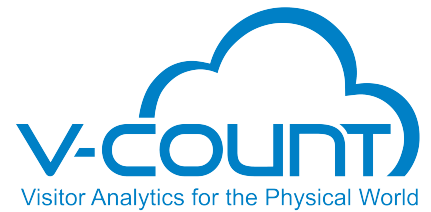**V-COUNT**
Visitor Analytics for the Physical World

Business Narrative

With 1400 stores in 10 countries, BENU is one of the biggest pharmacy chains in Europe. Every year, over 65 million customers walk into their stores and over 180 million healthcare products are sold. Serbia is home to 340+ BENU pharmacies and while sales have been good, the company contracted V-Count in a bid to improve things even further.

The Serbian division of BENU needed a means to collect/analyze traffic data, measure customer in-store behavior, and track key indicators. Their overarching aim was to learn how their customers felt and what they liked without having to ask them; optimize store operations to meet customers' wants, and, subsequently, improve customers' satisfaction levels.

By measuring and tracking key performance indicators (like visitor traffic, sales, conversion rate, etc.) in 27 locations, BENU sought to measure how well each pharmacy was performing and benchmark performance across the board. By implementing strategies to improve these indicators, BENU aims to boost performance in individual pharmacies, increase number of pharmacy stores included in V-Count project and continue its market dominance in the country.

Challenge

BENU (Serbia) was using an outdated counting system from a different solution provider that leveraged Excel tools to analyze collected data. While this was functional for keeping traffic count, it couldn't provide BENU with the analytics they needed to understand their customers' shopping habits and preferences. It lacked the sophistication to answer the questions that were most important to them.

With the competitor old system, BENU could not measure (or optimize) key indicators in proper way. There was no way to find out what their business was lacking and which strategies to implement for better results.

For a company that sought consistent growth, this presented a big challenge. To retain its position as a market leader, BENU needed to increase visitor traffic, optimize in-store operations, and maximize selling opportunities. To accomplish this, BENU needed a more effective retail analytics solution.

> " *We are getting a lot of useful customer data along with a better understanding of our business. This gives us a chance to improve our quality of service (QoS) and optimize sales* "
>
> **Dragisa Obradovic, Assistant to Sales and Ops. Director**

Solution

By adopting the visitor analytics and retail management tools provided by V-Count, BENU gained an extensive overview into how customers behaved in their pharmacies. People Counting measured visitor footfall in the pharmacies and collected accurate traffic data, analyzed in V-Count Business Intelligence Platform. This provided a chance to identify busy and slow periods; as well as strack (and optimize) marketing campaigns and store conversion rate. Data from the system was also used to automate staff scheduling and deployment to ensure optimal staff-customer ratio at all times.
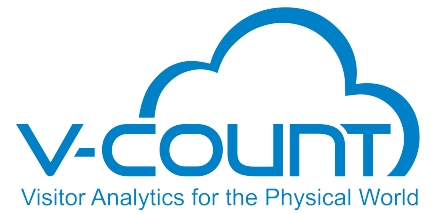
As a good example BENU managed to **increase sales over 15% in several pharmacies in just one month. Conversion rate was increased for over 20% in these pharmacy stores**, along with better understanding of marketing campaigns. As **a indirect result Draw-in-Rate increased about 4%.**

With Heatmap technology, BENU was able to plot every customer's journey through their pharmacies. Data provided by this solution was analyzed, and strategies were created to improve product placement and store layout.

This process was repeated for all 27 participating pharmacies, and the cloud-based Business Intelligence Platform was used to keep accurate track of the separate datasets. The Platform was also used to measure and optimize the performance indicators that were important to BENU. According to Dragisa Obradovic, recommendations from the Business Intelligence Platform have helped BENU increase conversion rate, automate staffing, and gain a better understanding of how marketing affects the performances of participating pharmacies.

> " *We are using all the features and key performance indicators from V-Count's cloud solution.* "
>
> **Nina Milekic and Sanja Milasinovic - pharmacy officers**

BENU compared the performances of the different pharmacies in the chain and identified stores that were performing poorly in sales and marketing. Initiatives were then put in place to improve their performances and prevent future problems.

Partnering with V-Count gave BENU access to the technological tools they needed to understand customer behavior in their pharmacies, measure key business metrics, and optimize these metrics. This has resulted in improved in-store operations, a higher conversion rate, increased sales and better quality of service (QoS).