

CASE STUDY:

ShopperTrak

"We have just had a call with our main contact at Dobbies. He was very happy with the quality of service provided by the engineers that attended the store – as you are aware this is a new client so these first impressions really help ShopperTrak build lasting relationships with our clients. Please pass on our thanks to the engineers involved and keep up the great work."

GLENN FAIRBAIRN, IT DESK MANAGER

CUSTOMER

ShopperTrak (Formerly Footfall Ltd)

LOCATION

UK, Eire and Channel Islands

REQUIREMENT

Support of 20,000+ various People Traffic Counting systems installed at customer's sites throughout the UK. This includes top retailers and Shopping Centres throughout the UK and Eire.



Irisys, Brickstream Clarity, IBM, HP, Samsung, Toshiba, Calculus, C&A, FootC, Teltonika and Panasonic



FootFall Ltd was founded in 1991. The company initially sold hardware solutions designed to measure pedestrian flows within UK shopping centres. The company evolved into a provider of information services based on pedestrian flow. FootFall systems are installed in 37 countries with customers primarily in the retail and retail property industries. In December 2005 Experian purchased FootFall Ltd. More recently Footfall was acquired by Tyco Retail Solutions / ShopperTrak to improve its customer's performance through a deeper understanding of customer behaviour. Tyco Retail Solutions is a leading global provider of integrated retail performance and security solutions; they have solutions deployed at more than 80 percent of the world's top 200 retailers in 70+ countries.

CASE STUDY

J Brand currently carries out the support of 20,000+ People Traffic Counting systems installed at customer's sites throughout the UK. This includes top retailers such as TK Maxx, New Look, Next, B&Q, M&S, VF Group, SCS, Claires and many more. J Brand provides fixed SLA visits. J Brand Field Resources carry an agreed quantity of crash kit to guarantee an efficient and effective service. Call volumes average 120 per month. J Brand demonstrates a value added service by not only completing the effective swap out / reconfiguration of faulty devices but also providing basic cabling tests and investigation outside of the support agreement. We further provide a number of priority calls, with 24 hour call to fix at no extra cost. Footfall has been a customer of J Brand's since 2008 with an initial 3 year agreement. This has been renewed through the continued commitment and service provided by J Brand. During the initial contract discussions it was also agreed that J Brand would TUPE all existing ShopperTrak field engineers across and integrate these with our existing nationwide engineering resource.



If you would like to arrange a session to discuss further or simply have a concern, query, or requirement, please contact us: enquiries@jbrand.co.uk

www.jbrand.co.uk

