



# **Vemcount User Manual 2016**

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# INTRODUCTION

Welcome to Vemcount, your retail analytics software solution. Vemcount enables you to access data from your people counters and a range of other data sources depending on your specific solution.

In this user manual you will find step-by-step guides to each aspect of Vemcount, which will help you do anything from setting up your personal dashboard over exporting specific reports to maintaining Vemcount across your organisation.

If you run into trouble using Vemcount and this user manual do not provide the answers you seek, you are always welcome to contact our support team\*.

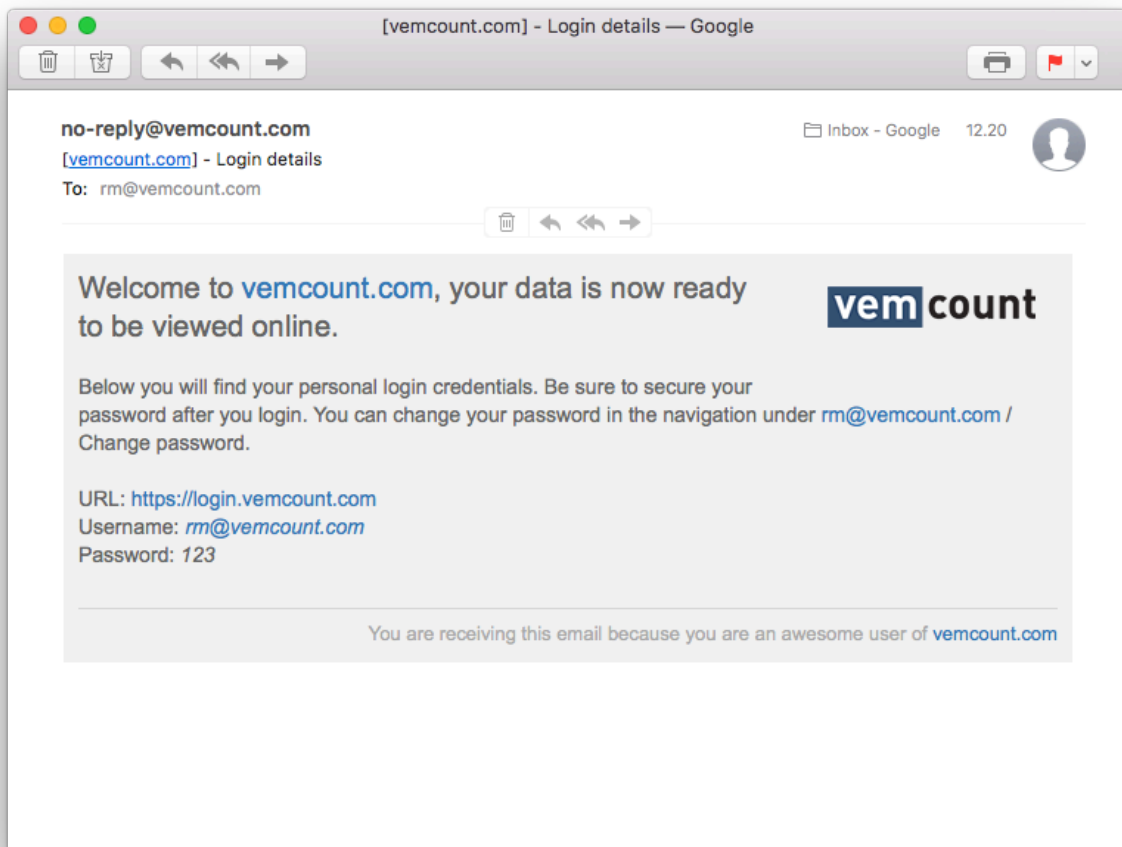
For more information, visit [www.vemcogroup.com](http://www.vemcogroup.com)

\*Terms and conditions may apply. Check your service agreement before contacting our support.

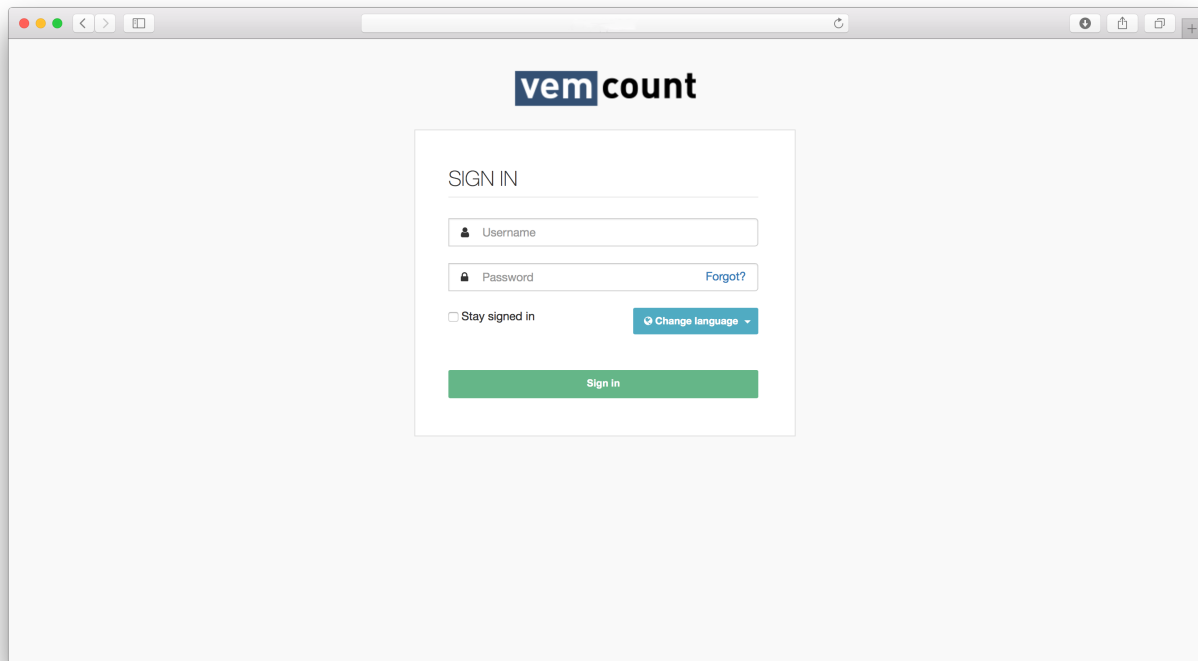
# SIGNING IN TO VEMCOUNT

## USER ACCESS AND LOGIN

You will receive an email with your username and password directly from Vemcount once your subscription is initiated (please check your spam filter).



Open your internet browser and go to <https://login.vemcount.com> or <https://vemcogroup.com> and click **Sign in**.



