

ShopperTrak

Real-Time Occupancy Solution



Solution Overview

ShopperTrak, a brand of Sensormatic Solutions, is passionate about empowering retailers, shopping centers and many more to collect, visualize and influence their traffic, driving people-counting, conversions and profitability, and delivering great customer experience.

Our Real-Time Occupancy solution enables you to accurately understand shopper density within your store. The Occupancy solution can help you comply with local or government ordinances to adhere to social distancing guidelines, meet maximum limits and optimize traffic management strategies.

Pain Points

Do these challenges sound familiar?

- Knowing how your store occupancy changes in real-time
- Compliance to social distancing guidelines
- When to advise security teams that maximum occupancy limits are reached
- What is the right cleaning schedule for high touch areas
- Consistent shopper experience during high traffic times of the day

Sensormatic
by Johnson Controls



Retailer Benefits

- Understand when your store is approaching maximum occupancy with easy to understand dashboards
- Determine shopper density (traffic per sqft/sqm) for compliance to social distancing initiatives
- Real time alerting when maximum occupancy threshold is reached
- Ability to adjust occupancy thresholds to support social distancing guidelines
- Optimize cleaning schedules for common facilities such as restrooms in the store based on real-time traffic patterns
- Up to the minute understanding of staffing needs to provide greater customer engagement during peak traffic times
- Aids auditing to verify to occupancy ordinances

Why Partner with ShopperTrak?

ShopperTrak is the global leader in retail analytics. No other competitor can roll-out a traffic program faster than we can. We have over



2,100+
clients



20+
years of
experience



400+
Shopping Centers



24/7
Support and
much more

Each client receives a customer success manager who will partner with them on strategic initiatives, train them to ensure they get valuable and actionable insights from their data and provide high-level analysis to help identify opportunities for operational efficiencies.

For additional information, please visit www.shoppertrak.com

Copyright © 2019 Johnson Controls. All rights reserved. SENSORMATIC SOLUTIONS and the product names listed in this document are marks and/or registered marks. Unauthorized use is strictly prohibited.

Sensormatic
by Johnson Controls