# A MULTISTOREY MALL IN DUBAI ENSURES BEST IN CLASS CUSTOMER EXPERIENCE WITH MATRIX PEOPLE COUNTING



## INDUSTRY
Retail

## LOCATION
Dubai

## CHALLENGES
- Efficient staff management
- Managing overcrowding

## BENEFITS
- Detailed Reports and Their Analysis
- Improved Crowd Management
- Better Customer Experience

### PROJECT HIGHLIGHTS
- Implementation of People Counting using Matrix Video Management Software
- Various Monthly, Daily, Hourly Graphical Reports
- Interoperability with Existing Video Surveillance

### PRODUCTS OFFERED
- STATYA SAMAS GE-1
- SATATYA SAMAS cam5
- SATATYA SAMAS crowd management cam20
- SATATYA SAMAS crowd management cam5

## COMPANY PROFILE

A multi-diversified international conglomerate with over four decades of successfully dealing with multiple business activities developed the first 'Outlet' concept mall in the Middle East. This mall is home to over 1,200 of the world's premium and top brands. The mall is dedicated to being a true and ultimate value retail destination. This two-storey mall houses 240 stores and services.

## BUSINESS CHALLENGES

**Efficient Staff Management -** As the mall includes multiple stores, the Mall wanted to acquire data about the occupancy rate of a store at various times of a year, so that they can improve their service management by deploying staff accordingly.

**Manage Overcrowding -** They wanted to ensure customer convenience by distinguishing peak hours and managing the crowd accordingly.

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## MATRIX OFFERING

| Group | | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------|-----|--------|---------|-----------|----------|--------|----------|--------|
| Ground | IN | 4565 | 4325 | 4022 | 4537 | 7502 | 5016 | 3799 |
| Floor | OUT | 4389 | 4156 | 3879 | 4423 | 7389 | 4921 | 3664 |
| First | IN | 1416 | 1345 | 1041 | 1495 | 3936 | 2661 | 1010 |
| Floor | OUT | 1254 | 1215 | 913 | 1385 | 3811 | 2572 | 920 |
| Total | In | 5981 | 5670 | 5063 | 6232 | 11438 | 7677 | 4809 |
| | Out | 5643 | 5371 | 4792 | 5808 | 11200 | 7493 | 4584 |

*Figures are imaginary

SATATYA SAMAS People Counting: Being the first 'Outlet' concept mall in the Middle East, they wanted to make the project successful and ensure top class customer experience. Matrix provided SATATYA SAMAS Crowd Management as the solution to their challenges.

The People Counting feature gave a detailed analysis of people entering and leaving the mall. Through hourly reports, management was able to identify the peak hours, which aided them in managing staff and customer convenience accordingly. For example, opening more billing counters during peak hours and deploying numerous sales persons to assist the customers.

Through yearly graphical reports, they could observe customer inflow throughout the year. Thorough analysis helped them map and forecast better marketing campaigns,
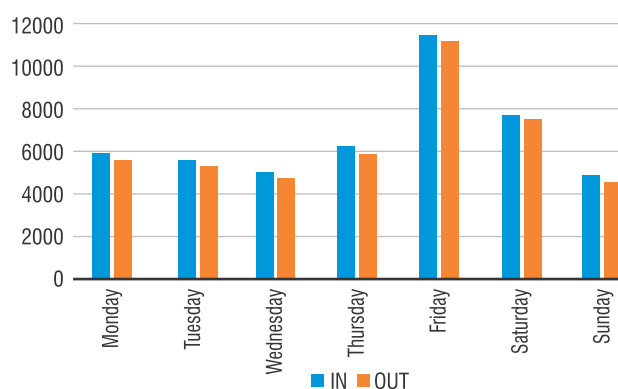


offer discounts at the right time of the year and make the requisite modifications to enhance customer experience. With occupancy control, they discovered the most crowded areas. They could also analyze note which advertisements or discounts attracted customers the most. This, in turn, helped them come up with better schemes.

## ABOUT MATRIX

Established in 1991, Matrix is a leader in Security and Telecom solutions for modern businesses and enterprises. As an innovative, technology-driven and customer-focused organization, the company is committed to keeping pace with the revolutions in the Security and Telecom industries. With around 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance Systems - Video Management System, Network Video Recorder and IP Camera, Access Control and Time-Attendance systems as well as Telecom solutions such as Unified Communications, IP-PBX, Universal Gateways, VoIP and GSM Gateways and Communication Endpoints. These solutions are feature-rich, reliable and conform to international standards. Having global footprints in Asia, Europe, North America, South America, and Africa through an extensive network of more than 2,500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

*For further information, please contact:*

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*Due to continuous technology upgradations, product specifications are subject to change without notice.*