



Case Study :



Beonic Pty Ltd

About Burnside Village Shopping Centre

Located in the beautiful suburb of Glenside, Burnside Village is just five minutes from the City of Adelaide and ten minutes from the magnificent Adelaide Hills, in South Australia. With more than eighty speciality stores, Burnside Village offers a selection of exclusive retailers including the finest fashion, fresh foods, unique gifts and homewares, and an extensive range of services.

Burnside Village has approximately 900 free car parks with 550 under cover. The centre is ranked as the top shopping centre in South Australia and is in the top 20 in Australia as measured by sales per square metre.



Where Shopping is always a pleasure

The centre services the local district and has been designed with a high fashion element, social cafes with easy accessibility, style and ambience in a relaxed garden themed environment.



Burnside Village has won numerous awards for its vast sun-filled, green gardens and air-conditioned shopping malls where special events and exhibitions take place throughout the year.

What were the challenges that led to installing Traffic Insight?

One of the factors that has led to Burnside Village's enviable success over the years has been the way it has focused on and held to account its marketing activities.

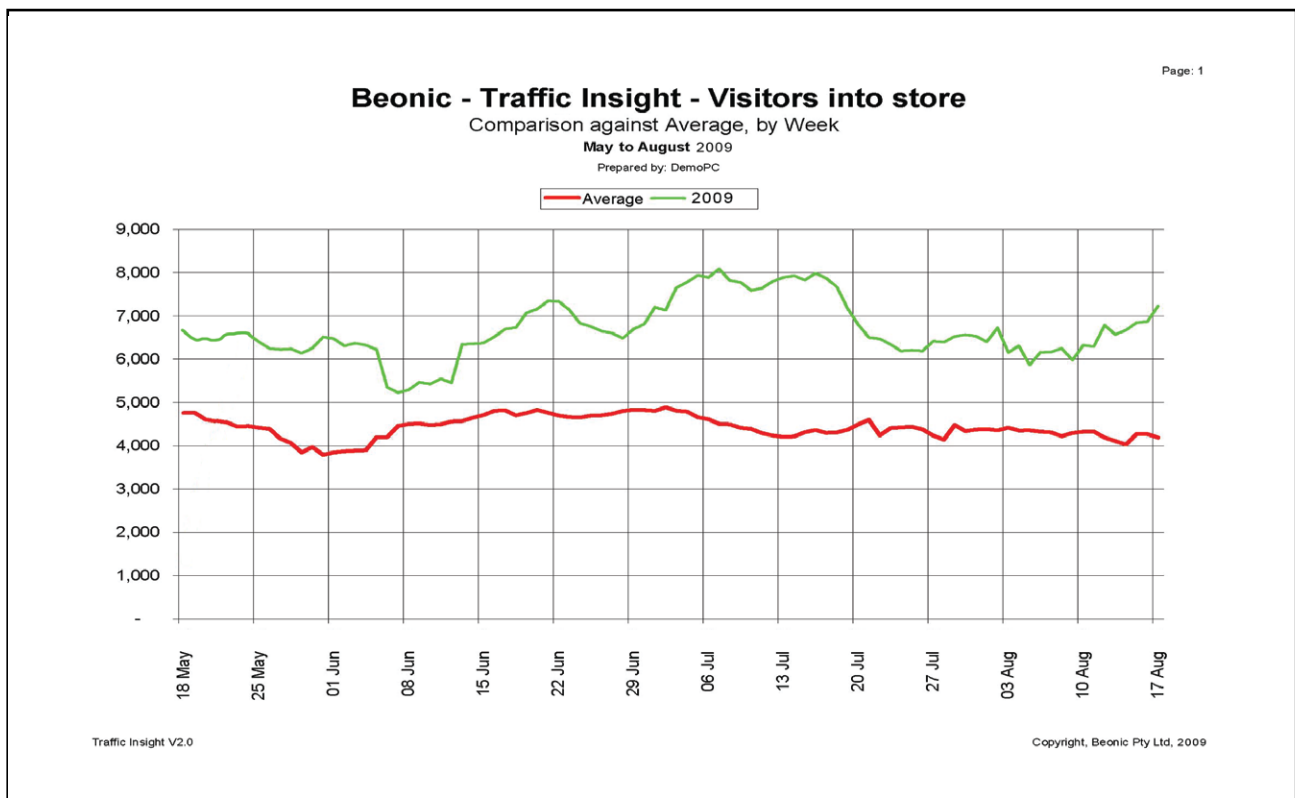
Burnside Village's experiments with traffic counting started in the 1990's and gave them, at first, a broad sense of the success of week to week marketing activities.

