

Service productivity in focus when Panduro Hobby modernizes its stores.

Comprehensive upgrade of store IT infrastructure includes people counting solution and weather information.



Organization:

Panduro Hobby

Location:

Scandinavia

Industry segment:

Retail

Application:

People counting, reporting system

Mission

Panduro Hobby has been selling hobby products to cultivate customer creativity for more than five decades. Historically a mail order company, Panduro Hobby today sells online, via resellers, and through 100 company operated shops, more than 60 of which operate in Scandinavia including its country of origin, Sweden.

Panduro Hobby has a long tradition of working professionally with mystery shopping to assess, measure, and improve their customer service process. In the instances where the mystery shopper acted as a potential customer and reported back on their experiences, Panduro Hobby always scored high on satisfaction. This and recurring manual count surveys on visitor flow certainly meant management was in the know, but there was a desire for additional insights in a structured way and a solution that enable obtaining number of visitors, conversion rate and assess weather impact.

Solution

Panduro Hobby had planned a comprehensive upgrade of store IT infrastructure, including cash registers, over the summer period to have everything completed before autumn and the Christmas peak. People counting was added to the project and the entire upgrade was done together with system integrator Aponsa at an impressive speed.

AXIS People Counter runs fully embedded on standard network cameras eliminating the need for any additional hardware. In the case of Panduro Hobby, 140 AXIS M3006 Network Cameras were deployed with the application. Some entrances, typically those at mall locations, have open and wide entrances requiring up to three cameras to capture all entrants. This possesses a slight challenge, but not one that could not be overcome by integrator Aponsa. The solution lies in daisy chaining the cameras, where one camera acts as the main unit and seamlessly collects data from the two other units while also allowing the installer to perform necessary calibration for accuracy.

“We knew we had a working people counting solution in our German flagship store so the decision for AXIS People Counter was an easy one.”

Peo Forsberg, IT manager at Panduro Hobby.

“Conversion rate, i.e. the number of visitors who make an actual purchase is obviously key. In our online store we use Google Analytics for this and data is easily obtainable. On the other hand, we do not have our 800 great employees online to help, advice, and guide our customers and we felt it made sense to capture this information in a more structured way for our brick-and mortar stores as well. We knew we had a working people counting solution in our German flagship store so the decision for AXIS People Counter was an easy one,” says Peo Forsberg, IT manager at Panduro Hobby.

Result

The weather has an effect on traffic trends depending on the store’s purpose, stock, and location. Thus, Panduro Hobby opted to include weather information, as well as the number of point of sales transactions from the cash registers, to the reporting.

“The full value of the implementation will come when we have a full year of comparable data. Today, it is interesting to see the difference between stand-alone stores where the visitors go with a clear intent to buy and mall stores where there is more of a browsing behaviour. We foresee changes to storefront, placement of best buys, campaigns, and floor racks for a full customer experience based on the obtained intelligence. We are also considering how we can influence with in-store activities along our marketing calendar and evaluate that,” says Peo Forsberg.

