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PEOPLE COUNTERS



We have a range of stand-alone **People Counters** that provide accurate people traffic counts.

Using **Electronic People Counting** equipment means there is no need to rely on subjective estimates of total traffic flow – you get an accurate count on the number of people entering.

There are three broad areas in which our People Counters have been installed - *Small Shopping Centres, Retail Shops* and in *Service Venues* such as Visitor Information Centres, Art Galleries and Community Centres.

People Traffic Totals are used to determine Conversion Ratios to *gauge the effectiveness* of your Advertising, the Selling Performance of your Sales Staff and the correctness of Staffing Levels.

Take a pen and total up how much money you are spending on advertising, displays, promotions and sales staff wages. But really, *just how well is this money working for your business?* How many people are you attracting? At what rate is your sales staff converting this traffic into Sales? Are you supplying enough staff to service the level of Customer Traffic entering your business?



Our **People Counters** comprise a **Sensor** with a **Counter Module**. The total on the **Counter Module** can be viewed at any time and if wanted *Reset to Zero* – say at the end of each day, week or month. On the other hand some of our clients take a note of the daily total and do not reset the counter – leaving it to accumulate. This enables them to have a cross-reference and audit facility to confirm accumulated daily totals. This is useful when you are relying on employees to read and record the Daily Count.

Auto-Halve

These models automatically halve the count as it records People Traffic. This means there is no need for you to divide the total by two to get the Traffic Total. This is suited in locations where people can enter and leave by the same entrance....[more](#)

Group Opportunity Count

The **Group Opportunity Count** is designed to count a family as a single count. If a Single person, a Couple or a Family enter in reasonably close succession one single count is registered. The reasoning behind this is that a Single person, a Couple or a Family can each be a *Single Selling Opportunity*.....[more](#)

"A Great Cost Effective way to find out how many People are coming through the door."

**We Accept Visa,
 MasterCard,
 Telegraphic and
 Direct Deposit**

**30 Day Money-Back
 Guarantee of
 Satisfaction**

3 Year Warranty

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