



Case Study :



Beonic Pty Ltd

# About Digicall

Vodafone's largest retail channel partner, Digicall, owns and operates more than 75 Vodafone stores in NSW, Victoria, Queensland, SA and WA. One of the largest privately-owned mobile telephony retail chains in Australia, Digicall is owned by The Brackenbury Group.



## Customer Challenge

As Digicall expanded into prime retail locations nationally, it recognised the need to measure the number of people visiting its stores in order to validate the effectiveness of marketing activities performed by Vodafone.

Digicall required highly adaptable sensors because many stores had open frontages and curved lease lines, which rendered traditional people counting sensors virtually useless. Accuracy was also important because the reports would be viewed by third party partners such as Vodafone.

# Beonic Solution

Digicall installed Beonic's award-winning Traffic Insight retail intelligence solution at more than 20 stores. These were a cross-section of stores in all states to reflect the full range of Digicall store layouts and retail locations. Beonic enabled Digicall to monitor all stores simultaneously, up to the minute, from a central location.



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



## Beonic Benefits

*"The Beonic solution stood out because of the accuracy of its thermal sensors and its comprehensive reporting,"* said Brackenbury Group Manager CRM Duncan Powell.

*"We are confident that Beonic is the best solution in the marketplace. The system can tell you an awful lot of information. We use Beonic to measure our marketing effectiveness and to compare the responses at similar stores in different states."*

*"Vodafone get weekly reports of all traffic in our stores and is very responsive to our feedback. When the subject of visitor traffic comes up, the Beonic traffic counts are used for that discussion. It is positive for us because it validates our opinions."*