



**RETAIL ANALYTICS
SOLUTIONS**



Client

Founded in 2004 with its 14 stores, DeFacto began its path to become the Pioneer Mediterranean brand in the world and in Turkey. DeFacto has 275 stores in Turkey and another 35 abroad. Presenting its collections created in its Barcelona Office in concept, department and online stores, DeFacto has become the second biggest brand in the Turkish clothing sector. In the following years DeFacto aims to be one of the top brands in 10 global markets.

Problem

In order to accomplish its mission DeFacto has to increase its sales and profit margins along with its brand image. Just like any other retailer DeFacto had the same challenges on its way:. However, most retailers rely on information gathered by POS devices and cash registers. Total volume of sales does not necessarily explain what is going on in the stores thoroughly. The information DeFacto used to take strategic decisions was solely the tip of the iceberg. They knew they needed the answers of how their marketing campaigns affected the outcome, how good the customer service was or how their customers were behaving under certain conditions among many other questions.

Solution

After discussing their problems together we have mutually decided that DeFacto had to count its customers, analyze their customers' behavior throughout the whole store experience and optimize their staff accordingly. Counting the traffic allowed DeFacto managers to see the opportunities they miss on a daily basis. Our Hot Zone Analysis enabled them to see how their customers move along the shop and detect the spots that pull the most attention. Finally staffing optimization was a great tool to tweak the customer interaction for their benefit.

Result

Obtaining Key Performance Indicators about its stores' performance allowed DeFacto to transform its way of thinking and implement better strategies to meet ends.

- ✓ DeFacto now measures its retail metrics and benchmarks its 300 stores in 10 countries with more than 1.000 V-Count Devices

- ✓ Controlling all this data from a single account makes everything easier for the upper management
- ✓ Increases its profit margins in all of its stores by analyzing the data gathered by V-Count

“We have increased conversion rate and revenues by %27 with V-Count. We are extremely pleased with their reports and analysis.”

GÖKHAN SARSU
PROJECT MANAGER
DeFacto



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