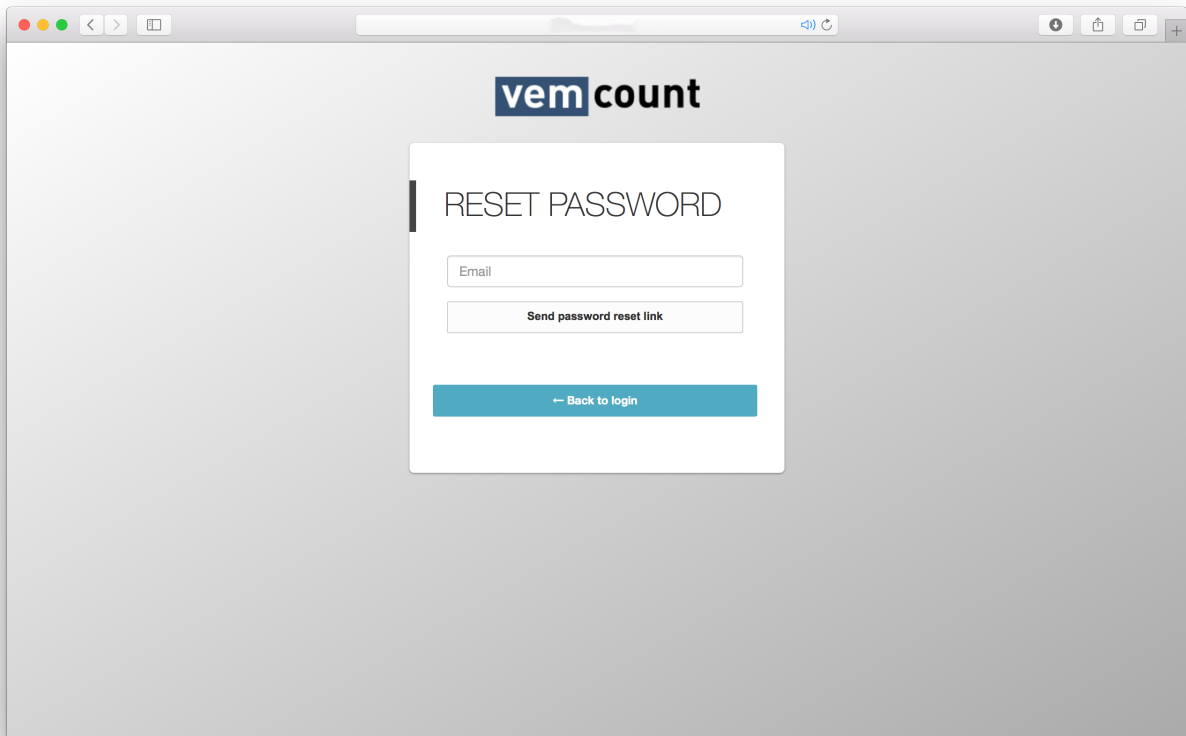
You can change the language of your interface by clicking **Change language** and choose your preferred language from the dropdown menu.

By clicking **Stay signed in**, you will automatically be logged in when accessing Vemcount from the same device in the future.

In order to log in, enter your username and password and click **Sign in**.

## FORGOT YOUR USERNAME OR PASSWORD?

In case you forgot your username or password, click on **Forgot?** and you will be redirected to the page below.

A screenshot of a web browser window displaying the Vemcount 'RESET PASSWORD' form. The browser's address bar is empty, and the Vemcount logo is centered at the top of the page. The form is a white card with a vertical bar on the left side. It contains the following elements: the title 'RESET PASSWORD', an input field labeled 'Email', a button labeled 'Send password reset link', and a blue button labeled '← Back to login'.

Enter your email address and click **Send password reset link**. An email with instructions for resetting the password will be sent to the email address you have provided.

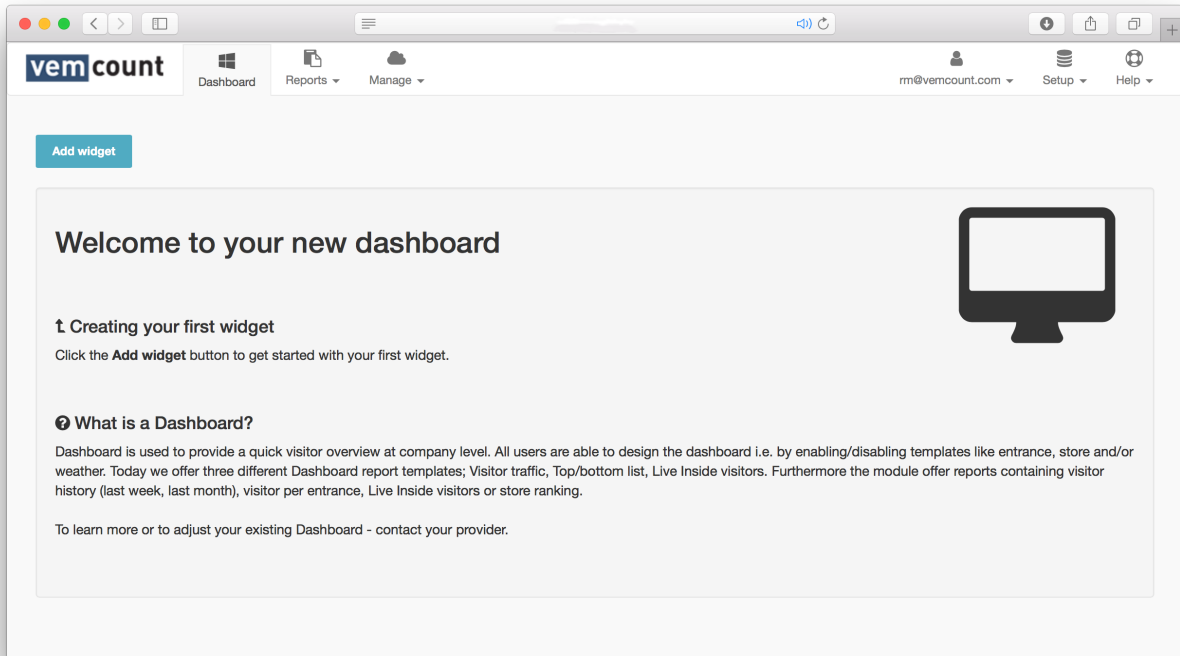
## NO USER NAME OR PASSWORD RECEIVED?

In the case you have not received an email with your username and password, please contact your system administrator or our support by visiting <https://vemcogroup.com> and click the **Support** tab and choose **Helpdesk** from the dropdown menu. For a detailed description of our support options check the **Help** section of this manual.

