

DILAX INTELCOM IBÉRICA

Company specialised in the development of hardware and software for compiling local data on urban spaces.

www.dilax.com

DILAX

DILAX ENUMERIS: DATA VISUALISATION AND ANALYSIS SOFTWARE

Apart from supplying and connecting data, DILAX ENUMERIS provides an innovative software solution that converts this data into knowledge.

Visitor traffic: determine how many customers visit on a daily and hourly basis. This provides a reference base for all comparisons and assessments that contribute to cost-effectiveness.

Energy efficiency: adjust energy consumption to the actual real-time occupancy of the area, thus reducing energy costs.

Store performance: compare important KPIs per store - sales and average transactions, stay time, return rate, capture and conversion rate - and identify top and low performers. This increases performance and profitability.

Area productivity: analyse the customer journey in detail - which areas are highly or less frequented. Recognise the potential of hot spots and revitalise cold spots.

Staff planning: link staff planning and visitor frequency data with the conversion rate. Schedule staff proactively in relation to sales and peak hours.

Expansion planning: evaluate footfall and capture rates and recognise the real potential of the desired location.

Marketing efficiency: evaluate the efficiency of online and offline marketing campaigns and calculate ROI based on valid numbers.

Customer service: rapidly identify wait times to react promptly, thus increasing customer satisfaction.

Shopper profiles: specifically target customers – link socio-demographic data with cross-shopping behaviour across departments, stores and the entire customer journey, both online and offline.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

