

Telia, AB uses BMK Vision system and Intenta sensors for visitors traffic analytics



About "Telia, AB"

"Telia, AB" is one of the leading integrated telecommunications companies in Lithuania. The company offers an extra-wide range of services: from smart TV, mobile signature, music, entertainment, and smart devices to complex solutions for the growth of a business – everything that people need for their everyday life and successful business.

Now we can see which weekday and day time customers intuitively prefer to visit our stores. This helps us to refine the planning of the work staff and meet our customers' needs.

-TELIA, AB



CUSTOMER NEEDS

To have accurate data about visitor flows in shops, integrate it with existing business analytics system, and improve internal resource planning and quality of customer service based on these data.



CHALLENGE

Customer-owned previous visitors flow counting system wasn't very useful because the data about visitors flow wasn't accurate due to used obsolete technology and it was providing only total numbers of visitors.

“Telia, AB” needed a solution, which would be very accurate, data would be presented in various ranges (e.g. visitors flow in real-time, by the hour, day end, etc.), the system would be easy to adapt, expand and integrate with existing business analytics system.



TECHNOLOGY

The solution consists of “BMK Vision” analytics system, developed by BMK and “Intenta” S2000 3D sensors. The stereo-vision technology uses a camera-based scene analysis, which registers the environment in 3D and recognizes people and objects automatically. The embedded scene analysis in the sensor is realized by various algorithms.



RESULT

- Solution is used in 40 point of sales.
- Availability to make decisions quickly during the uncertainty of Covid-19 period, based on real-time accurate data.
- The data is used for better staff and shop work hours planning.
- Data from “BMK Vision” is integrated with the existing business analytics system and used as additional indicators near main business KPI's.
- Availability to view how your most important business metrics are trending across any date range.
- Availability to compare metrics across different date ranges and compare the store-by-store performance.



About “BMK Vision”

“BMK Vision” is a data-based analytics solution that helps to track visitor flow, traffic changes, allows to compare and analyze information for deeper insights about customers, staff planning, and also to monitor customers engagement, including the data as additional indicators near main business KPIs. How it works? “BMK Vision” uses visual recognition and machine learning algorithms to analyze statistics by monitoring the movement of visitors and the position at a particular location in the venue.



ADVANCED RECOGNITION COMPONENTS

About “Intenta” – Sensors Technology provider Intenta GmbH is a German based software company with more than 180 employees. The company's expertise lies in the fields of image processing, data fusion as well as object/person recognition and detection.

“Intenta” develops and produces intelligent 3D vision sensors for various application fields. The “Intenta” 3D vision sensors are used wherever intelligent monitoring and people recognition is necessary, e. g. footfall analysis for retail, occupancy management, people counting at events, smart building applications or access control systems.