

Case Study

Belle International

Implements Tyco's Traffic Intelligence Solutions to Help Improve the Bottom Line



Summary

Industry

Men & women's footwear

Solutions

Traffic intelligence

Benefits

Track conversion people counting

Welcome

Belle International Holdings Limited is the number one shoe retailer in the People's Republic of China, operating thousands of retail outlets in mainland China and 170 retail outlets in Hong Kong and Macau. They offer their own label and a variety of brand name shoes including Hush Puppies, 2Gether, Mirabelle, Belle, Teenmix, Staccato, Tata, Fato, JipiJapa, Joy & Peace and Bata.

In such a vast market area, Belle sought to analyze customer behavior and increase conversion rates (converting shoppers into buyers) across its network of stores in Hong Kong and Macau. They chose Tyco's Traffic Intelligence solution provided by ADT Hong Kong to gain valuable information about their in-store shoppers and store locations.



Challenge

The majority of Belle's stores are located in shopping malls, often with different brands in the same mall. Knowing how many people frequent each store and at what time is essential to determine how stores are comparing with each other and how many shoppers are in the stores. Operational factors include how many sales people are required, sales rates and which promotions are attracting shoppers.

Additionally Belle wanted to evaluate store locations within the malls and gain insight to negotiate potentially better fees with landlords.

Project scope

Following a pilot in several stores in 2009, Belle deployed Tyco's Traffic Intelligence in all of their Hong Kong and Macau stores. Recognizing that traffic information was critically important to Belle, ADT Hong Kong provided rapid response time to get the solution in place and operational. Additionally, Belle's management valued the quality performance of the system, as well as its strong relationship with ADT for a skillfully executed deployment that achieved winning results.

Belle made a significant investment in Tyco's Traffic Intelligence solution for all their Hong Kong and Macau locations and plans to continue with deployments in all newly-opened stores. Their typical outlet, with an average size of 500 square feet, utilizes one to two traffic sensors, whereas the larger stores are equipped with up to five traffic devices.

Solution Highlights

Belle selected Tyco's Traffic Intelligence solution for several reasons:

- Counts side-by-side traffic and tracks multiple people simultaneously
- Compares people counting information to sales transaction data allowing Belle to calculate the rate of sales per customer visit
- Distinguishes between incoming and outgoing shopper traffic
- Detects and counts the number of shoppers entering and leaving a store, placing a time stamp on each count to provide detailed reports highlighting important data

Results

Belle benefits significantly from traffic intelligence as it provides them with essential count data for their analytic system. Based on these figures, they are able to generate full dimension reports and analyses such as period-to-period and year-to-year comparisons.

An additional advantage is that it enables the company to compare its different brands with each other. With the system, Belle can evaluate the general attractiveness of each brand – which is usually collocated in the same shopping mall, sometimes even next to each other. The highly valuable insights gained with this approach provide the company with a basis for many analyses such as where to open new shops or how to time promotions.

The company now has the intelligence to determine conversion rates, effectiveness of marketing campaigns and even support rent negotiations with landlords – all contributing to their bottom line.



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