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Big Data, Analytics & Insights

Vemcount for Pharmacies





People Counting Analytics for better decisions

Track in real-time the flow of consumers entering your pharmacy. Offer them the security and quality service they deserve. Vemcount Analytics also allows you to understand your shoppers' habits and optimize your store layout.

The healthcare industry faces significant challenges in preventing the spread of coronavirus and other highly infectious diseases.

Hospitals, clinics, pharmacies, and other healthcare facilities are turning to technology for an extra layer of security in their patient care model and prevention strategy, and it's saving lives.

While technology innovations in the healthcare industry typically center around medical equipment and devices, Vemcount footfall counting and analytics are now finding its place among these technologies as a critical element in preventing fatalities.

Discover how Vemcount helps Pharmacies improve their business.

vemcount



The benefits of Vemcount for your business

Identify peak times during a day or week, dwell time in specific zones, and wait time spent in queues. Vemcount provides you with the possibility to make fact-based decisions within sales, marketing, and staff management.

What is Vemcount Analytics?

Vemcount is an all-in-one data analytics solution for footfall counting that offers the full customer-tracking experience.

Vemcount involves combining advanced sensor technology and data analytics software that does far more than merely counting people. It is used to drive business optimization and customer experience strategies in retail stores, shopping malls, airports, nightclubs, educational centers, hospitals, public libraries, museums, and many other places with high footfall traffic.

A Vemcount solution captures detailed and accurate data about customer flow, queue times, traffic patterns, dwell zones, conversion rates, outside traffic, captive rate, marketing and sales performance, customers' gender and height, and even social distancing and mask-wearing measurements.

You can see all of these details in real-time on the Vemcount dashboard and create custom reports with combined data to glean actionable insights that help you optimize your business processes.

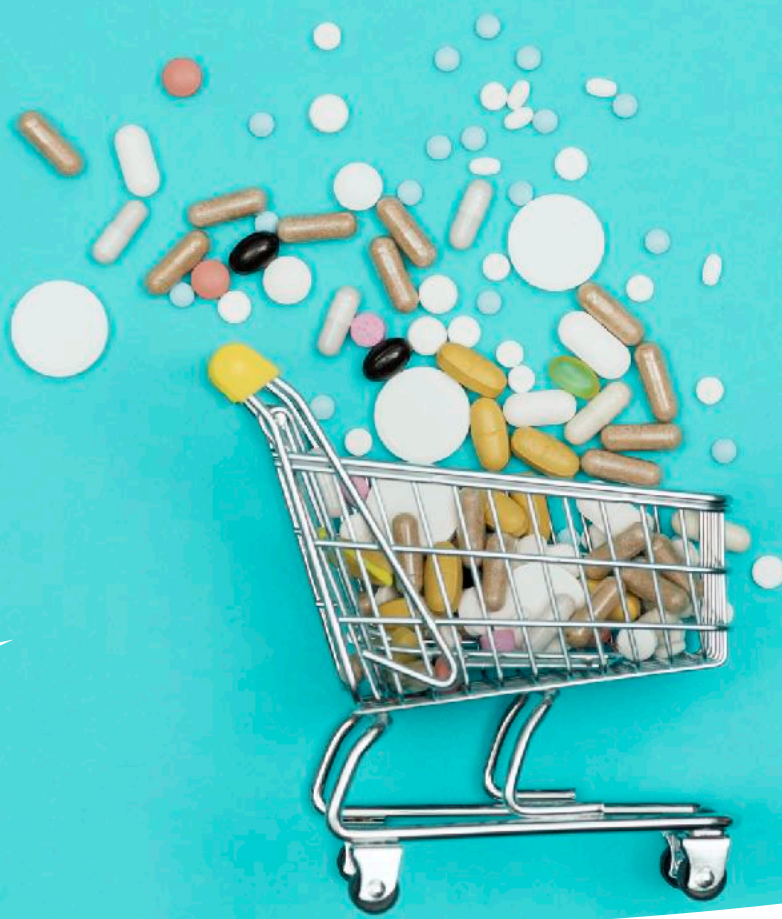
Vemcount: deep insights on data that matters

