

Axis cameras in integrated system for shopping mall security and marketing.

Surveillance system based on Axis cameras counts the customers visiting Factory Annopol Shopping Center.



Organization:
Neinver (Factory Annopol Shopping Center)

Location:
Warsaw, Poland

Industry segment:
Retail

Application:
Loss prevention, people counting, safety and security

Axis partner:
TOP-KEY

Mission

The new Factory Annopol Shopping Center was intended to stand out as modern in every respect. The investor, Spanish company Neinver, insisted that the technological solutions used provide information that would facilitate the management of the shopping center. A surveillance system, customer and vehicle counting systems and a customer satisfaction measurement system were integrated in order to gather data with maximum accuracy and to provide unlimited possibilities of creating analytical queries.

Solution

TOP-KEY has installed the integrated customer and vehicle counting systems based on cameras from Axis Communications. The devices offer outstanding image quality and real time view, which translates into the highest thoroughness of data collection. The vehicle counting system is based on induction loops routed below the road surface. In 2014 the two systems were enriched with a customer satisfaction measurement module. All the data gathered are stored in a single platform, common to all Factory shopping centers.

Result

The integrated customer and vehicle counting systems compatible with the customer satisfaction measurement system enable proper security and frequency of visits checks. The continuous data streaming from the cameras and sensors help the managers to take the right management and marketing decisions.

“The solutions offered by TOP-KEY need no improvements. Once the detailed engineering design had been agreed, we were informed about the system’s readiness to work and asked to set the date for users training.”

Mariusz Melerski, Site Facility Manager, Neinver.

Technology in support of the shopping center management

10 years after the first Factory shopping center Ursus was opened in Poland, Neinver took the decision to build the fifth center in the country and the second one in Warsaw under the flag of Factory. Situated in a Warsaw suburb of Anopol this modern, 19,700m² site offers over 100 brand names. It has been estimated that the new shopping center is reachable for around 3 million people. From the beginning it was assumed that the building would be innovative not only in terms of architecture and functionalities but also through the technological solutions used that were to provide management facilitating information.

The manager of the shopping center needed integrated counting systems capable of, among other things, interoperability with other systems that would be put in the building and offering unlimited possibilities to create queries about the data collected with maximum accuracy and safety of the gathering process.

An additional marketing tool

The monitoring system has been installed to count the visitors to Factory Anopol shopping center, count the vehicles in the parking lot and measure customer satisfaction. TOP-KEY had fitted the integrated counting systems that were later complemented with information delivered by the customer satisfaction measurement system. Network cameras from Axis Communications – the world leader in network video – are the backbone of the system. What they are supposed to do is, among other things, precisely count the visitors to the shopping center. The cameras deliver superior image quality and real time view, thanks to which the data collected are extremely accurate.

The vehicle counting system is, on the other hand, based on induction loops laid below the road surface and thus invisible to the customers, which significantly reduces the possibility of their getting damaged. The existing systems were expanded in 2014 as a tool for measuring customer satisfaction was added based on simple and intuitive customer surveys carried out with the use of widely available tablets. The shopping center staff are not involved in the questioning and the customers respond to questions only if they are willing to.

All data in one place

The TOP-KEY platform based on the camera system from Axis Communications enables data import and export, data recording and archiving as well as generating various reports, while the interoperability of the systems in a single and flexible report interface makes efficient supervision and remote management possible. The systems described above keep the shopping centre manager informed about the foot traffic and the level of customer satisfaction. They are also the perfect tool facilitating the planning and measuring of the efficiency of both marketing actions and activities that raise the quality of service.

Data from all Neinver shopping centres are automatically sent to a single central server. This makes it possible to generate all sorts of comparative reports along with being an invaluable instrument facilitating the management of all the Factory shopping centers. Data analysis over time enables an immediate reaction to the changes in customer preferences. Staff at the shopping centers stays in touch with the TOP-KEY service department whose workers actively support the process of the system development and use.

Thanks to the integration of the systems the manager of the shopping center can make sure the place is safe and can continuously check the level of customer satisfaction and the efficiency of marketing actions.

