

ARÇELİK TURKEY

Partners since: January 2013

People counting devices installed: 3D Alpha+, 600+ devices

Store coverage: 465+ Arçelik Stores



“V-Count is the foundation block of our retail business which helped us increase our store traffic, efficiency and profits. We are assured with our investment with V-Count”.

ERHAN AKDOGAN, Director of Retail Operations

About the Customer

Founded in 1955 as a subsidiary of Koç Holding, Turkey's largest industrial conglomerate and a member of Fortune 500, today Arçelik is a worldwide producer and marketer of consumer durables and consumer electronics with more than 18 manufacturing facilities in 7 countries; Turkey, Romania, Russia, China, South Africa, Thailand and Pakistan.

It is the third largest home appliances company of EMEA region. With marketing & sales organizations in 33 countries and 30.000 employees, Arçelik A.Ş. provides goods and services in 145 countries.

Arçelik A.Ş.'s corporate vision is “Respects the Globe, Respected Globally” as it passionately nurtures its global growth story with greener production, better utilization of natural resources and more sustainable business processes.

The Challenge

To measure growth in more than 600 locations, Arçelik sought a solution to track and understand its visitor traffic. Additionally, the firm also hoped to quantify the effectivity of strategic shifts on the conversion rate. Lastly, to evaluate performance, Arçelik required granular insights to be referenced with sales data to better understand their walk-in customer.

The ultimate goal was to increase customer satisfaction and shift walk-in visitors into recurring purchasers. To ascertain this, Arçelik required a solution that can also evaluate customer behavior and intent.

The Solution

Competition today requires retailers to attain a full scope on each individual store experience. This data can now be obtained and be analyzed with real-time people counting analytics.

The evaluation of data from people counting devices can lead to major breakthrough in consumer insight. With this technology, brands may comprehend, segment and identify purchase behaviors at a more granular level. This insight enables retailers to optimize store inventory, visual merchandising as well as staff rotation within the store.

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“With V-Count devices, we are able to track retail’s most important metrics; conversion rate, with complete accuracy and due to that, we have the ability to take necessary action for each of our stores”.

- BORA ÇETINER (CRM Manager, Arçelik)

Business Benefits

V-Count 3D Alpha+ is designed for all businesses with a retail-based entity. The device projects data on how visitors enter and navigate through the designated space with 98% accuracy. Providing metrics such as traffic and queue range, the 3D Alpha+ device enables retailers to capture consumer behavior insights on a real-time basis.

Since the installment of the first 3D Alpha+ Device in 2013, Arcelik now effectively quantifies the total foot traffic within each location, apprehend the sales volume vs. lost opportunities.

Most importantly, the partnership with V-Count enabled Arcelik to base retail decisions through concrete data. This lead to a significant increased of customer satisfaction.

About V-Count

V-Count is a global manufacturer and seller of People Counting, Wi-Fi tracking, and Path Mapping technologies. Serving numerous industry verticals, V-Count’s customer behavior analytics help businesses boost conversions, increase profits and optimize operations in their physical location.

Current products are exported to more than 80 countries and installed in over 25,000 points around the world. Current solutions offered are street counting, queue management, people counting and heat mapping.

V-Count corporate offices are based in Miami, U.S.A. and Istanbul, Turkey. International partner offices are located in Dubai, U.K., Norway, Italy, Ecuador, Argentina, Panama, Vietnam, Sweden, Kenya, South Africa, China, Indonesia, Australia.

Have questions? Send us an email at sales@v-count.com

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For more information on how V-Count can boost your business please visit us at: www.v-count.com