More transparency. More analysis. More control.

People Counting & People Tracking

GSS PRIVACY SEAL
DSGVO KONFORM
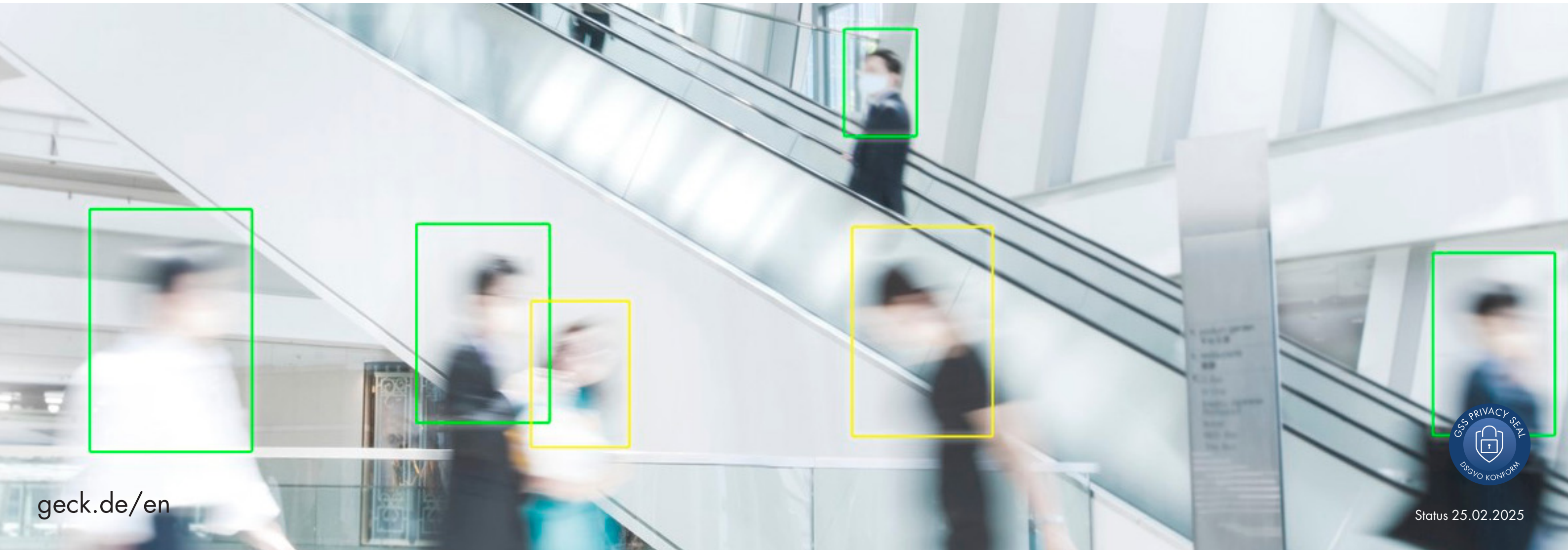
Geck® People Tracking

People Tracking with Xovis sensors

With our people tracking system, you solve a key problem of localization within your closed rooms or halls. Using the sensors, you can track the exact position of people in your store - several times a second to determine their position in real time. You know whether the customer is standing in front of the fruit counter or the range of screws. This enables you to provide targeted communication and control. The Xovis sensors (3D camera systems) are simply installed on the ceiling. In addition, our own analysis software always provides you with an up-to-date overview of all relevant KPIs and supports you in optimizing your store. With the FixedGuard series from our People Counting solution, you can also inform your customers about possible bottlenecks in your store in real time, e.g. at entrances and exits. With our all-in-one solution, you can also flexibly monitor individual areas

without the need to install sensors in the ceiling. Thanks to our precise people tracking in real time, you can significantly expand your analysis potential and lay the foundation for many other useful applications and services.

⚙ Technology

Xovis sensors (3D camera systems) are used, which are simply installed on the ceiling. The number of sensors depends on the installation height and the floor space. Various data protection levels are available - all GDPR-compliant. We also offer optional outdoor sensors for your outdoor application.

