

J BRAND

"My Customer, My Responsibility"

CASE STUDY:



"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.

EQUIPMENT

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



ABOUT THE COMPANY

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.



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

