

PYGMALIOS

Case study



People Counting+ saves O2 more than 900 000 € per year.

Challenge

To plan shifts effectively, improve zone serviceability and increase sales team performance at each store.

- How to make shifts planning more effective and save time associated with the actual planning?
- How to improve serviceability in stores?
- How to increase sales team performance?

The sales team performance cannot be reliably measured without accurate footfall data available across the whole store chain.

The role of O2 brick and mortar stores lies not only in device showcase, invoice payments or small requests, but also in direct sales.

Solution



Thanks to the accurate people counting solution People Counting+, Pygmalios Analytics application and Pygmalios API, O2 was able to optimize its whole shift planning process. This led to the increase of store serviceability and sale performance as well as significant time savings when planning the shifts. This resulted in an margin increase of € 900,000 per year.

Clients come to personally speak to the store consultants, with confidence to be advised the most suitable service, rates or devices matched with their needs. It is, therefore, essential that the store has enough consultants available to advise potential customers. Serviceability of the whole store chain directly depends on correct shifts planning. In order for the management to plan and prepare optimal shifts, they need to have the following:

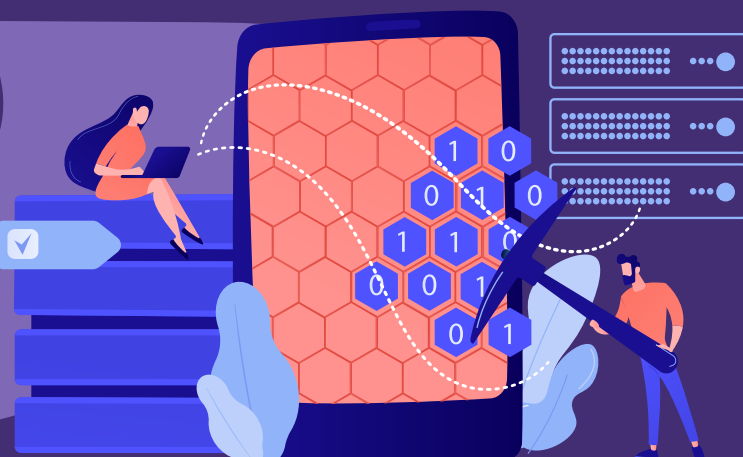
A suitable solution must-haves

- **Accurate footfall data** - to measure sale conversion, accurate and reliable traffic data must be collected.
- **Thorough overview** - suitable reports available to merge with shifts planning through the application or via API.

Pygmalios, as one of the few solutions, could provide O2 with both of the conditions mentioned above.

People Counting+ solution

After the initial analysis of multiple solutions offered, O2 Czech Republic finally chose to deploy the solution proposed by Pygmalios. Thanks to a user-friendly application and the Rest API interface in place instead of XLS tables, the solution provides O2 with various online reports as well as with the ability to connect to an existing shifts planning system. This led to sales and footfall data integration to form the time savvy and sales performance efficient optimal solution.



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Benefits of the Pygmalios People Counting+ solution:

97%

footfall accuracy

0,5%

increase in serviceability

858 hours

saved per month

900 000 €

saved annually

Benefits

1. Increase in sales performance
2. Optimal shifts planning
3. Optimal serviceability

Result:

Pygmalios People Counting+ eliminated the majority of inaccuracies while providing a multitude of outputs for reliable sales conversion tracking across all O2 CZ stores. The company can now focus on shifts optimization, increasing sales performance, and improving the overall serviceability of the whole store chain.



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