# USER SETTINGS

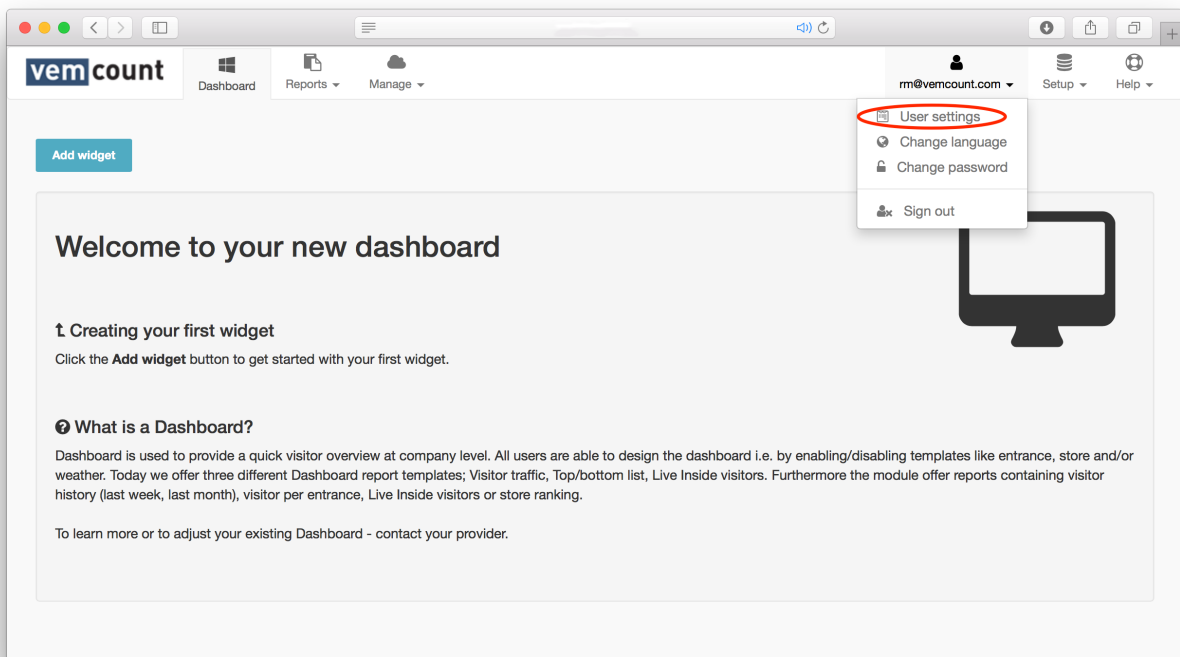
## WELCOME PAGE

Once logged in to Vemcount you will be able to set up your user account and your personal dashboard.



# USER SETTINGS

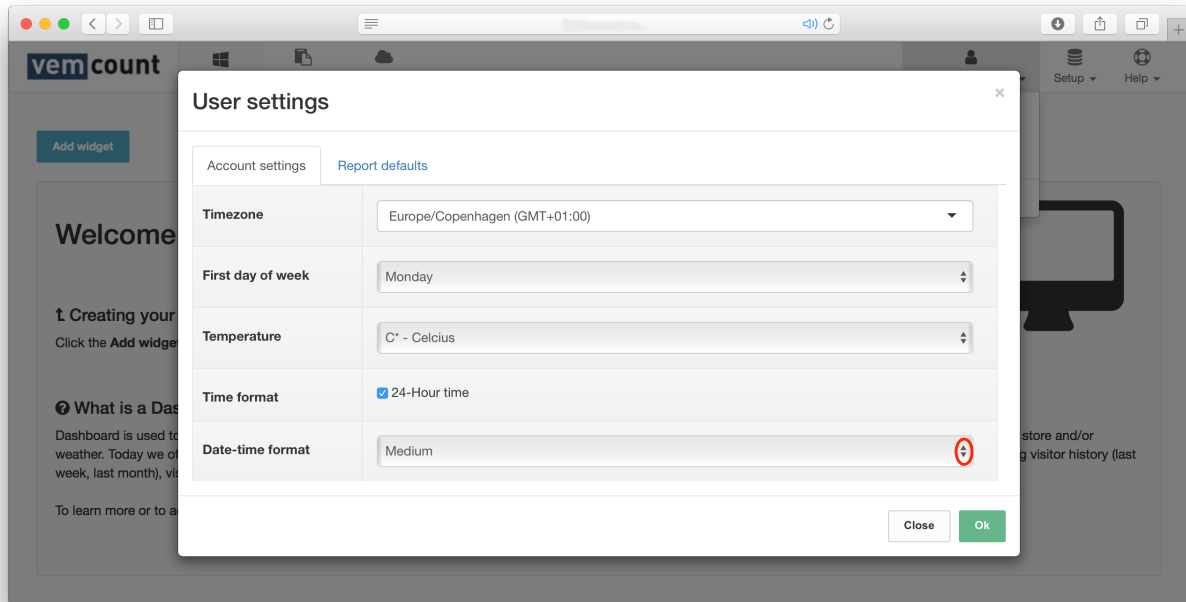
To access your user settings, start by clicking the tab with **your username** and choose **User settings** from the dropdown menu.





