

Abakus Analytics

Improve your retail performance

With Abakus Analytics people counting, you can use customer insights and behaviors to create powerful in-store experiences that drive traffic and sales.

In-store experience is one of the key factors to turn shoppers into customers, so make sure that you ace that all-important first impression with outstanding customer service and store management. Abakus Analytics people counting solutions can be customised to capture all the vital information your store needs to create powerful moments that customers will remember.

Abakus empowers your team with the tools to improve store management by measuring conversion rates, traffic flow and other customer data so you can identify areas of opportunities, resolve issues and ultimately increase sales.

People Counting Features

Measure Display Conversion

Know how many passersby view your window or media displays

People Passing By

Count the number of potential customers that pass your store front

Marketing Efforts

Measure how a marketing event affects your store's traffic

Inside Shoppers

Understand store peak traffic times, how busy your store is, which days and which hours are busiest

Transactions

Know the exact number of transactions and numbers of customers in store

Sales Conversion

Compare all your stores efficiency and numbers

Average Transaction Value

Know how much each customer spends

Average Visitor Value

Value spent versus visitors in store

Missed opportunities

Understand the difference between the sales target conversion and actual sales conversion

Fitting Room Conversion

Uncover how many transactions comes from the fitting room

Staff Scheduling

Have the right balance between staff members and in-store customers

Business Expansion Decisions

Build up reliable data to make important decisions



Potential Customers



Marketing Efforts



Measure Display Conversion



Inside Shoppers



Sales Conversion



Transactions



Average Transaction Value



Average Visitor Value



Missed Opportunities



Fitting Room Conversions



Staff Scheduling



Business Expansion Decisions

Improve Store Management

A store's profitability and growth are directly linked to the quality of its customer service. Proper utilisation of data analytics provides high visibility into peak traffic periods. This insight allows your team to optimise rostering and keep up with constant change in requirements, ensuring a better customer experience for all. Save money and increase sales by understanding when to lower and raise staff levels in line with quiet and busy times.

Take the worry out of daily planning with accurate data providing you the analytics and insights you need to optimise your day-to-day store performance.

Maximise Sales Conversions

Integrate your Point of Sale (POS) system with your people counting/traffic system to help you better understand sales conversions.

Improve sales and productivity through live daily reports on all store performance, conversion rates and missed sales opportunities.

Measure customer traffic flow against your sales figures to determine how effective your sales conversion tactics are. Based on average transaction value you can better understand your marketing & sales efforts to strategically plan for future events to increase sales.

Achieve Key Targets

Whether you're just starting, scaling up, or a global brand, Abakus Analytics people counting empowers your business to meet its targets. We offer ongoing support to ensure your sales are high and operational costs are low.

From highlighting customer service improvement opportunities, to ensuring you are making the most effective use of your spaces - Abakus Analytics offers the most complete people counting solution available.

Captivate your customers and increase brand loyalty with a people counting platform that's built to improve engagement and performance. It doesn't get better than that.

Ensure Customer & Staff Safety

To safeguard your customers and staff from COVID-19 you need to be able to communicate with them when your store has reached maximum capacity. Now it's easier than ever to let everyone know.

Abakus Analytics connects your store data with traffic movements, allowing you to communicate meaningful messages via monitors to your customers and staff, allowing you to deliver a truly safe experience that customers and the community will appreciate.

Getting accurate results doesn't have to be complicated.

Don't get lost in an overload of useless data.

Centralise all your information on one user friendly system, viewable in real time on any smart device to find all the valuable insight you need to increase sales and performance.

View all the information you need in one place:

- ✓ Staff requirements
- ✓ Sales conversions
- ✓ Foot traffic
- ✓ Past performance to current performance

