



TRAXsales

TRAX Visual Proof™

The industry's first integrated traffic counter and camera system

When managers are reviewing store traffic counts, it is common for employees to challenge the accuracy. Sales people sometimes look at the traffic counts with disbelief. Claims are often made that the system is inaccurate because of groups, families and deliveries. Or, children have been known to run in and out of stores while parents shop. Unusual numbers are sometimes the result of unusual events.

Instantly Verify Every Customer

TRAX Visual Proof solves the challenge of accurate traffic counts with visual verification, thus eliminating any questions about the real count of viable prospective customers. Using a patented and highly accurate triple-beam traffic counter integrated with a sophisticated camera system, the TRAX system captures and stores a thumbnail every time anyone trips the beam at the front door. The multi-camera system is tamper resistant and holds up to one million images. Each thumbnail includes an hourly time stamp for viewing at a glance online at any time. You now have a picture of all customer traffic that can be compared instantly to the hourly traffic counter reports. You can verify actual customers vs. employees or vendors. You don't need to review every picture of every customer, just the exceptional timeframes. There are no longer any questions about the real numbers!

100% Accurate Counts

With visual verification combined with the traffic count, TRAX Visual Proof improves accuracy of traffic counts from the typical 40-80% with a standard traffic counter to a consistent 100%. When integrated with sales data, you also have 100% accurate closing ratios. You now know the individual store's actual performance for a given week, day or hour.

Enhance Sales Performance

Every group of employees includes some who perform better than others. The objective data with visual verification provided by TRAX Visual Proof allows managers to analyze the real performance situation for a particular time of day or specific employees. Only then does the manager have an objective basis to make decisions for improving performance, including shifting staff or removing any poor performers. This not only boosts sales, it can also improve morale of the good performers.

Review Demographics

Now, with a thumbnail of every person entering your store or showroom, you can also review customer demographics and profiles in detail, something not even possible with standard counter devices. This information can be a vital tool for decision making in the areas of merchandise selection, store displays, pricing, advertising and staffing. Even your staff scheduling can be reviewed and, if necessary, adjusted to better match your customer demographics.

Detailed Reports Anytime and Anywhere

Traffic reports and visual verification thumbnails can be viewed online or at the local level at any time. These reports upload automatically to your PC or to the Internet to view 24/7, anywhere you have access to the web. You know exactly how you are doing at any time, all the time.

Retail or Non-Retail Capabilities

TRAX Traffic Counter's unique and patented triple beam design allows the system to meet the traffic counting needs of retail and non-retail locations alike. In retail applications, the system is configured to count in-bound opportunity traffic. In non-retail applications, the system can capture total body count for in-bound traffic. In other words, it can count a group as one or each person individually.

Technical Specs

Runs on PC with Windows 2000 or later and requires an available serial port and dedicated Internet connectivity.

TRAXsales – The Company

Founded in 1996, TRAXsales, Inc. is a software systems company and manufacturer providing leading-edge customer traffic counting and sales staff management solutions to retail stores and retail chains worldwide. Our innovative and robust systems have been implemented in over 15 countries with a customer base of over 2,000 retailers, many of whom have several hundred to several thousand sites. We serve companies ranging in size from small businesses to Fortune 500 companies. TRAXsales products include the TRAX Traffic Counter, a tri-beam integrated device with automated reporting; TRAX Visual Proof, the first integrated traffic counter and camera verification system; TRAX Upboard CRM Follow-Up System, an automated customer relationship management (CRM) system that manages sales staff and tracks encounters and close ratios; and TRAX Online Upboard CRM Follow-Up System, the first online automated CRM system that manages sales staff and tracks encounters and close ratios.



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