



RC Willey proves the ROI of free sushi nights with real-time conversion data

Does free sushi bring in more customers and sales? The golden question for optimizing any marketing promotion. To find out, RC Willey embedded AXIS People Counter onto Axis surveillance cameras and developed an integration with their existing POS system. General managers now have reliable conversion rates at the end of Free Sushi Night and any other promotional activity.

Solution components

Hardware

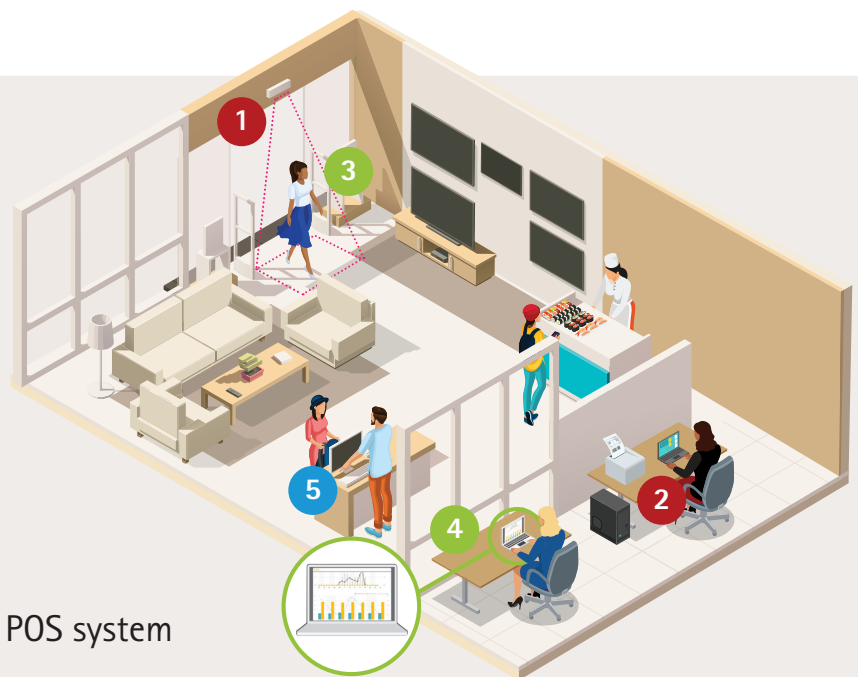
- 1 AXIS P8804 Stereo Sensor Kit
- 2 The store's existing server

Software

- 3 AXIS 3D People Counter
- 4 AXIS Store Reporter

Professional Services

- 5 Integration support with the existing POS system



“ Our store managers don't just have data. They have reliable, accurate business intelligence at their fingertips to make real-time decisions. Thanks to Axis business solutions, we could show a **30% increase in foot traffic** that converted to a **10% increase in sales** during our Free Sushi Night promotion. ”

- Rod Mosher, Director of Loss Prevention and Safety, RC Willey.

Embrace all that your stores' surveillance system can show you.

Watch the on-demand webinar with RC Willey at www.axis-communications.com/free-sushi