



Taking Effective Action in the Pandemic

Counting customers automatically — Detecting masks — Conserving resources

hagebau is an association of approximately 360 trading companies offering products for DIY enthusiasts and artisans at more than 1700 locations across Europe. Employing around 500 staff, the Schneider group is headquartered in Erlstätt (Traunstein district) and runs 13 hagebaumarkt stores, most of them in the Upper Bavaria region. Thousands of customers visit these stores every day to browse the wide range of products on offer. The lively pace of business and high goods turnover place considerable demands on customer and employee safety.

Challenges — Withstanding the Pandemic

The coronavirus pandemic is presenting companies in the retail sector with unique challenges. Customers are only allowed to enter stores if they are wearing a facemask, and there is a strict limit on the maximum number of customers allowed in store at any given time. Hygiene and social distancing are key areas that used to be monitored by staff themselves.

Solutions and Benefits — Taking the Pressure Off Staff

More than 180 MOBOTIX cameras are already in use in hagebaumarkt stores. Video technology is used in every store to count people automatically. The free analysis software MOBOTIX Analytics AI can add the values measured at multiple entrances and exits to ensure that the maximum number of people allowed in the store is not exceeded. This means that entry no longer has to be limited based on the number of shopping carts in use or counting by hand.

The hagebaumarkt store in Traunstein also makes use of digital mask detection, for which MOBOTIX partner CN H&D GmbH in Heldenstein has developed a sophisticated mobile solution. The MOBOTIX M73 or v26 cameras are attached to a mobile crossbeam. A solution from MOBOTIX partner SAFR is used. If the camera detects that somebody is not wearing a mask, a request to check the mask is made via a speaker. Staff at the information desk receive a visual alert too, meaning they do not have to pay continuous attention to the entrance area, but rather only look when they receive alerts. In this tense situation, some customers find a request from the camera less threatening than being approached by a human being. The mobile structure can be easily transported from store to store if required, as the standalone solution does not need connecting to a network or changes to be made to the store's IT system. A major advantage of the system is that the cameras can continue to be used in the store beyond the pandemic—for theft prevention, process optimization or fire protection—because they are easy to convert.

Conclusion — Ensuring Safety While Freeing Up Time

Thanks to video technology, the store can comply with statutory requirements without having to dedicate staff solely to these tasks. The system's prompts to check masks are being well received by customers. The MOBOTIX cameras consequently free up time for advising and sales.

Key Data

Sector

Trade

Customer

Jos. Schneider GmbH

Partner

CN H&D GmbH, Heldenstein

Time Frame

2020

Products

M73 and v26 with SAFR Mask detection (total of around 180 MOBOTIX cameras used in stores)



The system pays for itself. Since we started using video technology, our staff have more time for advising again. Almost all customers react promptly to the camera's instructions.



*Steffen Reuther, Store Manager
hagebaumarkt Traunstein*

