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Axis turns visitors into shoppers

BY STAFF WRITER , ITWEB

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[Johannesburg, 2 February 2009] - Axis Network cameras have been installed in more than 500 New Yorker clothing outlets across 17 European countries. The cameras were rolled out to assist the head office in gathering information on customer and object movement in the stores.

The cameras will be used in conjunction with crossscan software solutions to assist management to better understand customers' movements and behaviour patterns. On top of planning staff deployment, the daily figures will also be used to provide information about the success of advertising campaigns and the selection of merchandise available in the store.

A statement from Axis says the technology gathers information on customer and object movement in the stores. The ultimate goal of this initiative is to turn people who are just looking, into shoppers.

Movement dictates marketing

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After crosscan has evaluated the data, it is saved on the store's server and then sent to the headquarters in Braunschweig, Germany. This data is collated in the central system, which is made available to New Yorker's marketing team the following day.

The marketing teams use the data to gauge the success of advertising campaigns that are being conducted in those particular stores. The figures are then sent to the buyers, who take the data into consideration when making further purchasing decisions for each store.

New Yorker states that since the installation of this system, the business has seen an increase in purchases as well as a high conversion quota from visitors to customers. In addition, the marketing team can assess and improve on the selection and merchandising of its wares.

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