CASE STUDY

v-count   **Samsonite**

Samsonite is the worldwide leader in superior travel bags, luggage, and accessories combining notable style with the latest design technology and the utmost attention to quality and durability.

" We have recently started working with V-Count for many of our stores across Europe. The installation process was smooth, painless and easy to manage across a wide network like ours. Their support team was quick to respond during the installation period and I strongly believe V-Count solutions will help us increase our business results in a short time frame. "

Bart Carbonelle
IT Support Supervisor

Partners Since

2018

Devices Installed

3D Alpha+

Store Coverage

150+

CHALLENGE

Samsonite Group, is a wide range of brand including TUMI, Rolling Luggage, Lipault and 250+ owned locations in X countries (city stores, outlet, airports, department stores).
Initial request: measure traffic in «high Street» across X countries and needed to get a complete visibility of their traffic data in order analyze if the rent payed per location was justified by traffic.to

Realizing the value of this data and integrating it with sales data, Samsonite requested to get the conversion rate of each store, on a more granular data level to be able to create effective long-term strategy and redeploying their efforts on the right stores.

SOLUTION

After a smooth and painless on schedule implementation of our V-Count 3D Alpha+ People Counting devices in 150+ stores, Samsonite started to measure people's footfall activity in and out of their physical stores, resulting in a better understanding of customer traffic and peak hours of business.

The company utilized this data combined with the rent paid per location and actionable insights provided via V-Count Business Intelligence Platform, to make critical business decisions.

With Conversion and draw-in rate analyzed by our solution each Store Manager

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

v-count is the leading global manufacturer and provider of cutting-edge Visitor Analytics. We have 80 employees worldwide with offices in London, Hong Kong, Dubai, Miami, Bogota, Brussels & Istanbul. Serving numerous industry verticals V-Count's customer behavior analytics help businesses boost conversions, increase profits and optimize operations in their physical locations.

Today, with 36.000 devices installed around the world and partnering with 100+ shopping malls and 600+ retailers, our company has evolved into a success story with state-of-the-art sensors technology used in retail chains, shopping malls, supermarkets, airports, libraries, events, smart buildings can boost business results with our solutions like street counting, queue management, people counting, multicamera heatmapping, mood/age/gender recognition and staff exclusion that we export over 120 countries.

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