



Intelligent Queue Management and Footfall Analytics

MEASURE • MONITOR • MANAGE



Increase Conversions



Maximize Service Efficiency



Improve Customer Satisfaction



Dashboards and reports turn guessing into planning.

Powerful, customized reports and dashboards provide simple to understand, actionable data and forecasts for optimizing service and customer flow.



Published wait times enhance the customer experience.

Publishing expected wait times keeps customer expectations in check and helps balance service loads by directing customers to the best service areas.



Real-time alerts give you control.

Actionable, real-time alerts allow managers to head off problems at checkout before they escalate. Text-based or email alerts can be customized for any KPI.

Shopper Behavior & The Customer Experience



DWELL TIME

Discover where in the store customers are spending their time.



ZONE PERFORMANCE

Understand customer behavior throughout the store or in a specific area.



STORE ABANDONMENT

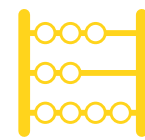
Identify when and how often customers enter and leave without buying.



STORE LAYOUT

Detect movement patterns to help improve your floor plan.

Service Efficiency & Productivity Analytics



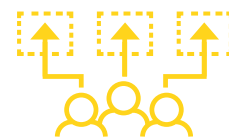
PEOPLE COUNTING

Count customer enters and exits with 99.5% accuracy, even in difficult spaces.



TRAFFIC TRENDS

Discover trends and know your busiest (and slowest) hours, days, and seasons.



SERVICE ALLOCATION

Assess both real-time and historical data to better align labor with actual traffic.



PATTERN/EVENT RECOGNITION

Recognize customer flow patterns and events such as long queues, traffic blockages, or an unexpected surge of customers.

Queue Management & Checkout Analytics



WAIT TIME MEASUREMENT

Accurately measure, monitor and predict wait times.



SERVICE TIME

Manage service efficiency and increase transactions per hour.



CONVERSION

Understand who's buying and track conversion patterns over time.



PROCESS AUTOMATION

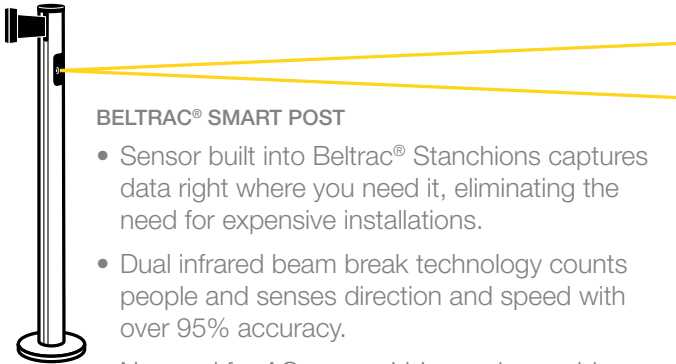
Trigger processes or alerts based on customer flow or KPI events.

Hardware and Technology

QTRAC® IQ PROVIDES:

- Over 95% accuracy, even in areas with changing light and temperature.
- Accuracy even in environments with extremely high (or low) ceilings or structural impediments.

- Individual sensor data that can be stitched together to create a complete story of the customer flow in large or irregular-shaped environments.
- Easy integration with other Qtrac® solutions, allowing for a holistic, automated customer flow solution.

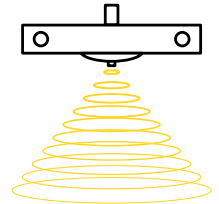


BELTRAC® SMART POST

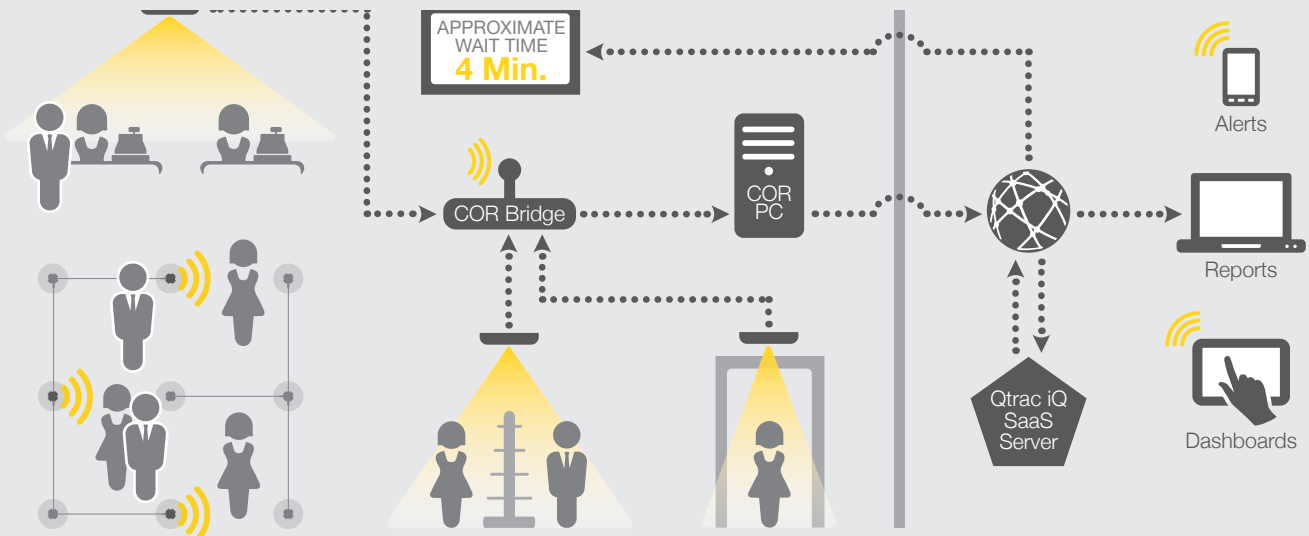
- Sensor built into Beltrac® Stanchions captures data right where you need it, eliminating the need for expensive installations.
- Dual infrared beam break technology counts people and senses direction and speed with over 95% accuracy.
- No need for AC power. Li-Ion rechargeable batteries last for 6 months or more
- Ultra low power Zigbee wireless communication securely transmits queue data, sensor health, and configuration information.
- No privacy issues as no sensitive data or facial features are captured.

LIDAR SENSOR

- Uses state-of-the-art light and radar technology to count and track people with 99.5% accuracy.
- Uses math to “describe” a scene, so privacy is never compromised as with video, WiFi, or Bluetooth technology.
- Immune to changes in light or room/body temperature.
- Each sensor covers up to 180 sq. feet (55m2).
- Shape recognition differentiates between objects and people, and recognizes “family” groups.
- Counts people, tracks individuals, recognizes shapes, direction, and speed.
- Employees wearing Qtrac® tag bypass data collection.



QTRAC® SYSTEM CONFIGURATION



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