Xovis sensor
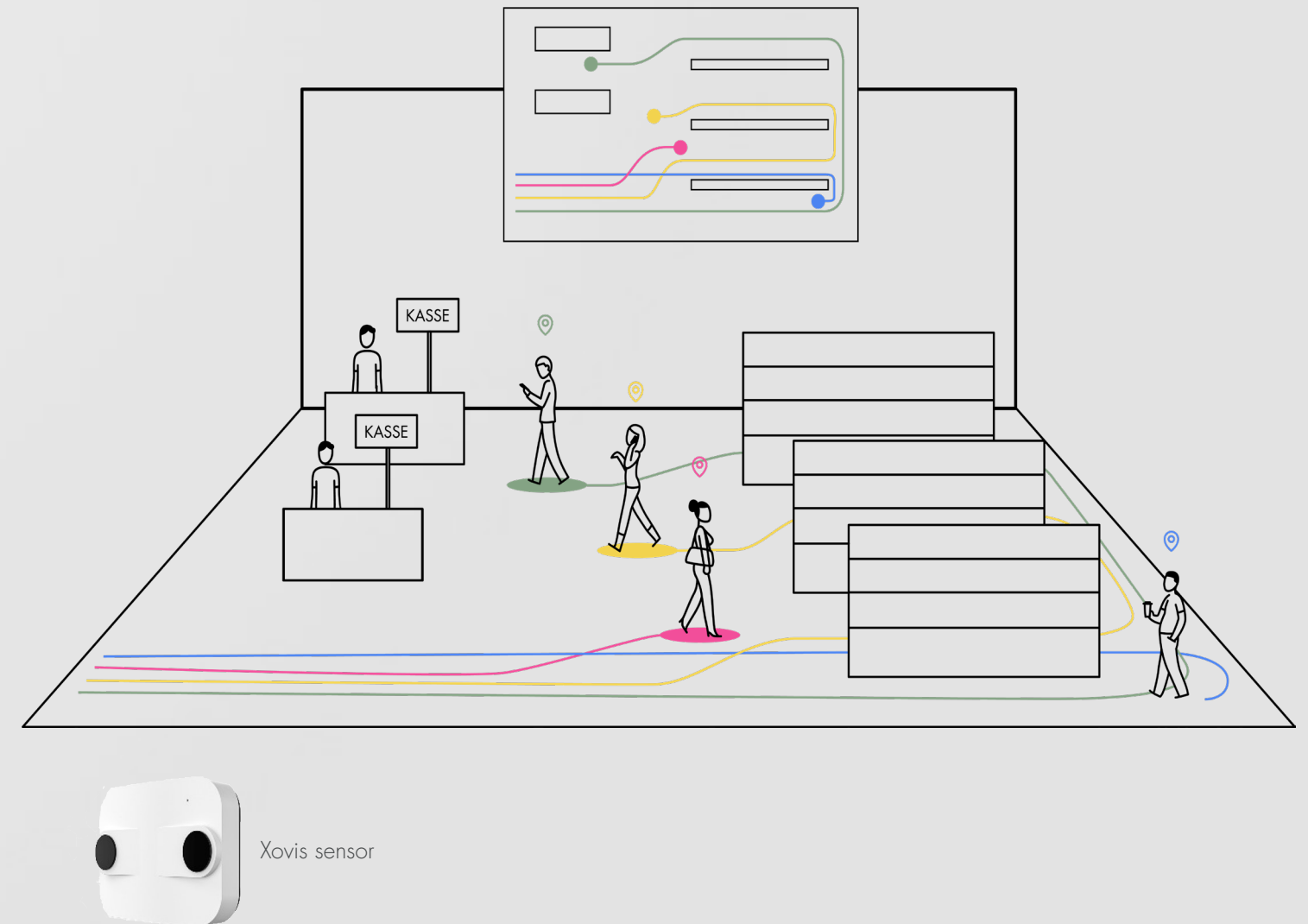
Your benefits

for your Proximity Marketing

Increase in sales

- Echtzeit-Angebote durch ermittelte Position (Anzeige auf Digital Signages)
- Cross- und Upselling
- Erhöhung Kaufwahrscheinlichkeit durch standortbasierte Empfehlungen: kauf beworbener Produkte ermöglicht Einnahmen durch Cashback Ihrer Lieferanten (Direct Response Marketing)
- Optimization of offer placements

Walking routes

- Real-time data enables the tracking of customer flows and duration of stay with the highest accuracy
- Optimal deployment of personnel based on the visualization of queues, bottlenecks, etc.
- Reduction of waiting times for customers
- Optimization of store design
- Detection of hot & cold spots
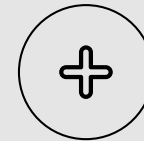
Add-Ons

- Increase customer loyalty and customer satisfaction
- Solutions are customizable and scalable for your local application
- Various data protection levels, all GDPR-compliant
- Evaluation via your own dashboard
- Can be combined with Geck® UltimateShopper Plus for Asset Tracking*

* Asset Tracking enables you to show real-time offers based on the determined position of an asset on digital signage or on the tablet at the shopping cart and increase the probability of purchase. In addition, you can navigate your customers through the market, offer individual recommendations and much more. You can find more information here.

