Matrix Video Surveillance Solutions Chosen For People Counting By The First Concept Mall In Dubai

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A multi-diversified international conglomerate with a history that spans over four decades covering multiple businesses and activities. It has out rightly developed the first outlet concept mall in the Middle East. The mall is a home for over 1,200 of the world’s premium and top brands. The mall is the mark of true and ultimate value retail destination. This two story mall houses 240 stores and services.
This particular mall includes multiple stores that required a religious control on the occupancy rate of a store at various times of a year, in order to improve their service management by deploying staff, accordingly. Managing and avoiding overcrowding was one of their major concerns, wherein, they aimed to monitor and ensure customer convenience in peak hours.

**Occupancy control feature**

The People Counting feature helped them to procure a detailed analysis of people entering and leaving the mall.

After a comprehensive discussion with their team, Matrix SATATYA SAMAS was proposed. Being the first Outlet concept mall, Matrix SATATYA SAMAS Crowd Management was an answer to all their questions. The People Counting feature helped them to procure a detailed analysis of people entering and leaving the mall. Specifically, to identify and address the peak hours which helped them in ensuring customer convenience.

Particularly, with the help of the graphical reports based on the statistics, they were able to recruit people beforehand to manage the crowd. A thorough analysis of the reports helped them map and formulate seasonal marketing campaigns and discounts based on the statistics to reap surplus profits. By deploying the occupancy control feature, they could easily analyze the most crowded areas in the mall. Furthermore, they could coin which advertisements or discounts attracted customers.

**Results**

- Detailed Reports and Their Analysis
- Improved Crowd Management
- Better Customer Experience
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