As people counting technologies become more accurate and automated Burnside Village has gained a much more refined sense of what works.

"We started using beam counters at the main doors, but sometimes the counts just didn't make sense. After checking their accuracy we found beams had a > 25% error rate."

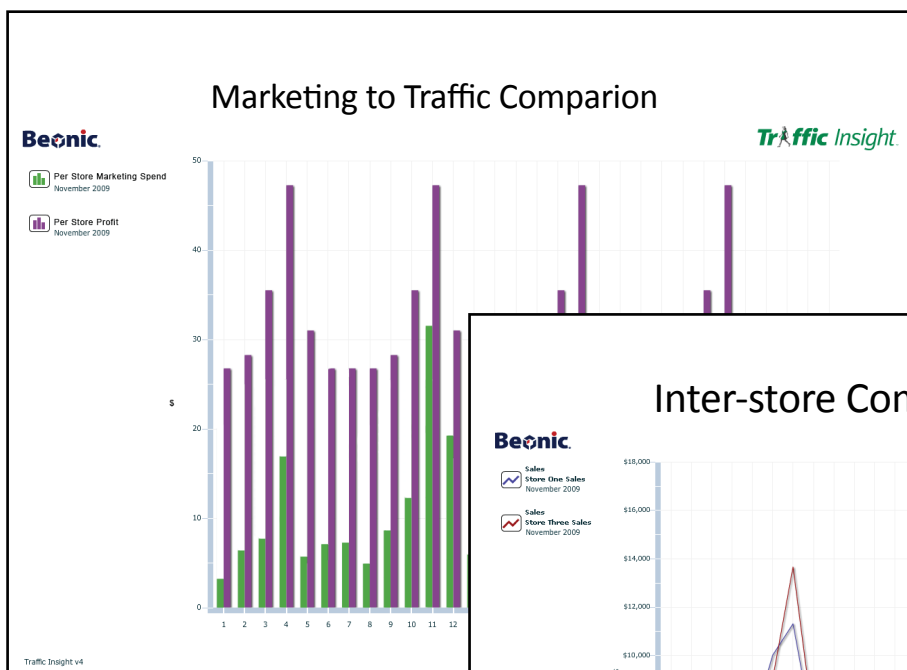
"We have a variety of events at the centre throughout the year. We now use the traffic data to monitor the success of each event. Over the last 3 years, we have increased the \$MAT from \$29/visitor to \$32/visitor. That's a 10% increase in \$ visitor spend after CPI."

"Having an increase in foot traffic was a good start, but we still had complaints from some tenants that this wasn't turning into increased sales for them. So we started using micro-marketing techniques to target parts of the centre to improve traffic flow to specific areas. This has been our most successful strategy as we really have the facts and feedback about what we are doing now".