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Geck® People Counting

People counting system with Xovis sensors

With People Counting from Geck, you not only control the number of people in your rooms very effectively. You receive valuable data and analyses for more efficiency, e.g. in personnel and task planning or advertising effectiveness control. With the People Counting systems, you can record flows of people at entrances and exits or other interesting zones of the retail space, visitor area or administration easily and in compliance with data protection regulations. The data is evaluated and displayed for the person responsible using a separate, convenient dashboard software. With more transparency about your visitor flows, we help you to optimize your business and make it more attractive. With the help of our FixedGuard series, customers and visitors to closed rooms are reliably recorded and counted. You can choose between two solutions.

Ceiling installation

Our FixedGuard Monitor is a supplement to our People Tracking solution and is used as an information carrier for your customers. This solution requires an additional installation of Xovis sensors on the ceiling of your store.

All-In-One solution

With our FixedGuard All-In-One, you can monitor the number of visitors, e.g. at entrances and exits or individually defined areas. This solution can be used flexibly as the sensor is already mounted on a specially developed and manufactured mobile solution. The integrated monitor gives your customers a real-time overview of store capacity utilization. You also have the option of informing your customers at any time about possible entry limitations, etc.
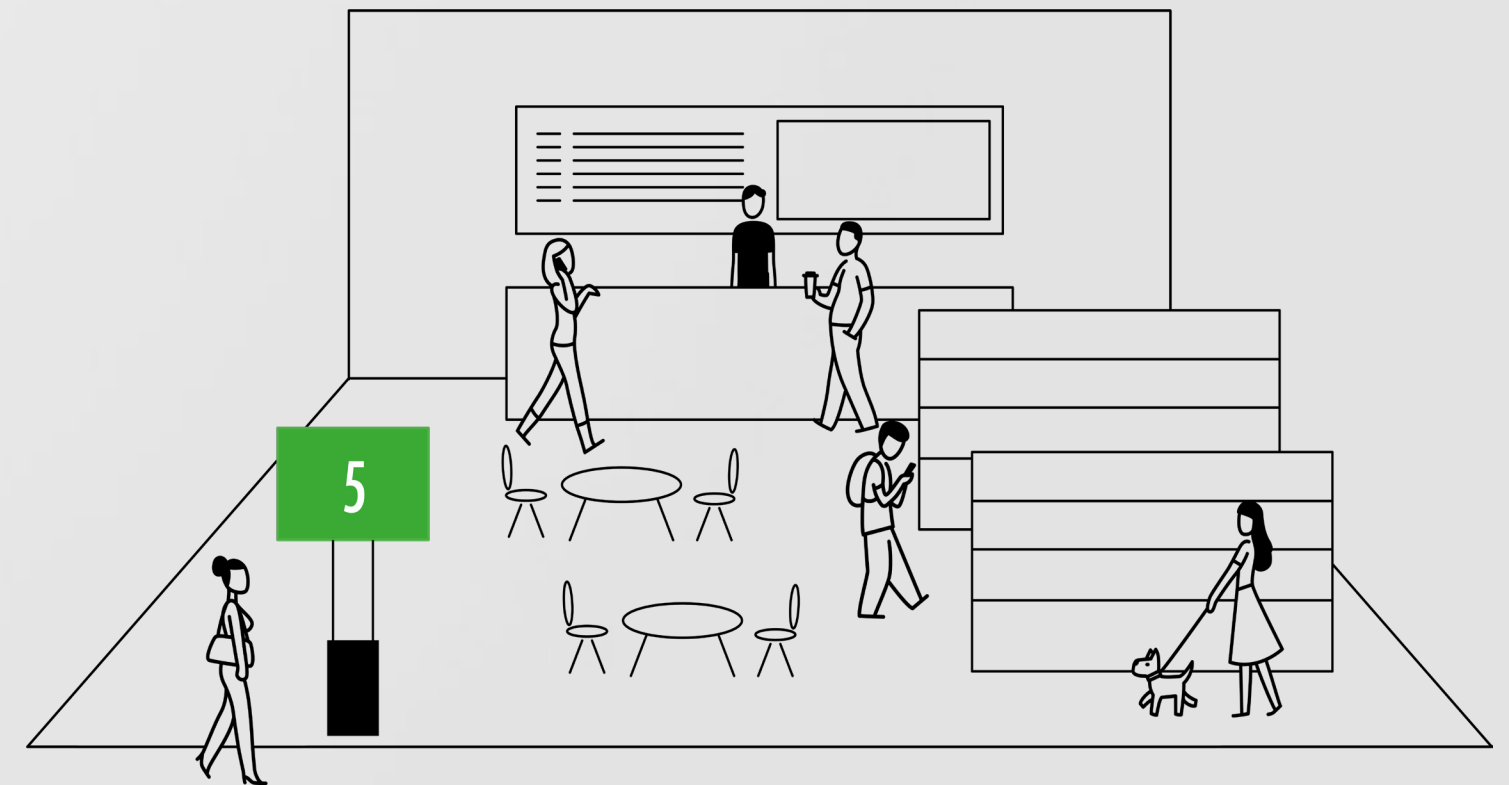
Our innovative People Counting system reliably records customer frequency without being distorted by employees. The smart technology recognizes incoming and outgoing staff and records people precisely across several floors.

