint.com