

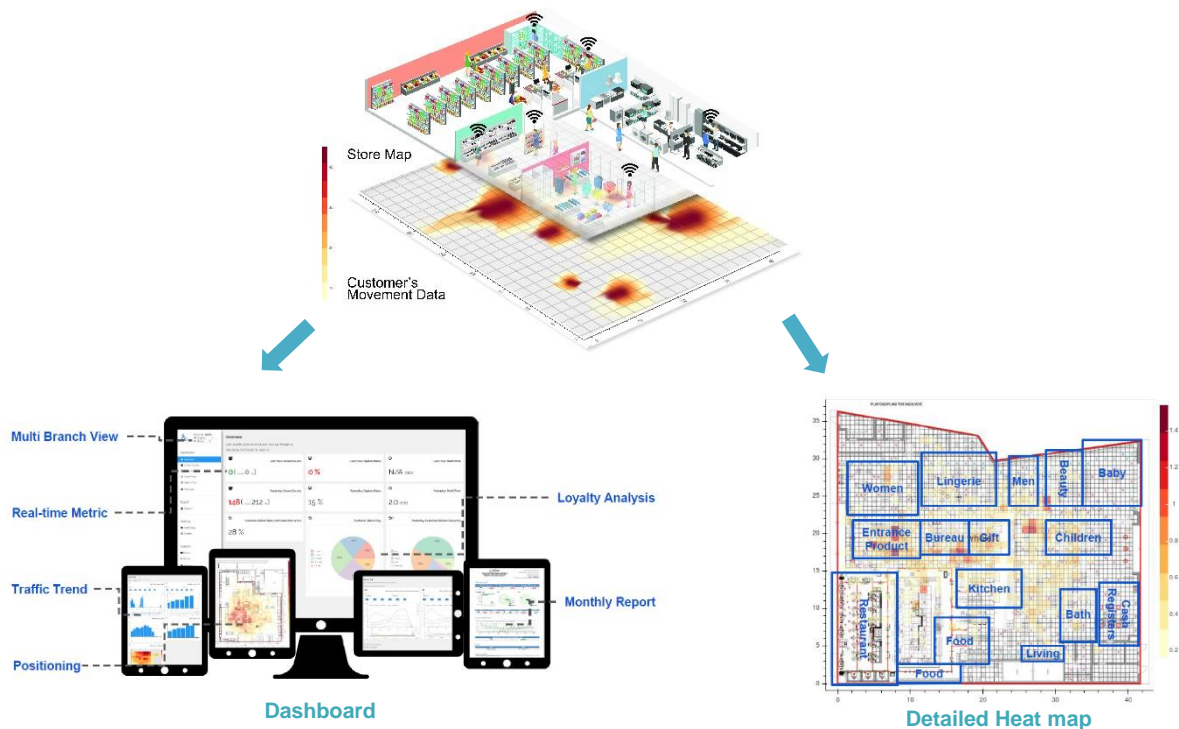
# Indoor Location Analytics Solution

Smart Property

Smart Retail

Retailers are always looking for ways to increase sales volume and maximize retail space utilization. They also want to quantify customer activities and identify new and loyal customers, thus enhancing and personalizing promotions.

An indoor location analytics solution is an ideal tool for them to quantify these customer movements and plan for promotions and visual merchandising.



## Benefits

- Enhance customer experience through space, product and facility optimization
- Better manpower and inventory allocation through traffic and peak hour forecast
- Enable retailers to enhance loyalty programs with better knowledge of customer footprint and preference
- Quantitative tool for assessment of visual merchandising, advertising and promotion

## Features

- Comprehensive footprint data in dashboard:
  - Crowd count
  - Dwell count
  - 7-day traffic forecast
  - Loyalty analysis
  - Capture rate of passerby
  - Customer return count and frequency
  - Peak hour analysis
- Unique AI algorithm of 1.5 meters accuracy versus 4 meters in the markets\*
- Detailed heat map, peak hour analysis and traffic forecast for better manpower and inventory management
- Dwell time and loyalty analysis for more comprehensive understanding of loyal customers, helping to plan for loyalty programs
- Flexible sensor deployment depending on needs for detailed or basic shop traffic profile

\*Subject to the quantity and locations of sensors deployed



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