When feet mean business.

Axis IP cameras track the flow of customers at Telkom South Africa stores.

Organization:
Telkom Mobile

Location:
South Africa

Industry segment:
Retail

Application:
Merchandising and operations, safety and security, loss prevention

Axis partners:
Itec Digital Solutions, Agent Vi

Mission

Telkom is South Africa's largest integrated telecommunications company, providing integrated communications solutions to both the business and consumer markets. With over 400 stores serving their customers in South Africa, Telkom required an advanced people counting solution to analyse footfall trends in their stores.

Solution

Certified systems integrator Itec Digital Solutions, formerly known as GX Connect, installed AXIS M3203 Network Cameras directly above the entrances/exits of the Telkom stores. These compact fixed dome network cameras, combined with Agent Vi's real-time video analytics software, become intelligent sensors providing business intelligence capabilities.

Result

The network cameras, embedded with the Agent Vi software component, are able to provide valuable, accurate data to Telkom South Africa regarding the number of customers frequenting their stores. This information can be used to measure the effectiveness of their monetary investment in various marketing campaigns as well as to shed light on customer behavior at the stores.

AXIS COMMUNICATIONS

58212/EN/R1/1406

Harnessing customer movement information

With operations across nine African countries, Telkom offers fixed-line, mobile, ICT and data services and provides a wide range of products and services to meet their customers' needs. The South African market makes up 98.9% of Telkom's total revenue.

"A minimal investment at each Telkom store offers valuable insight that allows for more effective operational decision making," explains Itec Digital Sales Director, Johan Crause. "We needed to deploy a people counting system that would ensure genuine results in order for Telkom management to gain a better understanding of customer behavior."

Telkom marketing management regularly conduct campaigns designed to attract customers to their stores. These promotions are costly and it is critical that this significant spend generates the necessary increase in customer interest.

The people counting solution is designed to collect and aggregate data automatically from all of the South African stores.

"Each store can compile comprehensive reports regarding the number of people entering the premises at any time. These reports are imported into Telkom's ERP system and revenue is cross-matched against foot traffic," says Crause. "The reports, which can be customised for viewing per day, week, month or any other required format, are routinely dispatched to key decision makers without any human intervention."

Ensuring precise data

People counting solutions garner the most accurate results when undertaken by cameras with a tilt angle (between the lens position and the ground) of 90 degrees. For this reason, AXIS M3203 Network Cameras are deployed directly above the entrances and/or exits of the Telkom stores. The AXIS M3203 is a discreet and tamper-resistant dome camera that offers excellent image quality and flexible adjustment of field of vision which makes it ideal for the Telkom retail stores.

Agent Vi offers embedded software components providing analytics on a wide range of Axis products. Vi-System is Agent Vi's real-time video analytics software, which transforms standard surveillance networks into intelligent and effective detection and alert systems.

"Axis, with Vi-System software, has the capacity to extract metadata from the camera in order to undertake the foot counting process on the analytics server – this makes the counting more efficient which gives us the ability to be more cost effective in our offering to Telkom," comments Crause. "Axis and Agent Vi have made it possible to determine the exact change in sales relative to the influx of customers.

The people counting solution will be rolled out to all 400 Telkom stores over a two year period.