





# customer counting

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monitor your stores. as easy as 1, 2, 3

**nedap**  
RETAIL

# customer counting

NEVER LOSE COUNT OF YOUR CUSTOMERS AGAIN. WITH OUR CUSTOMER COUNTING CAPABILITIES YOU KNOW WHEN AND WHERE YOUR CUSTOMERS COME INTO YOUR STORES. YOU'LL KNOW HOW THEY MOVE THROUGH YOUR STORE AND HOW THEY REACT TO CAMPAIGNS. AND THE SYSTEM ALLOWS YOU TO CALCULATE YOUR CONVERSION RATE. PEAK TIMES, SLOW TIMES, YOU'LL ALWAYS KNOW HOW MANY STAFF YOU NEED TO SERVE CUSTOMERS. WHATEVER THE SIZE OF YOUR STORE, YOU CAN COUNT ON NEDAP.

## reliable

Nedap customer counting provides highly reliable data through a unique combination of best-in-class hardware and software. This reliability is enhanced by our intelligent installation and service procedures, monitoring and reporting. Every day, millions of people in thousands of stores the world over are counted by Nedap customer counting systems.

## secure

Customer counting data can be stored on easinet, a secure internet environment with several access levels and a daily backup. Password procedures are checked extensively and system changes are logged. Easinet is a two-way street. Users can log on to it to access their data. But we can also send you detailed management reports by e-mail or FTP, on request.

## user-friendly

Nedap systems collect customer counting data automatically. No staff, programming, network or computer is needed. And the data is available 24/7 through a simple web browser.



## installation options

- **stand alone or combined with an eas system**

Nedap customer counting sensors can be floor or wall-mounted as a stand-alone application. But our customer counting system can also be installed next to any EAS system.

- **fully integrated into nedap eas antennas**

Just like our advertising and metal detection features, customer counters can be fully integrated into our EAS antennas.



stand alone



combination with EAS



integrated into EAS antennas

## data delivery... central or local

Customer counting data can be shown on a local display. But it can also be centralized: a web-based customer counting system makes data available 24/7 on easinet and allows you to generate daily, weekly and monthly management reports.

- **local system**

Nedap has developed a local customer counting system for retailers who want to start with a simpler solution. This system can be clicked into Nedap's open-design antennas. It displays the customer counting data on a local monitor.

- **web-based system**

A web-based customer counting system sends data to easinet. No computers or extra IT infrastructure necessary. Easinet is Nedap's web-based software platform that turns the data into customer-specific management reports. You have around-the-clock access to your customer counting data (on PC, Mac or Smart phone). No staff needed. Data on visitors available hourly, daily, weekly, monthly, etc. Periodical reports available by mail on request.



local data



web-based data