

# FlowMan

Customer Flow Management and Analysis

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GETCOO

[www.getcoo.com/flowman](http://www.getcoo.com/flowman)

# THE PROBLEM

Check out in supermarkets is often **inefficient**:

- Low productivity
- Bad user experience



# THE SOLUTION

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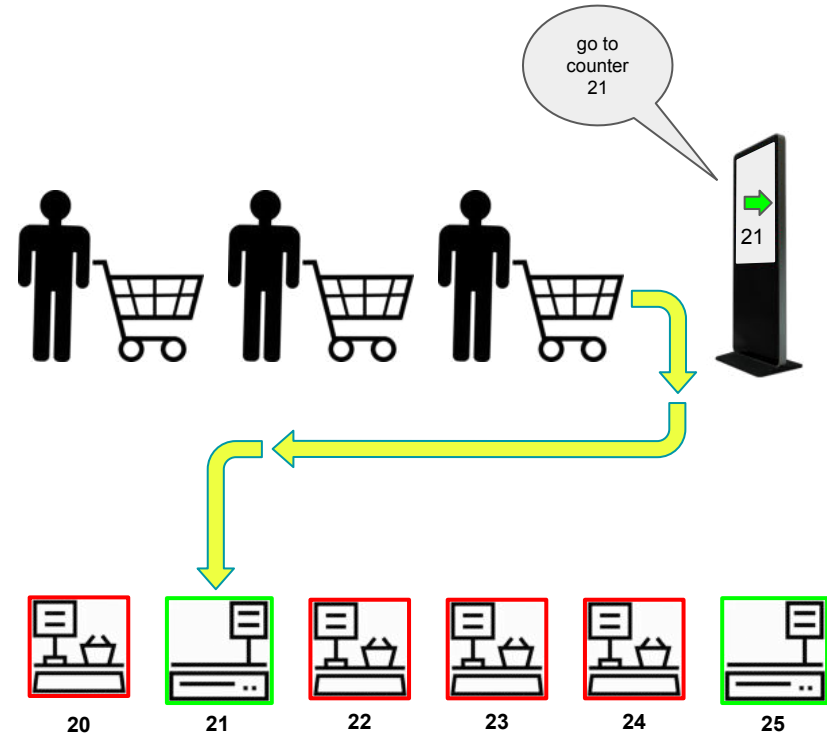
Manage the check out with a

**SINGLE LINE QUEUING – AUTO CALL FORWARD** system



# THE PRODUCT

1. Customers line up in a **single line** in front of a totem
2. The **totem** forwards the customers to the first available counter



# THE PRODUCT

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**FlowMan**



# HOW IT WORKS

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- FlowMan is fully **computer vision**-driven
- Cameras grab video streams of the store and **AI** detect customers and products
- A server computes the **optimal customer flow**
- Totems drives the customers with **audio** and **video messages** to the first available checkout counter



# SOLUTIONS

## FLOWMAN

Cameras on counter poles or plexy

- Easy installation
- People detection



## FLOWMAN DFA

Fisheye cameras on ceiling

- Detection of people and products
- Zones detection



# ADVANTAGES

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+25%

customers served per hour

+47%

productivity gain

- Maximize staff & operating efficiencies
- Reduce operating costs & increase customer satisfaction
- Drive productivity gain & eases resource management
- Provide additional advertising opportunities
- Create content for happy customer

\* Data obtained from our installations in Milan, Trento and Venice



# WHY FLOWMAN

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- **Reliable:** fully AI Computer Vision based
- **Independent:** no integration with existing counter software required
- **Ready to use:** easy integration with any existing counter
- **Maintenance:** maintenance and tuning through the easy to use web-based dashboard
- **Wired and wireless connectivity:** allows priority to security or flexibility and simple installation
- **Expandable:** identify customers, carts, items to provide better performances



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