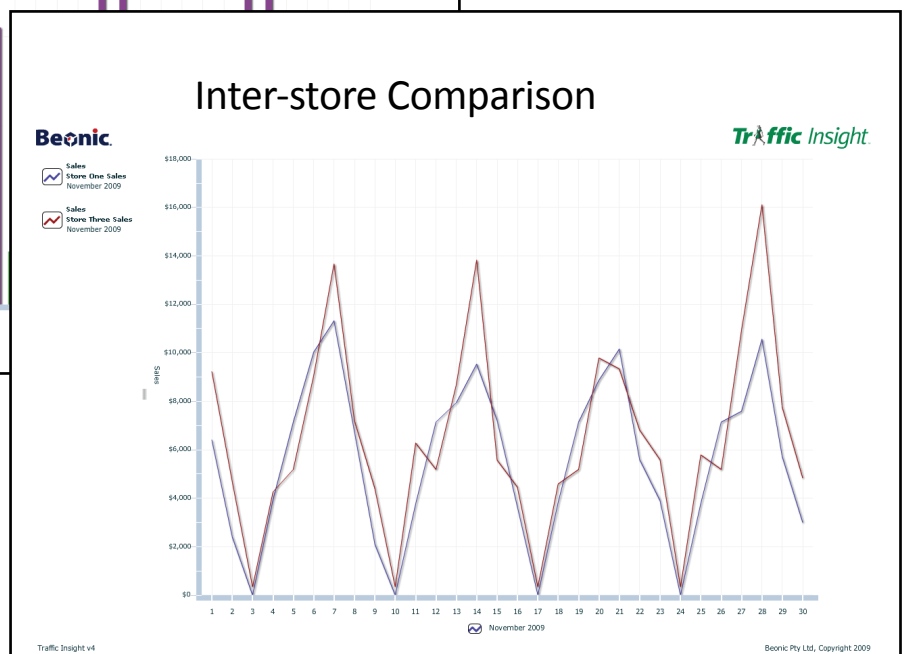


“The Beonic Traffic Insight system is truly amazing because it also gives us a comparison of car parking turnover against visitor traffic as well. Its easy to use and we use it daily for all kinds of analysis.”

“The accuracy of the thermal sensors gives us confidence in the numbers. We now count foot traffic at all our entrances (both in and out), at the shop fronts of some stores, and throughout the mall areas. The data is automatically sent to the central database. This allows everybody in the office to see \$MAT figures, car traffic turnover, visitor traffic data and many other KPIs that have empowered Burnside Village management to lead the centre into it’s position as one of the top 20 shopping centres in Australia.”



** For confidentiality reasons we have provided example data only.*



“We can now measure and compare a number of critical variables and make well informed management and marketing decisions accordingly.”

- Katherine Yeo
Burnside Village Marketing Manager

What were the challenges that led to installing Go Park?

As the shopping centre expanded over the years, so did the need for a proportional increase in carpark numbers to allow more people to shop.

However, physical limitations of the site introduced vehicular traffic restrictions that were impossible to solve without major redesign and disruption to customers. Centre management tried to improve the situation by introducing many initiatives to reduce the impact of these issues such as:

- Improved road signage from the main roads
- Additional internal carpark signage
- New line marking
- Directory information in the shopping malls.

However, during peak periods, customers get used to arriving at certain points and continue with their old driving habits, and on arriving at the shopping centre, are left with little choice and confronting decision making. The frustration that shoppers experience whilst looking for car parking mounts exponentially after a relatively short time.

This problem created a fundamental need for a more efficient means to indicate vacant spaces, more intelligence signage and direction for customers. A smart parking system that would provide instant information to customers during peak periods to maintain their customer loyalty was envisaged.



This has become so vital that consumer research is pinpointing that the choice of shopping centre is being shaped by the availability of accessible car parking.

Burnside Village decided to enter into a joint venture with Beonic to develop a smart parking system that could engage with customers in a completely unique way. It was also important that the information gathered by the system would be leveraged by the Traffic Insight™ people counting system already installed in the centre.

Go Park™ becomes a worthwhile investment when shoppers spend less time in the car park and more time in the shopping centre browsing and shopping.

Independent Research

Burnside Village conducted some independent research which found that once a customer enters a carpark they expect to have parked within the first 5 minutes. After this, every additional minute feels like 2 or 3 minutes to a time-poor shopper. This transforms into frustration and even “road rage” if someone unfairly loses a spot to another driver. Over the long term, this eventually turns shoppers away from the shopping centre for long periods of time.

