



# J BRAND

*"My Customer, My Responsibility"*

## CASE STUDY:

# ShopperTrak

*"Following completion of 63 engineer site visits in a single week: We have had a large backlog of Cases, and we have been able to catch up a little bit over the last 4-6 weeks, and a lot of the backlog of Cases required visits. That's some good going. Well done everyone.*

*Following Our Quarterly Review Session: A good call, thanks. Makes all of our lives easier when things are just working as they should."*

**MATTHEW BERREY - UKI OPERATIONS MANAGER, SHOPPERTRAK TRAFFIC INSIGHTS**

### CUSTOMER

ShopperTrak

### LOCATION

UK, Eire and Channel Islands

### REQUIREMENT

Support and Maintenance of 25,000+ people traffic counting systems installed at customer's sites throughout the UK and Eire, including top retailers and shopping centres.

### EQUIPMENT

Irisys  
Brickstream  
Orbit  
Xovis,  
Panasonic PDC  
Loop Recorders



### ABOUT THE COMPANY

The shopper journey and retail landscape are continually evolving. ShopperTrak brings digital shopper analytics into the store to help optimise the shopper experience.

Big data in retail is being used to shape the customer experience by making shopping easier, more convenient and more interesting. Sensormatic ShopperTrak solutions collect and deliver data that retailers can easily convert into meaningful insights and actionable outcomes. From people counting devices at store entrances to location-based technologies monitoring shopper movement, ShopperTrak solutions can build a comprehensive picture of the shopper journey and customer behaviour in your stores and shopping centres. They have a technology-agnostic approach using video analytics, Bluetooth, Wi-Fi, BLE Beacons, and more to help understand what is happening inside your unique retail space. This new level of visibility reveals traffic analytics that enable you to quickly find and react to opportunities, driving sales and profitability.



### CASE STUDY

#### People Traffic Counter (PTC) Support Contract

J Brand support ShopperTrak with the maintenance Of 26,000 Cameras, 1,000 PTC / Microcomms.



This includes various Retailers including M&S, TK Maxx, River Island, Next, Mountain Warehouse, and UK shopping Centres including Bullring, Meadowhall, Liverpool 1, Westfield Stratford / White City.

J Brand Support the customer counting equipment across the entire UK and Ireland including network cabling / diagnostics as required to ensure all cameras installed at entrances are configured, calibrated, validated and counting correctly at all times.

J Brand have supplied these services to ShopperTrak for 13 years and have worked with them as their customers' needs / customer base has grown. We have continuously completed training as technology has developed and manufacturers have changed to ensure we are up to date and carrying out works correctly to ensure fix on first visit.



Currently we are completing around 100+ calls per month based on a 24hr fix. We achieve this utilising our own directly employed network of support engineers based across the UK. All of whom carry stock required to maintain this contract. Spares are tracked and returned to our facility for repair / manufacturer swap out as required.

If you would like to arrange a session to discuss further or simply have a concern, query, or requirement, please Contact us: [enquiries@jbrand.co.uk](mailto:enquiries@jbrand.co.uk)

[www.jbrand.co.uk](http://www.jbrand.co.uk)

