



QVisit Trend

Visitor Trend Scanning Solution

Your customers will never sincerely confess whether they love or hate visiting your store – the only feedback you get is falling sales. Now you can have wordless and priceless comments on your service, product range optimization, effectiveness of merchandising and advertisement campaigns.

Quadrox Visit Trend is a new solution developed specifically for the spheres of retail and entertainment. QVisit Trend collects data on the amount of customers, average visit number and duration. The solution is easy-to-install and customizable to the requirements of each client.



KEY BENEFITS

Know Your Visitors - Keep Track On Attendance In The Store

QVisit Trend allows identifying new, regular and unique visitors in your store.

The “unique visitors” feature makes it possible to keep track of the real amount of new visitors in the store. You can have the QVisit Trend reports customized according to the specifics of your business.



Store Analytics

Quadrox Visit Trend generates real-time user-friendly customer reports like:

- Number of visits
- Average visit duration
- Visit frequency
- Unique visitors
- Visit duration trend
- New and returning visitors
- Top visitors

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Estimate Your Store's Potential

QVisit Trend allows getting the information both on store visitors and on passers by. That allows you to trace the customer behavior trend.



Know Seasonal Effects That Take Place In Your Store

The ingenious feature of QVisit Trend is that the longer the time span the more functions and data it allows you to use. One of these effects is getting to know the seasonal trends, which allows for better planning of entertainment, shopping events and staff planning. Now you do not need to struggle hard to attract and serve the visitors: you can efficiently plan your staffing needs and marketing initiatives because you can forecast the customer inflow.

Evaluate the Effectiveness of Shopping Events

What unites all the people in the entertainment and retail business is their endless struggle for precise results of events they organize. QVisit Trend provides accurate evaluation of shopping and entertainment events. It delivers the data on the amount of visitors on the day of the event, the amount of comebacks after the event, etc.

Estimate the Amounts of New And Regular Visitors

QVisit Trend allows you to have wordless feedback on the effectiveness of your advertising, entertainment and merchandising initiatives. You can keep track of the number of your incoming and regular visitors and match this information with the events organized at your store.

Evaluate and Upgrade Merchandising Policy

The retail solution from Quadrox allows for smarter organization of your store interior. You can have the data on customers attending various departments of the store, cash registers and entrances and better measure the in-store customer concentrations.