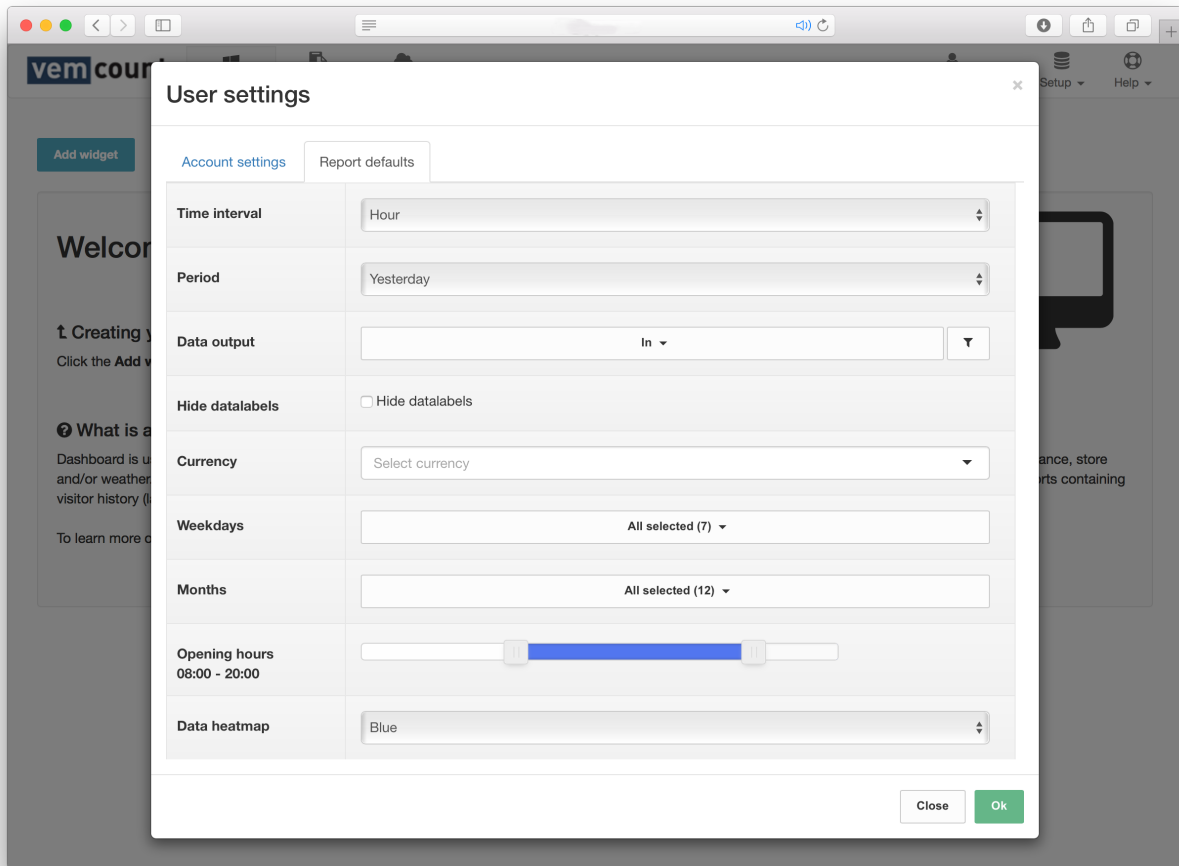
## ACCOUNT SETTINGS

From the user settings tab, you can set the time zone you are currently accessing Vemcount from by choosing your location from the list. By choosing **Date-time format**, you may change the date format, so it corresponds with the current date format of your operating system. Finish by clicking **Ok**.



## REPORT DEFAULTS

You can also set up your report defaults in the user settings tab by clicking **Report defaults**.



From here you can customise the default format of your reports by adjusting the settings for a list of criteria.

### TIME INTERVAL


Specify whether your reports should display data “Every 15 min”, “Every 30 min”, “Hour”, “Day”, “Week”, “Month”, “Year” or “Total”.

### PERIOD

Specify whether reports should display data from “Today”, “Yesterday”, “This week”, “Last week”, “This month”, “Last month”, “This year”, “Last year” or a “Specific date”.

### DATA OUTPUT

Specify whether your data should be “In” for the amount of visitors entering the given location, “Out” for the amount of visitors leaving the location, or “Inside” for the amount of people staying inside the given location.

By clicking  you will be able to specify whether you want your data to be displayed as “Bar reports” or “Line reports”.

#### HIDE DATALABELS

Specify whether your data charts should include datalabels or not.

#### CURRENCY

Specify the currency of your reports.

#### SHOW DAYS

Specify which days of the week that should be included in your reports.

#### SHOW MONTHS

Specify which months that should be included in your reports.

#### OPENING HOURS

Specify the opening hours of the locations included in your reports.

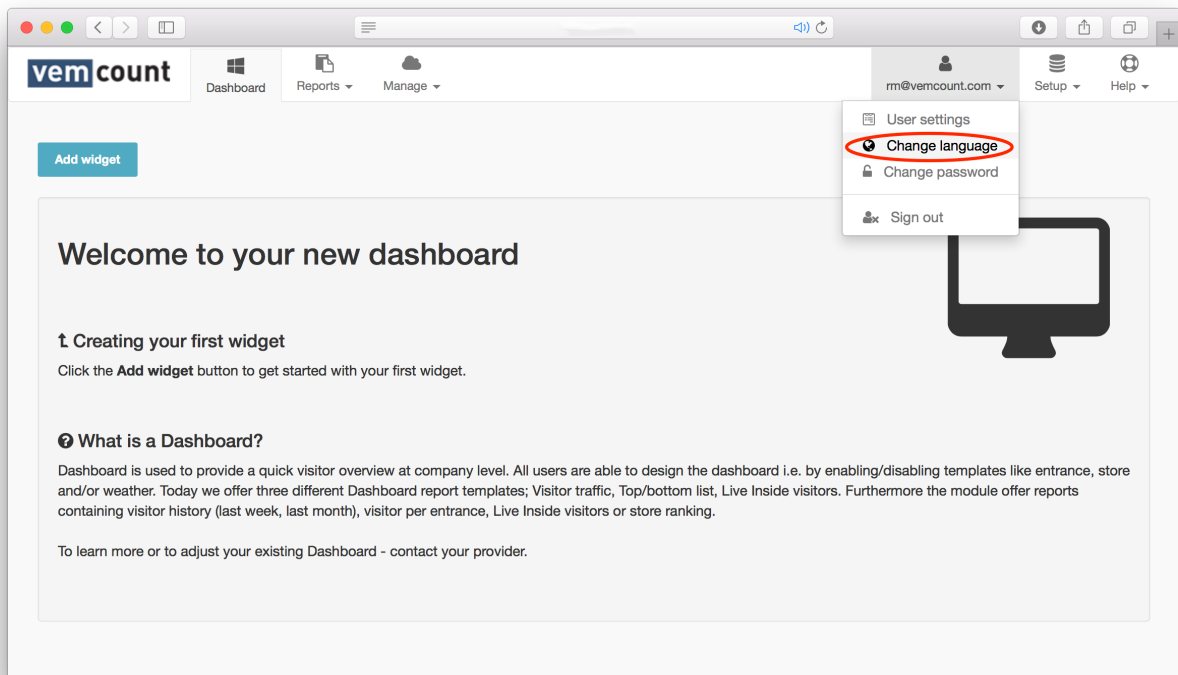
#### DATA HEAT MAP

Specify the colours applied to heat maps in your reports.

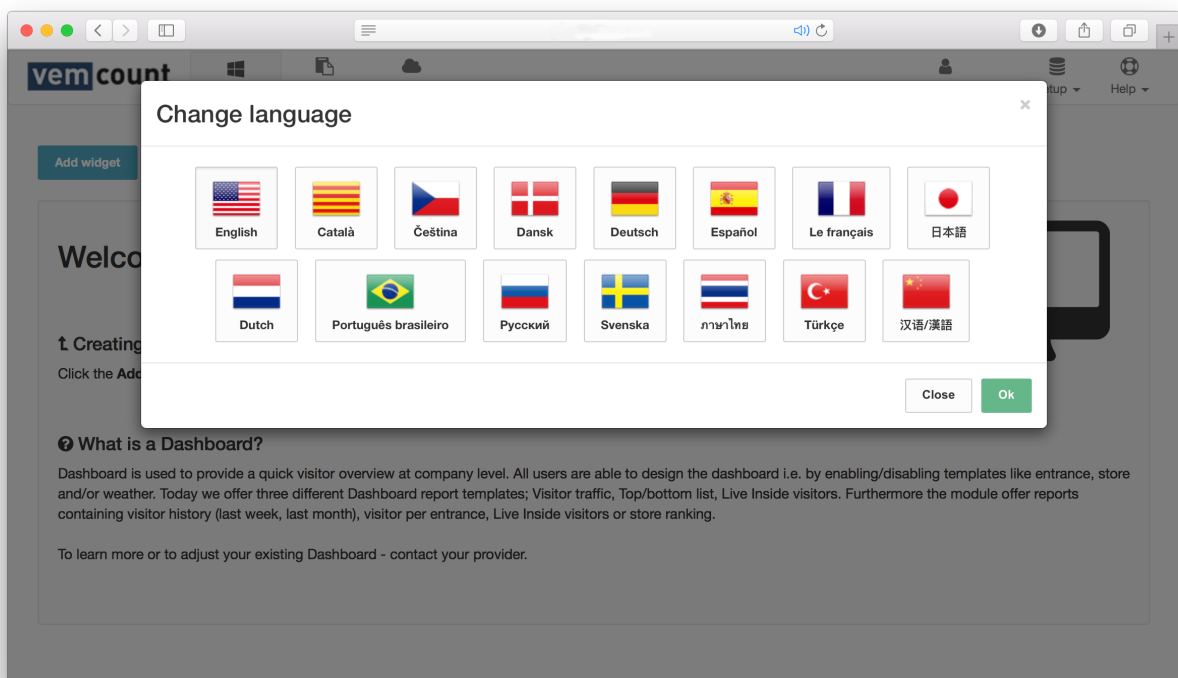
Finish the customisation of the default format of your reports by clicking **Ok**.

