Village Store Halts Rising Theft

SPAR mini tackles crime and improves customer experience with MOBOTIX 360° Vision

The 160 m² SPAR mini in Trogen, near St. Gallen, is a village store that offers a range of goods focused primarily on fresh and regional products, as well as ready-to-eat snacks. The franchise employs eight people and is the only grocery store in the village. The store is often busy and has a lot of passing trade thanks to the nearby train station and local school. It also offers a postal service and has ATMs and mailboxes on site.

Challenge — Limited Space, Lots of Customers

This SPAR general store is in a central location. Every day approximately 500 pupils attend the nearby Kantonsschule Trogen school. Many students and parents come into the grocery store in the morning to purchase baked goods, sandwiches and drinks before heading to class or work.

Being so close to a school generates a lot of custom for the business. However, its popularity has also made it an attractive target for theft. A high concentration of customers in store meant shoplifters were often able to escape unnoticed. Preventing loss of goods and tracing them when they were stolen was a top priority for managers.

Protecting the SPAR mini against burglary was also important, especially as break-ins had already occurred at two neighboring businesses. During COVID-19 restricting and monitoring the number of customers allowed in the store at any one time was handled manually using a basic analog video system.

Solutions & Benefits — Complete Overview, Better Analytics

The Trogen SPAR mini has installed a MOBOTIX video surveillance solution comprising two v26 Indoor Dome cameras and four c26 cameras with a hemispheric 360° all-round view. The v26 cameras monitor the checkout area, main sliding door entrance and the door for deliveries. When the store is closed, the cameras are primarily used to film attempted burglaries.

Analysis software integrated with the MOBOTIX system makes it possible to count the number of people in store automatically, which has been particularly important during the COVID-19 pandemic. In addition, the system captures customer statistics and heat maps showing the most frequented areas of the store to provide valuable insights into customer behavior.

Data from the video system is hosted off-site by KLM IT, the MOBOTIX business partner that installed the solution. A dedicated VPN between the store and KLM ensures video data is separate from the store's main business systems. This makes it simpler to manage and implement future expansion. Hardware installation was completed in four days and the entire project, including VPN connection, took just four weeks.

Conclusion — Reduced Theft, Improved Shopping Experience

The MOBOTIX video surveillance system has led to a significantly high number of perpetrators being caught and is helping to resolve a large proportion of losses. It also showed how many thefts were occurring, which shocked the store owner. By analyzing video images the store is able to spot incidents and identify perpetrators. Previously this had been almost impossible during the day when the store was busy. Furthermore, the ability to automatically count how many customers are in store saves time. Heat maps provide information on how people move through the store to help improve the customer experience.

Key Data

Sector
Retail

Customer
Dorfladen Trogen GmbH, Switzerland

Partner
KLM IT AG, Herisau, Switzerland

Timeframe
2021

Solutions
2x v26 Indoor Dome

4x c26, hemispheric with 360° all-round view

2x MOBOTIX MOVE & CLOUD

> "
> The MOBOTIX video surveillance system helps us to keep a close eye on more of the store every day than had been possible with our staff alone. There are often a lot of customers in our relatively small grocery store. These "extra pairs of eyes with all-round vision" are always monitoring the situation and help enormously in managing the business. We are now able to successfully resolve a large number of thefts."
> "
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> *Monika Huber, proprietor of SPAR Mini Trogen*

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