



Retail Solution Sheet

**CUSTOMER.
COUNT.
CONTROL.**

CCC – The digital solution in COVID 19 times!

AUTOMATED MONITORING AND CONTROL OF THE NUMBER OF CUSTOMERS IN THE BRANCH

SOLUTION

With two different solutions for digital access restrictions in shops and branches GRASSFISH, a major supplier for Digital Signage, is at the pulse of our time! CCC Customer.Count.Control ENTRY and PRO are the names of the digital innovations in COVID-19 times. These two efficient solutions give you an exact overview of the number of customers in your shop and a functional traffic light system to limit the number of customers to the legally required level.

An individually configurable display welcomes your customers and offers not only traffic light information but also the possibility to show promotional information. This makes it a useful element in interacting with customers even after Corona times.

The Xovis sensor technology used, provides meaningful information on customer numbers and average length of stay - a feature that will be also useful after Corona. This means that the GRASSFISH CCC solutions are not insular solutions that turn out to be a lost investment after a few months, but a long-term advantage for the digitalization of your outlets.

A very important criterion is the high accuracy of the used customer counting sensors (>99%) compared to simple infrared solutions. Central monitoring, evaluations, and specific settings, such as the maximum number of customers per branch along with the simple central configuration of the content displayed on the screen, round off the package.



GRASSFISH CMS – Content Management System



GRASSFISH xPerience Hub

CCC CUSTOMER.COUNT.CONTROL

ENTRY

- Monitoring of an entrance and exit
- OK and STOP symbols can be displayed with colored traffic lights, or your own graphics
- Optional warning tone when more people than are allowed enter the shop
- Central evaluation of STOP times by branch, weekdays and hours
- Can be combined with different screen sizes, from tablet to large displays
- Can be combined with marketing content

- Simple configuration
- Low price

PRO

- Uses the Grassfish Xperience-Hub, therefore upgradeable with future sensor and IoT solutions
- Monitoring of multiple entrances and exits for larger branches
- Integrated analytics function to evaluate the number of customers and average length of stay
- Analysis of customer numbers and length of stay



GRASSFISH Grassfish is market leader

in the area of digital signage solutions in the DACH region. Since 2006 more than 1000 successful projects in over 70 countries have been realized. Grassfish advises and supports retailers in the development and implementation of digital in-store experience solutions to improve the customer experience. Through an open software architecture and numerous third-party integrations, digital innovations have become scalable and easily manageable.