# CHANGING LANGUAGE

To change the language of your account, start by clicking the tab with **your username** and choose **Change language** from the dropdown menu.

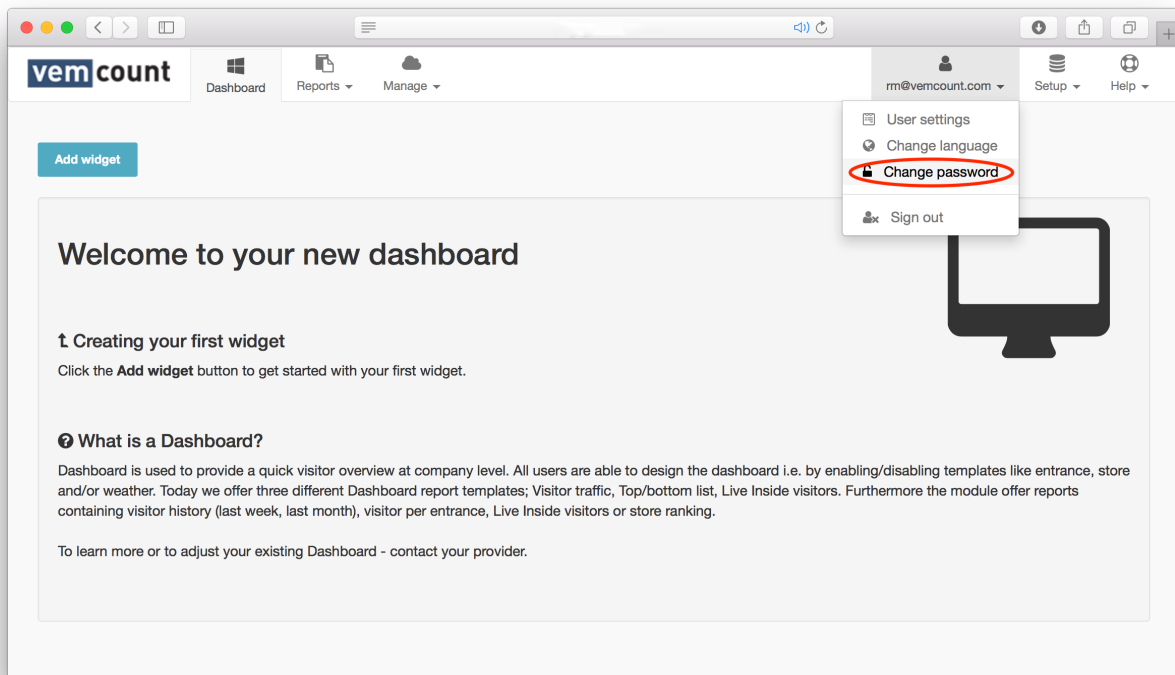


Choose your preferred language from the appearing window by clicking one of the national flags. Finish by clicking **Ok**.

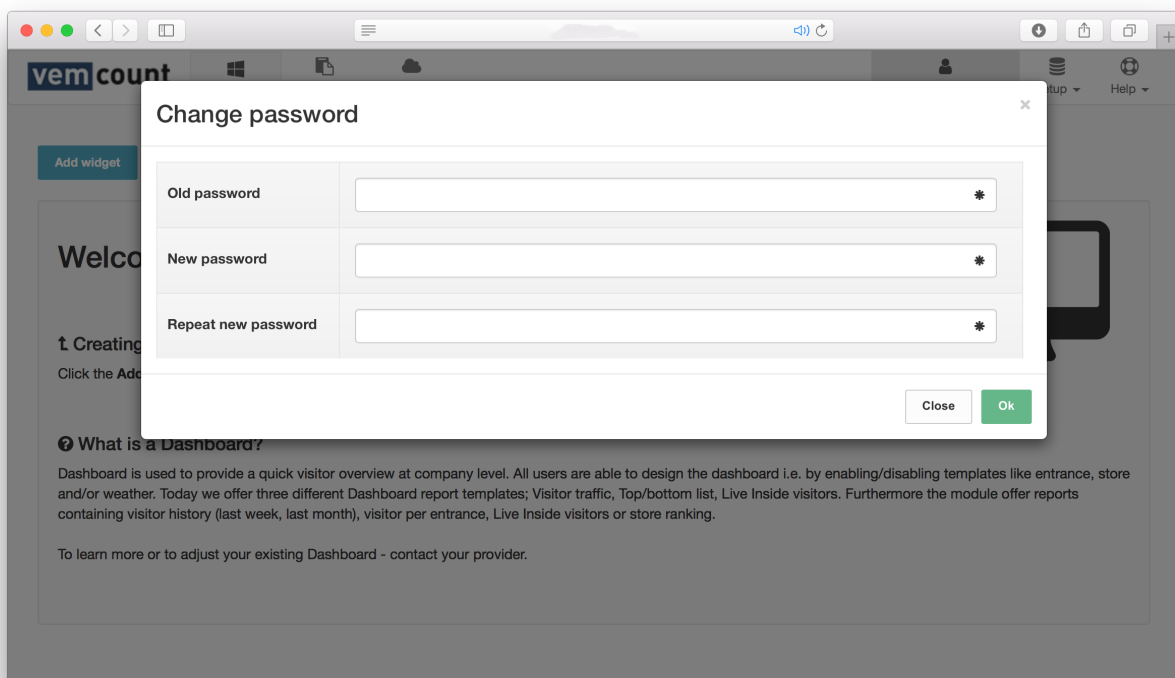


# CHANGING PASSWORD

To change the password of your account, start by clicking the tab with **your username** and choose **Change password** from the dropdown menu.

