Business Situation

Tumi is a manufacturer of luxury travel products, with 300+ stores and shops all over Europe, Asia, and North America. The company is one of the leading names in the travel goods sector, and in 2018, it recorded total sales exceeding $760 million. Tumi has over 40 mono-brand stores in Europe, with people counting sensors installed in all the stores.

However, only one traffic device was installed in most of the stores. This puts a limit on how accurately Tumi could collect traffic data. Furthermore, there was no backend software support, hindering the company's ability to analyze traffic data. No other retail analytics solutions were in use, and data from the people counters were not maximally being leveraged.

To overhaul its visitor analytics system, integrate advanced tools, and make the most of footfall data, Tumi turned to V-Count.

Challenge

The biggest challenge for Tumi was collecting accurate traffic data, extracting analytics from the data, and gaining a better understanding of how store traffic evolved in its locations. The company wanted to figure out how visitor traffic was tied to sales, growth, and overall performance. Tumi also sought deeper insights into customer behavior in its stores, along with a way to optimize operations and improve business performance.

According to Simon Alzraa, the Business Analysis Manager of Tumi in Europe, "*if we can track performance and measure how it evolves, we can maximize operations and boost it even further.*"

With the system in place at the time, however, Tumi could barely collect visitor data. The small amount of data it collected didn't look realistic, and there was no way to analyze or integrate it. So, even though the traffic devices were working, they were of no use to Tumi. Subsequently, the company decided that a system-wide upgrade would be the most effective solution. V-Count was contracted to provide/oversee this upgrade.

> *Since switching from our old provider to V-Count, the traffic data we collect have become more accurate and viable. Another benefit we currently enjoy is staff adjustment. By deploying staff more efficiently during peak periods, we have been able to boost conversion rates and business performance.*
>
> **Simon Alzraa, Business Analysis Manager**

Solution

V-Count provides a suite of traffic analytics and retail management technologies. By adopting them, **Tumi was able to measure traffic data more accurately and extract important performance indicators from the data. With V-Count's People Counting Software, Tumi was able to collect footfall data at its stores. This was pivotal in identifying peak and off-periods, as well as track overall visitor activity.**

The Business Intelligence Platform from V-Count is a highly effective cloud-based reporting tool, and Tumi found its reports very insightful. Analytics from the software explained how customers behaved in the stores, allowing the luxury goods company to gain a better understanding of the actions that drove sales and business growth. For example, **by identifying each store's peak hours, Tumi has been able to optimize staffing**. **According to Simon Alzraa, Business Analysis Manager of Tumi in Europe, more efficient staffing during busy hours has led to a direct increase in conversion rate**. **This translated to increased sales and more growth for the company.**

In addition to learning how to make the most of visitor traffic, Tumi was also provided marketing strategies geared toward the potential to increase footfall at various locations. An uptick in traffic means an increase in prospective customers and sales; all this was made possible through V-Count's solutions.

The retail technologies were adopted for all 40+ Tumi stores in Europe. The Business Intelligence Platform was used to collate and store data from all the stores. Leveraging the latest AI and machine learning tools, the data was analyzed to provide Tumi with actionable reports. These reports have been effective for streamlining in-store operations across all the stores.

Choosing V-Count as its retail technology partner has helped Tumi maximize its traffic data. Consequently, **the company can now measure and track key performance indicators, identify how customer trends impact overall performance, and implement strategies to ensure continued traffic and sales.**

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

v-COUNT is the leading provider of visitor analytics solutions in the world. We offer global organizations the latest in people counting, heatmap, queue management, staff exclusion and business intelligence platform. Our solutions are backed by a secure cloud-based business intelligence platform that leverages best-in-class AI and machine learning tools to analyze collected data.

We provide our clients with actionable reports and software-based recommendations on how customers behave in their physical locations. We offer them insights on how to optimize their business operations, boost conversion rates, and thereby, start increasing profits just in 30 days. V-count is the trusted technology partner of over 900 global brands including Samsonite, Samsung, Sephora, Marks & Spencer, Ford Motors, Vodafone, Bosch Siemens.