With the help of the monitor at the entrance, you can display various information to your visitors, e.g. current number of visitors, number of persons permitted in case of admission restrictions, possible waiting times, etc.

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Your benefits

for your people counting system

Transparency

- Overview of the number of people in the measuring area at a specific (past) point in time
- Monitoring of customers or staff in the building, in the store or in a defined area
- Visualization of particularly frequented entrances and exits
- Historical evaluation and live overview
- Customer traffic and purchases in relation to advertising measures
- Graphical visualization of people flows
- Ratio of number of customers to sales or receipts
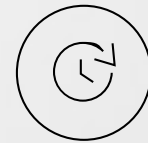
Personnel planning

- Control of the number of open cash registers according to customer frequency (in the defined area)
- Efficient use of e.g. cleaning staff in specific areas (entrance areas in bad weather or toilets)
- Savings on staff for counting customers or for access control

Customer benefits

- More clarity thanks to the information on the monitor (e.g. how many people are currently in the measuring area, waiting times, free capacities, etc.)
- Your customer will benefit from, for example, reduced waiting times at the checkouts and clean sanitary and entrance areas thanks to optimized staff planning
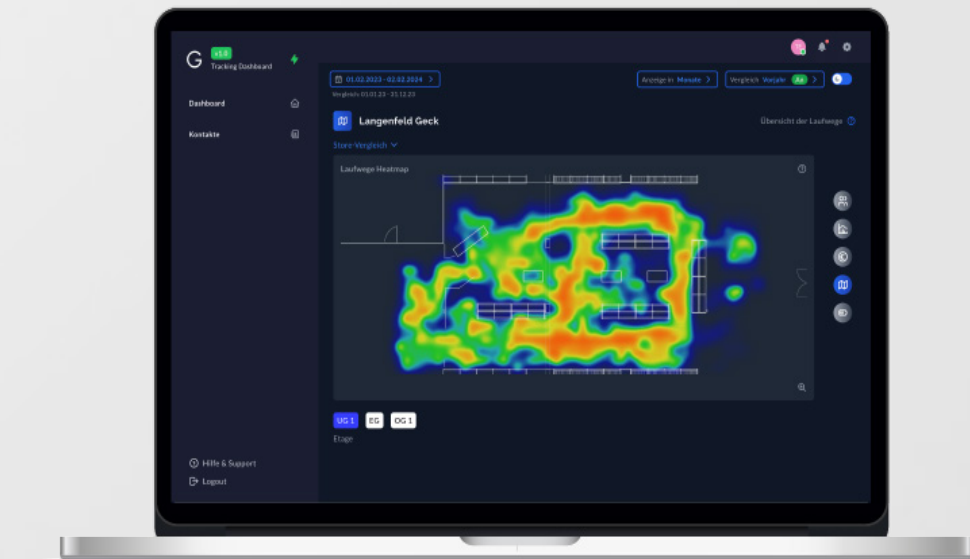
Analysis options