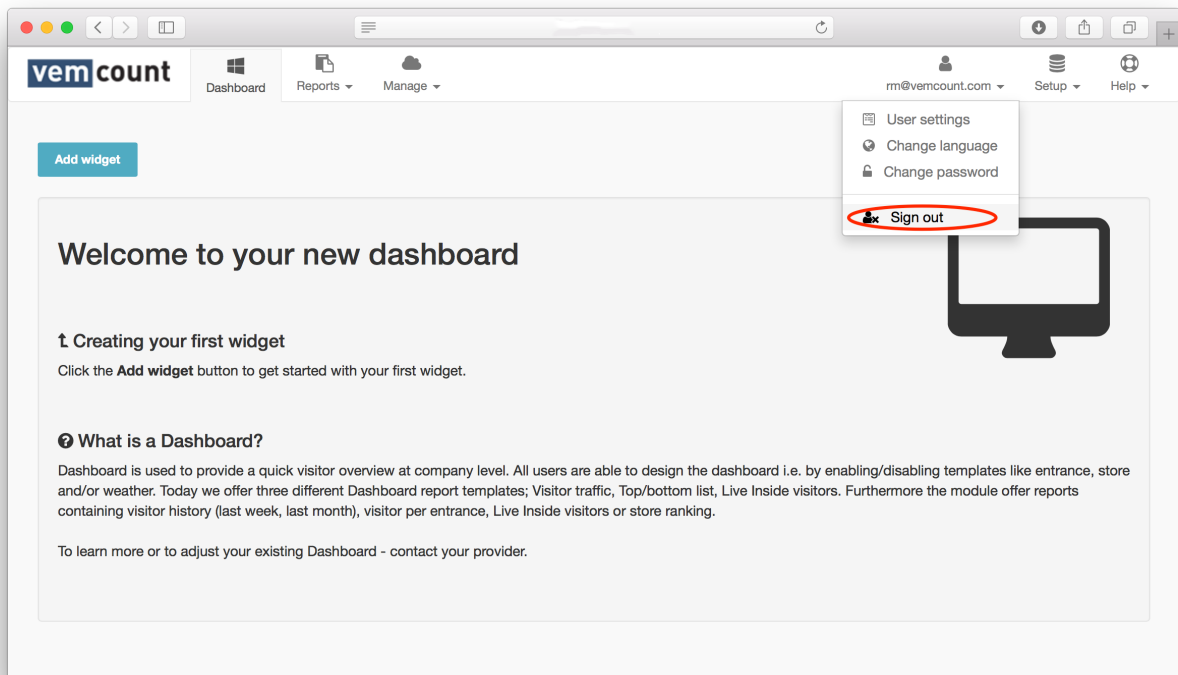


Enter your current password in the first text field, then your new password in the following two text fields. Finish by clicking **Ok**.



# SIGNING OUT

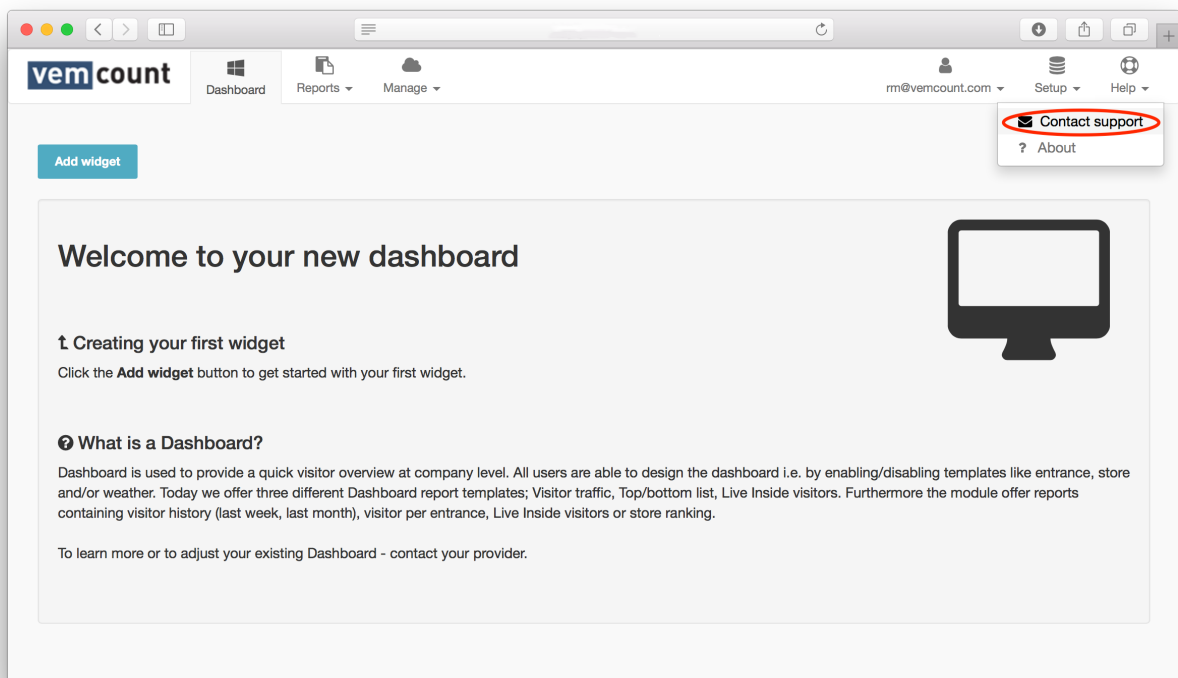
To sign out of your account, click the tab with **your username** and choose **Sign out** from the dropdown menu.



# HELP

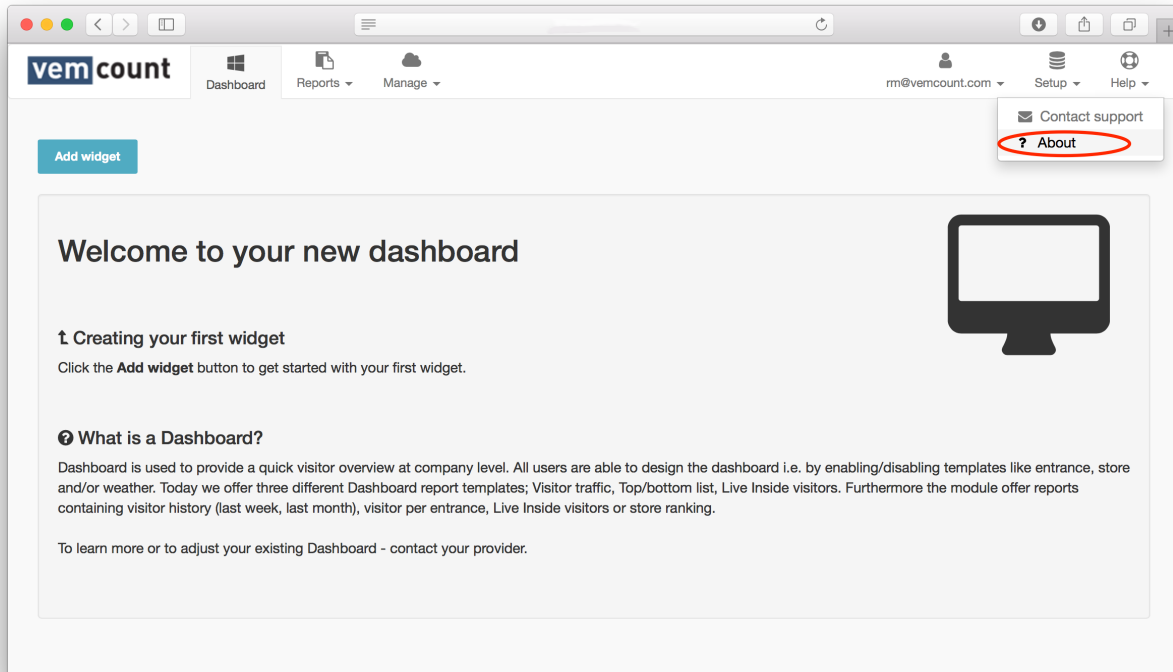
## CONTACT SUPPORT

In the case you are in need of help you should always start by contacting your system administrator. If this does not provide you with a solution, you can always access Vemcount's support function by clicking the **Help** tab and choose **Contact support** from the dropdown menu, which will open your default mail application, from where you may direct your question directly to our support.