- The total and current number of visitors in the store at any time to monitor company performance;
- Zone-specific information on sales, customer occupancy, traffic out, average dwell time, conversion rates to optimize marketing and sales initiatives and boost revenues;
- Waiting time and queue lengths, including real-time data on current and average waiting times, conversion rates, customers served, customer interaction times, and queue abandonment to enhance the customer experience;
- Peak hours, days, weeks, or months to allocate staff and resources more efficiently and save money;
- Outside traffic, giving you a clear overview of how many customers are drawn into your store and how window displays are converting into sales;
- Customer behavior, dwell zones, and traffic patterns to optimize store layout;
- Social distancing and mask-wearing to comply with government regulations;
- Gender distribution and height filtration for better targeted marketing campaigns that match customer profiles;
- Monitor your marketing campaigns in all channels in real-time. With Vemcount Analytics, you can better control if the ROI of your marketing campaigns is delivering positive results.

Vemcount analyses cover essential information, such as the number of visitors with tracking maps to identify the traffic flow, and the customers' profile and behavior.

Vemcount makes it easier for you to create effective marketing and operational decisions and understand the related impact.





How Vemcount Optimizes Pharmacies

Whether it's a hospital or a doctor's office or a pharmacy, footfall counters transform the healthcare industry. Here's how:



Social distancing and mask-wearing detection

The most effective prevention measures against the spread of the virus are maintaining social distance and mask-wearing. In busy healthcare facilities, it can be challenging to manage these measures without the help of technology.

Footfall counting sensors with 3D cameras can measure the distance between people and send automatic alerts when a safe distance is breached. Using AI functionality, those without masks can also be detected for staff to intervene.

Notifications can also easily be set up to alert staff when, for example, the occupancy of a particular area reaches/surpasses a predetermined volume.



Pharmacy layout optimization

Each person's journey in a pharmacy can be tracked and analyzed to identify the most used routes, entrances, and exits and dwell time in certain areas.

Over a selected period, you can analyze the data in multiple ways, including generating a heat map identifying trends and patterns.

With this information, you can focus on the busiest areas and implement extra safety measures and redirect traffic when certain areas become congested or too crowded.



Enhanced service levels

By having a bird's eye view of a pharmacy and traffic flow throughout the facility, healthcare staff can identify where service levels are not meeting demand.

Suppose long queues are forming and visitors are waiting for the attendance more than usual. In that case, a healthcare footfall solution can alert you in real-time for you to deploy staff and resources where necessary.

You will also gain deeper insights into the most popular areas with the highest footfall, enabling you to place safe seating areas or vending machines in strategic places.



Optimize facility management and resource allocation

Data from a pharmacy door counter accurately identify the busiest and most quiet times of the day, week, month, and even year. This allows pharmacies to schedule staff rosters and allocate resources more efficiently, reducing costs as a result.



About Vemco Group

Vemco Group is an innovative software company founded in 2005, with headquarters in Fredericia, Denmark. We are represented globally with offices in UAE, Brazil, Russia and Switzerland.

We also count on more than 185 licensed resellers worldwide, responsible for our presence in more than 85 countries.

Our international network provides us with the global experience and local expertise necessary to help our customers establish and maintain accurate and reliable people counting and retail analytics solutions.

We are experts in footfall and retail analytics and have provided our clients with insights into customer behavior since our analytics solution, Vemcount, was created. In close dialogue with our partners and customers, we continuously evolve Vemcount to meet every expectation and need. We always strive to be relevant to our clients and their business.

Vemcount is configurable, device-independent, and available as a hosted or private cloud-based solution to work seamlessly with existing ERP and BI systems.

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