Management and controlling via your own dashboard

- People Counting & Indoor Tracking

o only possible with Indoor Tracking
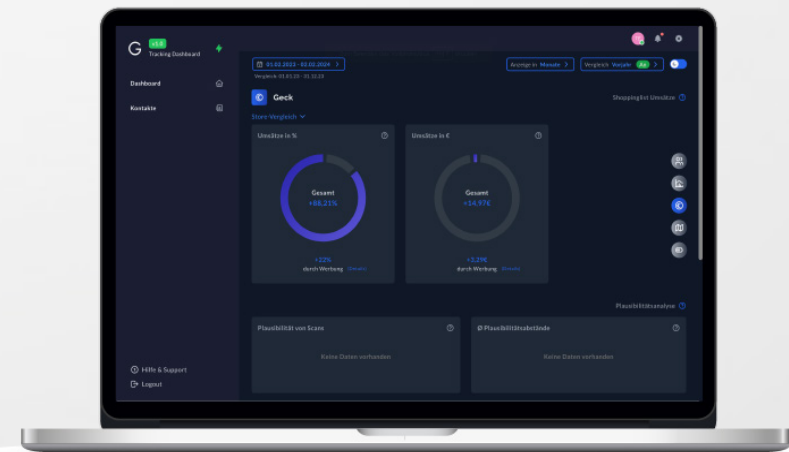
KPIs

o Profitability of promotions

- Sales distribution and origin of sales

- Waiting times at the checkout area

- Current visitor numbers

⌙→ e.g. can be visualized per weekday, time, weather etc.

Heatmap

o Precise tracking of customer routes

o Analysis of individual and group flows

o Detection of bottlenecks and less frequented areas, e.g. fruit and vegetable department

o Individual analysis and consideration of several floors
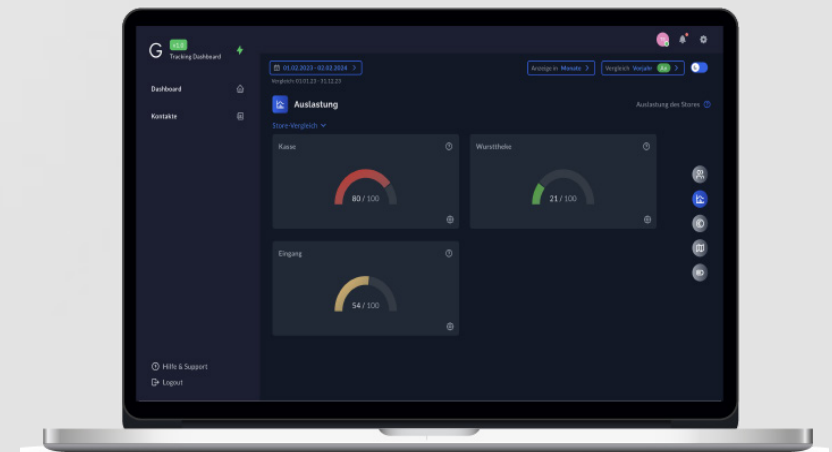
Utilization

o Monitoring of the utilization of several areas within a store using a complete store installation

- Monitoring of utilization within a specific area, e.g. butcher's counter using individual sensors

- Comparisons with other stores or even with other days in the same store

Guarantee

More transparency and fairness

You can expect a reliable and secure system from Geck for use in your store. We also stand for transparency and fairness in our pricing policy. No hidden costs or expensive surprises. All services, fees and licences are transparent and calculable.

More maintenance

The reliability of your systems at your PoS is our top priority. The guarantee is designed to ensure that the People Counting or People Tracking hardware we supply is continuously adapted to the latest standards. If required, we will be happy to provide you with the necessary updates. So you can concentrate on your core business.

More support

However, if your system does not work to your satisfaction, you will receive fast support. Questions about your products will be answered by our hotline. With our remote service, we analyse your system and can thus rectify errors via remote maintenance. Optionally, we can of course support you immediately with our on-site service.

More flexibility and options

You want customised agreements for maintenance or support. Or you need an extended warranty period, additional collateral or other options. We offer you a customised solution and will be happy to work with you to create a service package tailored to your company.

Start now with your individual People Tracking solution.

More information and technical details here:

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