

HiFi Klubben

Vemco Group A/S

Client  
HiFi Klubben

Location  
Europe

Industry  
Retail

Application  
People Counting

CASE STUDY

## HIFI KLUBBEN OPTIMIZES ITS BUSINESS AND ACHIEVES KEY INSIGHTS WITH VEMCOUNT

### HOW VEMCO GROUP EASES FOLLOW-UPS ON STORE PERFORMANCE

Since 1980, HiFi Klubben has delivered uncompromising music and movie experiences. With more than 90 stores across Denmark, Norway, Sweden, the Netherlands, and Germany, as well as four national online stores, HiFi Klubben provides high quality HiFi technologies throughout Europe.

#### CHALLENGE

The phenomena of data analytics and people counting were not unfamiliar to HiFi Klubben, when we first got in touch with the popular audio giant. Over the years, HiFi Klubben has tested different counting solutions, from infrared to Wi-Fi devices. Unfortunately, they met the same challenge each time; unreliable data as a result of unstable and hypersensitive counting devices. Additionally, they wanted an automatic solution that allowed them to stop entering their counts manually. Reliable traffic data is crucial for a companies operating with a low visitor rate in their physical stores. Such companies need accurate traffic data to ensure conversion rates and other KPIs are reliable and reflect the true performance of the store. Thus, HiFi Klubben raised the following questions:

- How do we ensure that our sensors are online and stable in all of our stores?
- How do we obtain valid traffic data that are automatically reported into our ERP system?
- How do we measure if our employees are converting visitors into customers?

#### HiFi Klubben

“Over the years, we have tested a handful of different people counting solutions, which unfortunately have disappointed us at every turn. Finally, with help from Vemco Group, we have found the right solution. A valid and good quality solution ensuring that we can optimize our business and measure the performance of our stores even better. We are extremely satisfied and would recommend Vemco Group to anyone”.

Henrik Wieben

Country Manager, Denmark  
HiFi Klubben

#### SOLUTION

The accuracy that a high-quality 3D sensor delivers was what it took to meet HiFi Klubben's demand for valid traffic data. By installing sensors at entrances in all chain stores, and integrating them with our unique software solution, HiFi Klubben has gained access to a number of actionable key figures on visitor traffic with a minimum of 95% accuracy. The management and each store have access to these key figures on their own individual dashboards or in customized reports. In addition, they receive monthly reports, produced by our analysis department, which compare performance across chain stores and countries. Furthermore, the traffic data is automatically reported into the company's own ERP system, where the combination of traffic data and sales figures enables an automatic calculation of conversion rate.

## RESULTS

For a number of years, HiFi Klubben has been searching for the right data analytics and counting solution, providing accurate and reliable data. After our installment of high-quality 3D sensors at entrances in all chain stores, HiFi Klubben has found a match that fits their needs. By integrating the sensors with our software, allowing us to monitor the system and deliver monthly reports from our analysis department, the solution allows HiFi Klubben to:



**Get actionable key metrics calculated**, allowing HiFi Klubben to monitor whether employees are converting visitors into customers.



**Access analytical tools that streamline decision-making processes about visitors**, allocation of employees, and evaluation of store activities and events.



**Receive accurate customer data and comprehensive support, including monitoring of the solution 24/7**, ensuring HiFi Klubben that the daily operation of all sensors is handled, and any unstable counting units are taken care of immediately.

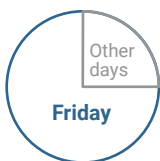


**Ensuring follow-ups on the insights that Vemcount provides.** By receiving monthly reports, produced by our analysis department, HiFi Klubben achieves insights on data that previously have not been clarified in the organization.

## INSIGHTS

Denmark | Sweden

Norway | Netherlands | Germany



Friday is the most visited day for the Danish and Swedish stores, while Saturday is the most visited day for stores in Norway, the Netherlands and Germany.



The best performing store based on visitor traffic generates 13% more visitors on average per day compared to the second ranked store.

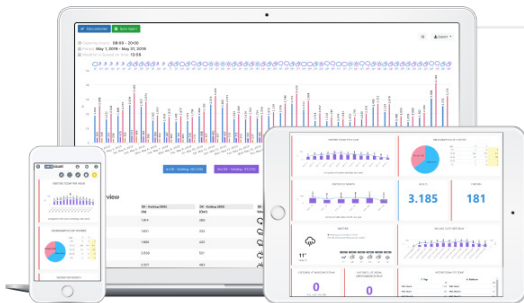
12:00pm - 2:00pm



The absolute peak hour recorded during a week are Saturdays between 12:00-02:00PM across all markets.

## Next-Level Data Analytics & People Counting

Vemco Group is a Danish software company that delivers innovative solutions with the customer in focus. We pride ourselves in identifying our customers' challenges quickly and developing solutions to address them. Combining the most accurate counting devices on the market with our data analytics solution, we provide our customers with access to a range of analytical tools that enable them to make fast and efficient decisions.



### Fact-Based Decisions, Meaningful Change

Vemcount is a configurable and user-friendly software solution providing reliable data, helping you make informed decisions that positively impact sales. With insight into number of visitors, customer behavior, and store performance, we make it easier for you to create effective marketing and operational decisions while understanding the related impact.

### Advanced, Yet User-Friendly System

View and calculate visitor data by minute, hour, day, week, month, or year - or access real-time data for immediate reaction. Measure and compare performance and visitor data across different time periods or locations. The data can easily be exported and presented in various spreadsheet applications or as PDF-files directly from the report page.

Vemcount is flexible with an unlimited number of users being able to join the platform, including different access levels, such as Retail Manager, Area Market Manager, ITManager, Store Manager, and so on.

### Our Experience, Your Accuracy

Accurate data is essential to make effective decisions. To be able to guarantee a fully functional and accurate people counting system, we only use the best professional hardware on the market. We always estimate what sensor is the most effective for the needs of each of our customers.

Furthermore, we use our own educated technicians and partners for all installations. Our supporters monitor the system (optional), ensuring the daily operation of our customers. Data back-up is either made at a local server (private solution) or by our data center and external servers (cloud solution).

“OUR MISSION IS TO HELP OUR CLIENTS MAKE FACT-BASED DECISIONS THAT IMPROVE PROFITABILITY”.

Anel Turkanovic  
CEO  
Vemco Group



### WHO WE ARE

With 17+ years of experience, Vemco Group is a world-leading data analytics software company, specializing in footfall data, customer behavior, and business optimization. With its HQ based in Denmark and local support and sales offices across the globe, the company consists of a highly professional team of experts ready to serve a global clientele in close collaboration with partners across 95+ countries.

With us, you can act based on certainty rather than intuition, as we turn data into insight that allows you to make fact-based predictions and act in time. We employ the best and most innovative sensor technology on the market to ensure that our highly developed software has at least 98% accuracy in its data collection. Thus, we can transform the collected data into valuable analytics, helping people optimize their business operations, enhance the customer experience, and maximize profits.

Contact our sales team for more information

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