



PYGMALIOS

COMPANY NAME

Xovis

XOVIS PARTNER

Pygmalios

LOCATION

European Union

INDUSTRY

Retail / Telco

APPLICATION

Movement Analysis

CASE STUDY

O₂ puts the customer first- even during workforce optimization

PYGMALIOS AND XOVIS HELP O₂ TO KEEP UP THE GREAT CUSTOMER SERVICE

CHALLENGE

With more than 200 stores equipped with Pygmalios solution and Xovis sensors, O₂ has implemented new ways to work with customers and staff behaviour. O₂ is using Pygmalios for managing Staff Optimisation & Sales Efficiency. O₂ intends to maximise the sales conversion and measure the optimal time of interactions between customers and salespersons. To improve sales efficiency following challenges were to be met:

- How to measure the outcome of the customer onboarding process and the average service time?
- How to maintain the workforce effective throughout the week?
- How to find out about customer movement corresponding to the store layout?

SOLUTION

By installing the Xovis technology in the respective stores, Pygmalios helped O₂ analyze the customer movement in a shop. With the unique Xovis Multisensor technology, large areas of a store are monitored. Both queuing time and service time are measured in dedicated zones, uncovering the following insights:

- Definition of unbalanced movement dynamics in specific stores
- Record of highly frequented teller's tables and store hot spots
- Average service time at teller's tables
- Store occupancy and service intensity during business hours

"We have identified, that one of the key issues was to set the right and effective workforce planning not only towards the cost savings but also with respect to the overall customer experience."

Milan Morávek,
Chief Sales & Customer Service Officer
O₂

"O₂ can easily monetize the outcome of the actual onboarding processes."

Juraj Podroužek,
VP Customer Success,
Pygmalios

BENEFITS

By accurately measuring and analyzing customer movement, Pygmalios identified the key insights that affect the customer experience. A record of the factors that influence customer behavior, such as average waiting time and time spent at a teller's desk, empowered O₂ to monetize the outcome of the actual onboarding process:

- Optimized teller's desk allocation improves service time by over an hour daily: Less experienced personnel are deployed at less frequented tables.
- Personnel is deployed based on the definition of the real service intensity during specific peak times.
- Improvement of marketing campaigns and merchandising by defining hot and cold spots in a store.
- Defining and addressing underperforming marketing panels.

XOVIS

CASE STUDY

How does it work?

Responding to the fast-growing demand for solutions that bridge the gap from conventional people counting to comprehensive in-store analytics, a growing number of retail experts measure KPIs such as footfall, dwell times and conversion rates with the Xovis 3D Sensors and software. Unlike the conventional people counting solutions, Xovis can connect numerous 3D sensors to deliver insights beyond the doorstep.

A BROAD PORTFOLIO

There is a broad portfolio of Xovis 3D Sensors with the widest viewing angle available on the market to count and track people anonymously. One sensor can be mounted on ceilings from 2.2 to 30 m (7.5 ft. to 65 ft.) and covers up to 100 m² (1100 sq.ft.) of tracking area.

According to the study "Rise to Challenge – The Risks and Opportunities of Digitization for Airports," from Roland Berger, a five-minute delay for 25 percent of passengers at the security checkpoint could induce a drop in retail sales of 2 to 3 percent. People that wait more, spend less.

INTEGRATION MADE EASY

The user-friendly WebGUI guides through the simple first-time set-up or any reconfiguration at a later time. The sensor software (firmware) also enables the designation of 99 counting lines and dwell zones per sensor as well as the set-up of a Multi-sensor with up to 9 sensors to track people continuously through large areas. No additional hardware or software is required.

Count statistics, heat maps, and other basic tools come along with the sensor software. For further visualization and analysis, Xovis 3D Sensors can easily be integrated into an existing software environment and

third-party applications via XML-based interface and API. There are also additional, easy-to-integrate Xovis hardware devices with new software modules for applications such as queue and POS management in large, hectic areas with an unlimited number of sensors.

UNMATCHED ACCURACY

A high-resolution 3D image or stereo image of the covered/ recorded area is calculated on the sensor up to 30 times per second. Based on this, every person entering the covered area is counted and tracked anonymously. Persons are recognized individually even if they are next to each other. Counting Accuracy over 99% is guaranteed, i.e., 99% of the persons in the covered area are counted and tracked.

A FUTUREPROOF INVESTMENT

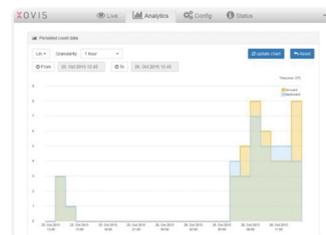
Power over Ethernet (PoE) to combine data connection with power in one cable and a Mean Time Between Failure (MTBF) of 25 years simplify installation and keep the total cost of operation low. Image processing occurs directly on the sensor. No video stream leaves the sensors and data privacy is guaranteed. The Xovis portfolio includes a model with wireless functionalities as an add-on, though the Xovis technology does not depend on signal-emitting devices and is highly robust against all kinds of external influences such as shadows, light changes, and heat emissions.



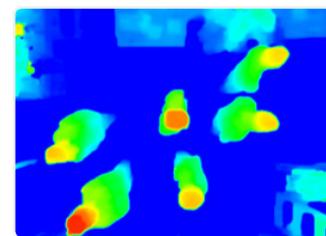
PC2R with WiFi-Module



PC3



Xovis 3D sensor and firmware can easily be integrated



3D image computed by Xovis sensor indicating heights and distances by different colors

CASE STUDY

Technical Data

WORKING PRINCIPLE:	3D stereo vision / distance measurement
INSTALLATION ANGLE:	+/- 15° in x-axis +/- 5° in y-axis
OPERATION TEMPERATURE:	0°... 45 °C
WITH OUTDOOR HOUSING:	-25°... 40 °C
STORAGE TEMPERATURE:	-20°... 70 °C
AIR HUMIDITY:	20 ... 80%
CONNECTION:	RJ45 Ethernet, cat.5e
POWER SUPPLY:	PoE Class 0 / (IEEE 802.3af)
POWER CONSUMPTION:	< 5W
REQUIRED ILLUMINATION:	2 lux / 9 lux (outdoor)
SIZE (LxWxH):	PC2 / PC2R/ PC2S: 13.0 x 9.4 x 3.0 cm PC3: 33.0 x 6.1 x 4.0 cm PC3-0: 38.5 x 9.0 x 8.6 cm
WEIGHT:	PC2: 350 g / PC2R & PC2S: 250 g PC3: 600 g / PC3-0: 1700 g
MOUNTING HEIGHT:	PC2 / PC2R / PC2S: up to 6 m PC3 / PC3-0: up to 20 m

ABOUT XOVIS

With more than 60'000 Xovis 3D Sensors in the field, Swiss-based Xovis is the market leader in people flow monitoring in the airport and retail industry. More than 65 international airports and 150 system integrators in the retail industry count on the combination of Xovis 3D Sensors and software solutions to move people more smoothly through their facilities, optimize their resource planning and increase customer satisfaction as well as revenues. Founded in 2008, Xovis has evolved from a three-man start-up to a high-tech company with over 80 employees. Xovis is headquartered at the gates of the Swiss capital Bern. The US office is Boston, MA.