It is surprising how often drivers incorrectly perceive that a car park is full when in fact there are under-utilised areas within the car park. This causes bottlenecks in the traffic, increasing the likelihood of frustration, accidents, and injuries, and escalates into drivers giving up and leaving the centre without shopping altogether.

The ultimate frustration for shopping centre management staff is that there are ample spaces in adjoining areas if only there was a way to communicate the information reliably and in a manner that can be easily understood by drivers.

Beonic has been working with shopping centre management teams for many years and understands the issues. Beonic’s clients see this as an opportunity to attract shoppers from competitive centres.



The benefits to the organisation

The Burnside Village management team made the objectives clear to Beonic. In essence, they wanted to:

1. Improve decision making for customers looking for a carpark during peak periods
2. Increase the number of vehicles using the under utilised sections of the carpark
3. Increase the length of stay by reducing the amount of time customers spent looking for a carpark
4. Measure the performance of their carparks

Beonic's Go-Park system is an automated network of signage to direct drivers to vacant car parking spaces.

It's a real-time system giving visual information to drivers to quickly deal with parking decisions, with the added capability of generating advertising revenue for the centre where appropriate.

At the heart of shopper acceptance are the brightly coloured LED lights for each parking space, clearly visible as drivers roam the car park.

Green means available; Pink means the space is available for parents with prams; Blue means a disabled spot is available; Yellow means loading zone, and red means the spot is taken.



Along the driver's route, signs indicate the number of spaces available in each direction, allowing drivers to make informed decisions on the route to take.

Each parking bay has a sensor that detects the status of the bay. It informs the automated system if the bay is taken or not, and then the central management information system provides a full suite of management reports to help management get full value from the investment in car parking.

Advanced features can inform security staff when loading zones become occupied, and courtesy staff can receive automated alerts when VIP spaces have been filled.

During non-busy times, the display monitors can be used as electronic billboards promoting products and services through the system's digital signage capabilities.

The learnings from the experience

Together with Burnside Village management, Beonic's consultants devised a plan to implement the Beonic Go Park system within the centre. Lyn Gray, Burnside Village Centre Manager recalled *"We sat around the table to discuss our vision for our customers. As soon as they drive into the car park, we wanted them to be directed towards areas within the car park with ample space. Due to the layout of our car park, we believed we could save drivers seven or eight minutes of frustration during the busy times."*

"Since installing the Go-Park system at the centre, the average stay has increased by 12% in the last 9 months" she said.

"The utilisation of the more remote areas of the car park has risen by 26%, and the overall car park turnover has increased by 7.5%".

Interestingly, Lyn also points out that the number of complaints about the car park has been reduced by 62%.



Lyn Gray
Burnside Village Centre Manager

"We have also taken advantage of Beonic's new media capabilities to drive a new source of advertising revenue for us. Our subscribers like the way we have extended the advertising messages displayed in the malls into the car park" she said.

The whole Burnside community including our tenants and shoppers have been impressed with the introduction of the Beonic Go Park system.

Athen Retsis from Cookaholics said *"Our store is close to where drivers and their passengers exit the car park, and we have overheard an amazing amount of positive comments about how much the new parking system helps. I am sure that it is translating to an increased patronage, and puts shoppers in a better frame of mind when they enter our store. We can tell by the smiles."*

"We congratulate Burnside Village for its forward thinking approach. Over the many years of being a tenant, I have seen sales increase at rates well over any rental increases. I put this down to Centre Management investing in infrastructure to improve shopper satisfaction every year" she said.

"We obviously worry that significant development investments made by the Centre will need to be paid by us, but the facts are that the traffic into our store has increased year on year, every year. We're happy to remain part of the Burnside Village community."

Lyn from Burnside Village went on to say *"we have configured the Go Park system to provide more centre information during non-peak periods and more directional signage during peak periods."*