# ABOUT

In order to assist you in the best way possible, our support staff may ask you to state which version of Vemcount you are running. To find out the current version, start by clicking the **Help** tab and choose **About** from the dropdown menu.



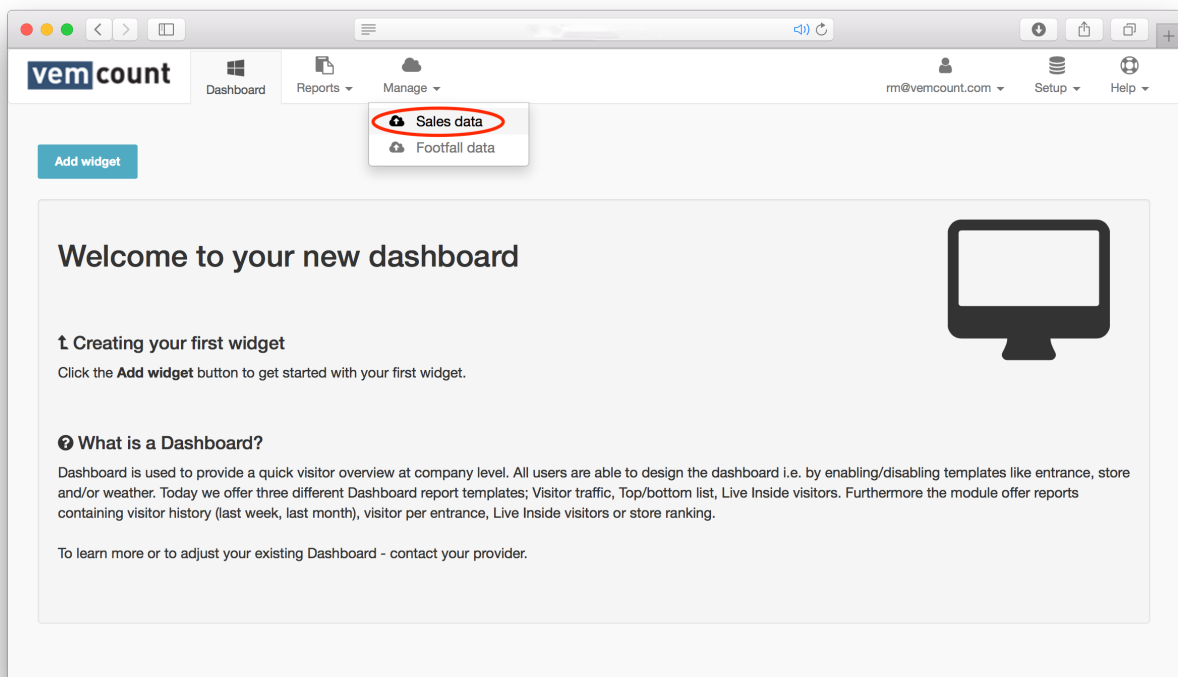


# MANAGE

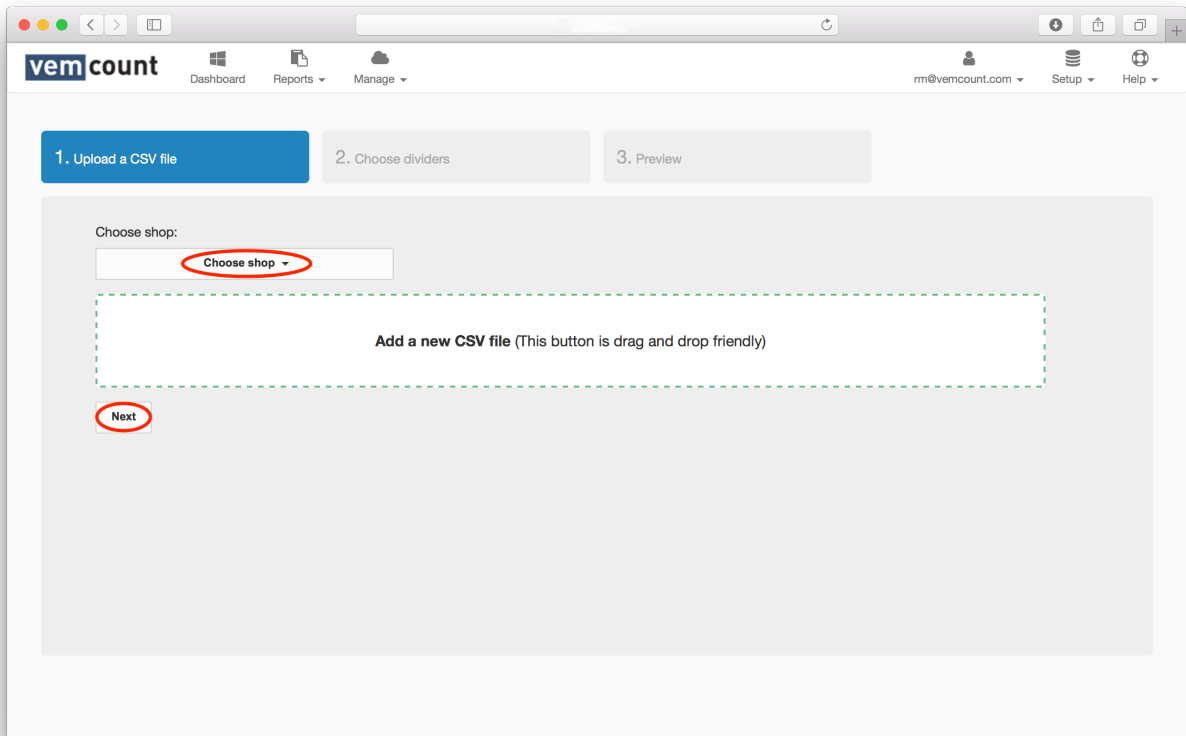
The **Manage** menu allows you to manually make changes to the sales and footfall data as well as manually type in data. This is a useful feature in case certain devices are unable to deliver footfall data for limited period or in case your current POS solution is not integrated into Vemcount.

