

## Marshall County Public Library improves foot traffic data accuracy.

Easy-to-use people counting system from Axis provides real-time measurements of people flow and meeting room usage.



**Organization:**  
Marshall County Public Library

**Location:**  
Kentucky, USA

**Industry segment:**  
Government

**Application:**  
People counting

**Axis partner:**  
InteraxLink

### Mission

Marshall County Public Library is a collection of three separate libraries in Marshall County, Kentucky. They wanted to find a new system that would improve the current foot traffic data from all three libraries and, more importantly, measure the foot traffic and usage of the meeting rooms within the establishments. Wes Smith, Technology Coordinator, said that, "We tried using our existing security camera system, but we were not able to measure foot traffic effectively and also we felt it was not user-friendly."

### Solution

Marshall County Public Library decided to adopt AXIS People Counter as it could adapt to the branched library structure. The new system is more accurate when it comes to measuring foot traffic and, as Wes Smith continues, they "get all of it with a very cost effective solution". The new system now enables staff to access the data from all the libraries and in particular the foot traffic for each meeting room remotely.

### Result

AXIS People Counter enables staff to access data for the various branches from one central location through a much more user-friendly process. The new system "provides the precise data in formats and graphs" and enables them to "look at the counting in real-time," said Wes Smith. The needs of the 31,000-strong community are much more manageable with the people counting solution providing numbers that staff can rely on.

**“Our employees are in love. The ability to access the data of multiple libraries from one location made life so much easier for all of us. Not to mention the system is easy to learn, and it provides the precise data in different formats and graphs.”**

Wes Smith, Technology Coordinator, Marshall County Public Library.

### **“Our previous system wasn’t accurate enough”**

Marshall County Public Library is actually composed of three libraries located in Benton, Calvert City, and Hardin in Marshall County, Kentucky, serving the local citizens. Marshall County Public Library Branches wanted accurate foot traffic data to how many visitors were going in and out of each of the three libraries and, more specifically, to measure the usage and foot traffic flow for the libraries’ meeting rooms. Looking for ways to update and improve their technology, the employees at the libraries decided to change their current system.

“Our previous system wasn’t accurate enough. It would make mistakes. We were unable to obtain true door counts for the building usage since the counters were integrated to our security gates and they would have challenges catching some traffic. We tried using our security camera system, but we were not able to measure foot traffic effectively and also we felt it was not user-friendly,” says Wes Smith, Technology Coordinator at Marshall County Library.

### **A solution tailor-made for a branched library**

After some research and comparison of various people counters, Marshall County Library came across AXIS People Counter, which provided a solution tailor-made for the branched library.

“With the solution supplied by InteraxLink, we feel we have a system able to measure foot traffic data extremely accurately. We wanted web based administered reports and stats, and were able to get all of it with a very cost effective solution,” continues Wes Smith.

Employees of the Marshall County Libraries need to be informed about the foot traffic data for the three different branches of the library and each particular meeting room. Such tasks were previously complicated and often provided inaccurate information.

“Our employees had to access the counting data for each branch or particular segment of measurements individually from that specific location. The data provided was basic, with few options to control or distribute it,” says technology coordinator Wes Smith.

### **“Our employees are in love”**

After switching to AXIS People Counter the staff at Marshall County Libraries are able to access data for multiple sites from one central location, via the user-friendly system.

“Our employees are in love. The ability to access the data of multiple libraries from one location made life so much easier for all of us. Not to mention the system is easy to learn, and it provides the precise data in different formats and graphs. We even have the ability to look at the counting in real time as it occurs, which is truly great,” Wes Smith concludes.

Marshall County Libraries are all about meeting the needs of the community and serving the 31,000 citizens in and around Benton, Calvert City, and Hardin. An easy to use people counting solution providing numbers they feel they can rely on, allows them to focus on just that.

#### **About InteraxLink**

Headquartered in Miami Interaxlink focuses on providing innovative cutting-edge technology solutions, to enable clients to attract new customers, understand their in-store behaviour and increase loyalty by enhancing their shopping experience in a safe environment.

#### **About Marshall County Libraries**

Marshall County Public Library is actually composed of three libraries located in Benton, Calvert City, and Hardin in Marshall County, Kentucky, with the mission to provide equal opportunity access to information, high-quality books and multimedia materials, programs, exhibits, and online resources to meet the needs of the community. The library also has a bookmobile – a unique offering of the library, bringing library materials to the citizens nearby. It serves as an alternative to stationary locations, and can go places where library use may otherwise be minimal or non-existent, breaking down barriers of unfamiliarity and reaching people who cannot get to the library buildings due to physical, economic, social, geographic, or other barriers.



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