

## Case Study - Metro Brands



### CURRENT STATUS

Number of Counters installed per day	15
Average number of counters per store	1 to 2
Total counters installed	400+
Countries counter installed in	India
Implementation time	3 Months

Cities covered	Pan India
Brands Covered	Metroshoes / Mochi / Crocs / Da Vinchi

## **CHALLENGES**

Metro Brands reviewed a variety of people counters before choosing to install i4T at all of their stores throughout the country. The main reason Metro Brands wanted to install people counters throughout all their shops in India was to minimize operational loss. Metro Brands India mostly used i4T to answer the following questions:

- 1. How many opportunities were they capturing?
- 2. Are there any return on investment in promotional campaigns?

i4T was able to provide Metro Brands with a solution that not only fulfil their requirements, but ensure that the device will continue to provide accurate counting data to facilitate high end decision making for a lasting period of time.

## **MINIMIZE OPERATIONS LOSS**

i4T provided Metro Brand with a method to measure the opportunities the stores are able to capture on a macro level. The sales conversion metric provided enabled Metro Brands India to determine the number of visitors that entered their stores that made a purchase, and the number of visitors that entered their store that did not make a purchase. With this data in hand, Metro Brand was able to determine at which point in the buying process did the consumer lose interest. Metro Brands India was able to retrieve sales conversion data by importing their sales data into the dashboard through automatic API configuration provided. i4T readily provides API scripts for users to use for integration with their POS.

## **MEASURE RETURN ON INVESTMENT OF CAMPAIGNS**

i4T provided Metro Brands with the means to measure the effectiveness of their marketing campaigns through the marketing effectiveness report. With this report, Metro Brands was able to determine the effectiveness of their distribution channel for advertisement, determine the effectiveness of their promotional events, and gauge their brand awareness and image. Metro Brands measured how effective their marketing channels are on social medias, billboards, and flyers by determining whether there was an increase in the number of outside traffic from before the event to during the event. Metro Brand then took this a step further and determined how effective their campaigns are through measuring the turn in rate of visitors, and sales conversion. With measurable figures to evaluate performance, Metro Brands India is able to calculate the return on investment and use the figure to plan for further marketing activities effectively.

## **ROLLOUT PROJECT MANAGE**

i4T is readily available to commit to the satisfaction of the consumer experience. i4T had planned the entire installation process for Metro Brands and ensured that all installation works, auditing works, and data readiness works will be ready within the given time frame by Metro Brands. All Metro Brands had to do was state a reasonable time for i4T and we project managed the entire rollout. i4T plotted the installation path that determined which store will be able to receive their counters and when. i4T plotted the store along the most convenient path that would be cost efficient for Metro Brands. Additionally, i4T project managed the whole installation process physically and remotely supporting the installers and guiding team on the positioning of the counter. Once the installation work has been completed, i4T ensured that all counters will have their data ready within the given time frame of 5 days as stipulated by Metro Brands.

## **Why FootfallCam?**

Metro Brands is a Shoe company having a countrywide network of exclusive Metro showrooms at more than 206 prime locations across 100 plus cities in India designed to bring customers, an extensive collection of footwear and accessories to suit their every need. What began as a single outlet in Mumbai has today grown into a nationwide chain of exclusive fashion footwear and accessories stores for the entire family. Being the largest Shoe operators in India, customers of Metro Brands varies in demographics. In order for Metro Brands to better serve their customers, they first need to understand their customers. Additionally, with the advent of Covid-19 and online shopping, it made customer understanding more imperative than ever before. With understanding of customers' data, Metro Brands can determine the ideal profitable mix of Shoe Industry that appeals to their customers' interests and satisfactions.

## **PROACTIVE HEALTH CHECK**

i4T provided proactive support and monitoring of the status of all i4T counters Metro Brands had installed in India. I4T continuously monitored the devices installed for 3 major fault points:

- 1. Accuracy of counter
- 2. Integrity of counting data
- 3. Whether the counter is fully functional

i4T monitored and supported Metro Brands daily in these three aspects to ensure that the counter is always generating accurate data that Metro Brands can rely on to facilitate decision making process. i4T also reported to Metro Brands daily in the status of their counters and also the status of their data. With the transparency and enhanced communication between the two companies, Metro Brands was able to build trust in the product.

## **Metro Brands**

### Client Requirements

Prior to inception of FootfallCam, Metro Brands has no substantial method of receiving business insights. Metro Brands was unable to quantify the number of passer-by and potential opportunities they could have earned. Metro Brands was also unable to evaluate the usage of their stores. Metro Brands had no method to review whether the store is offering the right mix that is attractive to the local demographics. As one of the largest Shoe Store chain in India, Metro Brands considered various people counter solutions in order to ensure that no resources are wasted, and no opportunities are lost. Ultimately, Metro Brands settled with FootfallCam as their choice of people counter solution due to the myriad of features a single unit includes.

## **CLIENT'S UTILISATION**

Metro Brands utilized the data that i4T provided in improving their sales operations. Metro Brands used the sales conversion data to receive detailed behavior and insight into their consumer and to determine the effectiveness of their marketing campaign. This information enabled the upper management to accurately assess the risks that are involved with high end promotional sales event, as with the case in the telecommunications industry. To further alleviate the risks in business process, i4T generated campaign effectiveness data in three different time frames to provide insightful analytics on the lasting impact of their events.

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