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› Customer Counting



Fact Sheet

Qmetrix Customer Counting

What is it all about?	<i>“Planning for good service can sometimes be really hard,” knows Frank. “We had days with heaps of staff and almost no customers – and then exactly the other way around. It seems you can not get it right. On top of this, the variation in the day is really big: Lunch peak, afternoon peak, evening peak...”. Wouldn't it be great to have a tool to transform guesswork into valuable data?</i>
The Solution	Customer Counting is the entry level Queue Management tool by Qmetrix. The Wireless Queue Sensors measure the arrival rate of passengers at the waiting queue 24 x 7. As a stand-alone counter, the sensor can measure the number of customers arriving at the queue as a profile. All data is recorded and kept locally in the sensor for on-demand download or optionally transmitted in real-time to a server. In combination with POS data, conversion rate profiles can be calculated.
Optional Forecasting	Historic Qmetrix data can be used as input for the sophisticated Qmetrix Forecaster. In combination with manual flagging of statistical outliers, calendars and special events it is used for forecasting the passenger arrival according to seasonal and weekday changes for every five minute interval of up to 60 days and more. Depending on the input data statistics, the result usually has a significant relevance of more than 90%.
Benefits	<ul style="list-style-type: none">• Counting of Customer arrival• Continuous 24x7 data recording• Off-line operation with data download• Optional on-line real-time measurement (locally and remote)• Conversion rate calculation in combination with POS Data• Optional input for customer arrival forecasting
Other Qmetrix Solutions	<ul style="list-style-type: none">• Waiting Time Measurement• Queue Length Measurement• Service Rate Measurement• Customer dispatching• POS Counter Automation• ...