



PEOPLE COUNTER

EVERY FACE COUNTS

A Revolutionary Foot Traffic Management System To Increase Store Performance.



Ndende's NdCount – People Counting is more than a people counting solution. The solution creates the capability to understand the demographics of all visitors. It offers accurate information about gender, race, age and ethnicity of people. The system eliminates chosen individuals like staff and also repeat visitors to provide accurate real-time reports which is widely used for operational planning, budgeting and marketing in many industries.

Ndende Technologies' People Counter:

- Eliminates repeat staff and visitor data;
- Includes visitor demographics – accurately determining the age, gender and race of visitors;
- Consolidates data in real time in the cloud via a single reporting portal;
- Saves historical data for easy retrieval;
- Provides business intelligence about all visitors;
- Protects the privacy of visitors by storing facial information anonymously.



TECHNOLOGY

The system accurately detects and records entries, exits, queues and waiting times, allowing you to detect how long people spend in one place and how often that place is visited. This allows an organisation to test the effectiveness of new displays, compare one display with another and monitor queuing times.



Ndende Technologies is strategically positioned to be at the forefront of delivering Intelligent Facial Recognition solutions to track the toughest challenges in security, identity fraud and other identity management for enterprises and government institutions across the African continent.

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SYSTEM BENEFITS



SALES CONVERSION RATE

In the retail environment, volumes are critical due to low margin and increased competition. A high conversion rate is a key indicator of performance. It is a fairly impossible task to accurately calculate the conversion rate without a reliable People Counting system, low rates could mean an opportunity lost to a competitor.



MARKETING AND PROMOTIONAL CAMPAIGNS

The accurate and basic way to measure the effectiveness of marketing campaigns through the customer traffic it generates and the conversion rate. Retailer which are able to spend budgets on advertising campaigns but unable to measure their effectiveness of their marketing through traffic and conversion rate.



OPERATIONAL PLANNING

Understanding peak visiting times during the day, week or month can assist in staff planning, security and operational activities to ensure customer satisfaction.



MEASURING STORE PERFORMANCE

It provides an objective form of measuring of each branch's performance against each other.



HEALTH AND SAFETY

In the event of an emergency, management will know the exact number of people and their demographic details such as gender, older citizens, ect. for an evacuation plan.