

# Traffic Counting Checklist

## Choosing the ideal solution for you

With a wide variety of traffic counting solutions on offer, it's difficult to know which one suits your business best. That's why we've broken it down into key considerations for you, to help you identify each element and how it should perform.

## Accuracy

You'll want to always ensure your traffic counting solution provides excellent accuracy, in order to derive real value and ROI from it.

- ✔ AI-powered stereo video sensor with the industry-leading field of view, providing the highest level of shopper traffic accuracy
- ✔ Staff exclusion for true shopper traffic counts, as well as staff/shopper interaction analyses
- ✔ Traffic installations audited to ensure the achievement of a minimum accuracy threshold of 95%
- ✔ Onboard 30-day recording of high resolution video with self-audit capability

## Installation & Deployment

The ability to have your traffic counting platform set up efficiently and have it meld with your existing systems and infrastructure is a boon. It means it starts performing for you immediately, allowing you to begin reaping the benefits.

- ✔ Dedicated team of Project Managers and Installation Engineers to execute your installation schedule
- ✔ International network of technology vendors to ensure timely and successful deployments
- ✔ Scalable plug-and-play hardware to eliminate additional instrumentation, saving you both time and money
- ✔ Built-in support for multiple languages and currencies
- ✔ Advanced APIs for seamless integration into existing business intelligence tools, workforce management systems, calendars and more



## Reliability

Having a traffic counting system that's always on, with rapid response times for queries and solid resolutions means that you always have peace of mind. In addition, you should always look for a partner who invests time and effort into helping your business grow through the solutions they provide.

- ✔ Access to a dedicated 24x7x365 Support team
- ✔ Consultation services from dedicated team of retail experts to drive solution adoption, lead a culture of organizational change and derive maximum value
- ✔ Systemic automatic health monitoring with immediate escalation for data anomalies

## Enhanced Capabilities & Expandability

Make the most of what your solution offers to unlock improvements across your operations and drive innovation and excellence throughout your business.

- ✔ Analyze in-store performance and view real-time data and video on the go through a mobile app
- ✔ Benchmark your performance against both goals and peers to understand the specific actions needed to improve store performance
- ✔ Proactive, prescriptive recommendations to improve store performance
- ✔ Customized reporting to share critical performance information throughout enterprise
- ✔ Onboard Loss Prevention capabilities to combat shrinkage, theft and fraud, at no additional cost

See more industry resources at [www.retailnext.net/resources](http://www.retailnext.net/resources)

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