## SALES DATA

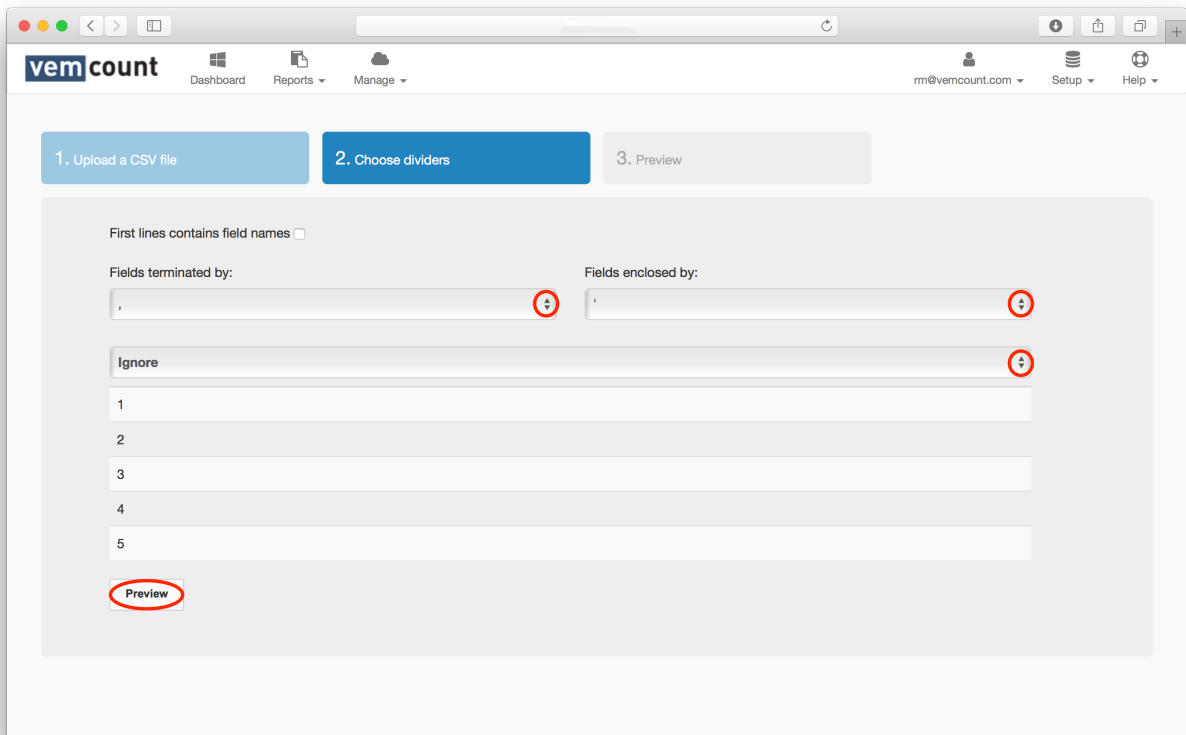
To access sales data, start by clicking the **Manage** tab and choose **Sales data** from the dropdown menu.



From the manage sales data window, you may upload a file of your sales data by clicking **Import CSV file** and follow the instructions or type in sales data manually by using the filters.

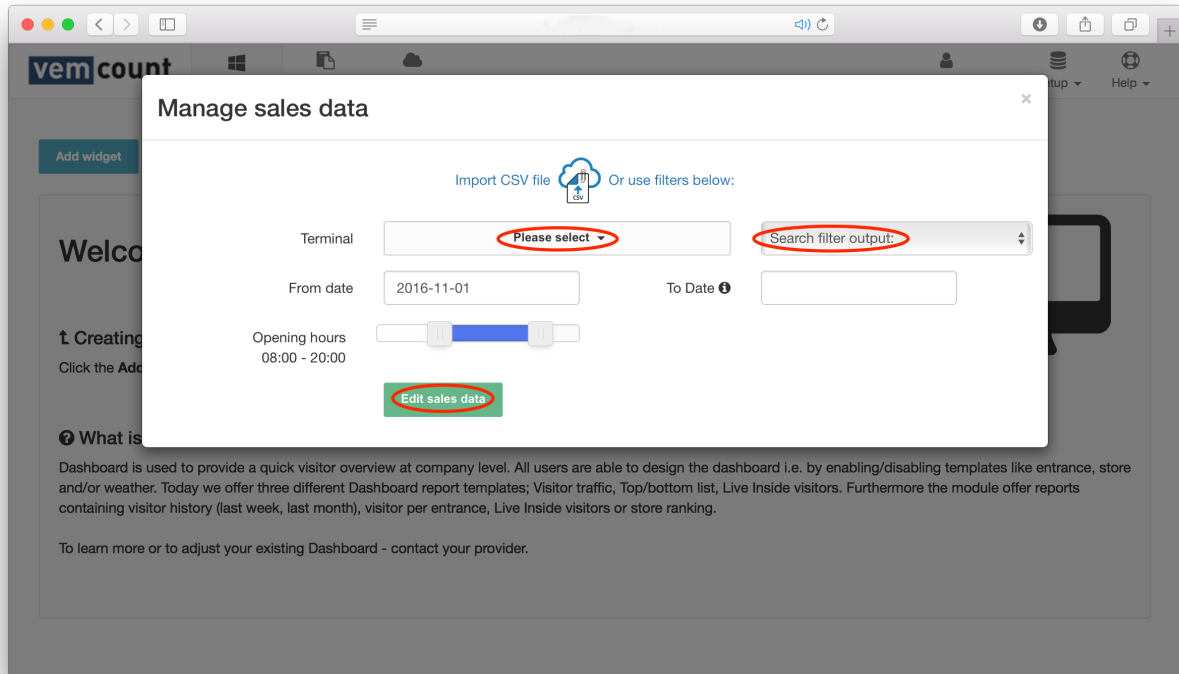


When uploading a CSV file, start by clicking **Choose shop** and choose a shop from the dropdown menu. Add your CSV file by dragging and dropping it on to the designated area of the window. Finish by clicking **Next**.



If the first line of your CSV file contains field names, remember to check the box in the top of the window. Continue by choosing how your fields should be terminated and enclosed as well as whether your data should be

uploaded as “Turnover”, “Transactions”, “Items”, “Man hours” or “Datetime” by choosing from the dropdown menus. Finish by clicking **Preview**. Complete the upload by previewing the table of your data and click **Import** or go back to the **Manage Sales data** tab in order to manually type in your sales data.



To manually type in your sales data, start by clicking **Please select** in the terminal field and choose the store in question from the dropdown menu. Click **Search filter output** and specify whether you would prefer to see “All”, “Only active” or “Only deactivated” stores in your search. Choose the time period for your search by filling in “From date” and “To date”. Finish by clicking **Edit sales data**.

The screenshot shows a web application interface for 'vemcount'. A modal window titled 'Manage sales data' is open, allowing users to filter and edit sales data. The modal includes a form with the following fields:

- Terminal:** A dropdown menu currently set to 'terminal (42-909-4090-2)'.
- From date:** A date input field set to '2016-03-01'.
- To Date:** An empty date input field.
- Filters:** A dropdown menu set to 'All'.
- Buttons:** 'Import CSV file' (with a cloud icon), 'Or use filters below:', and 'Edit sales data'.

Below the form is a table with the following data:

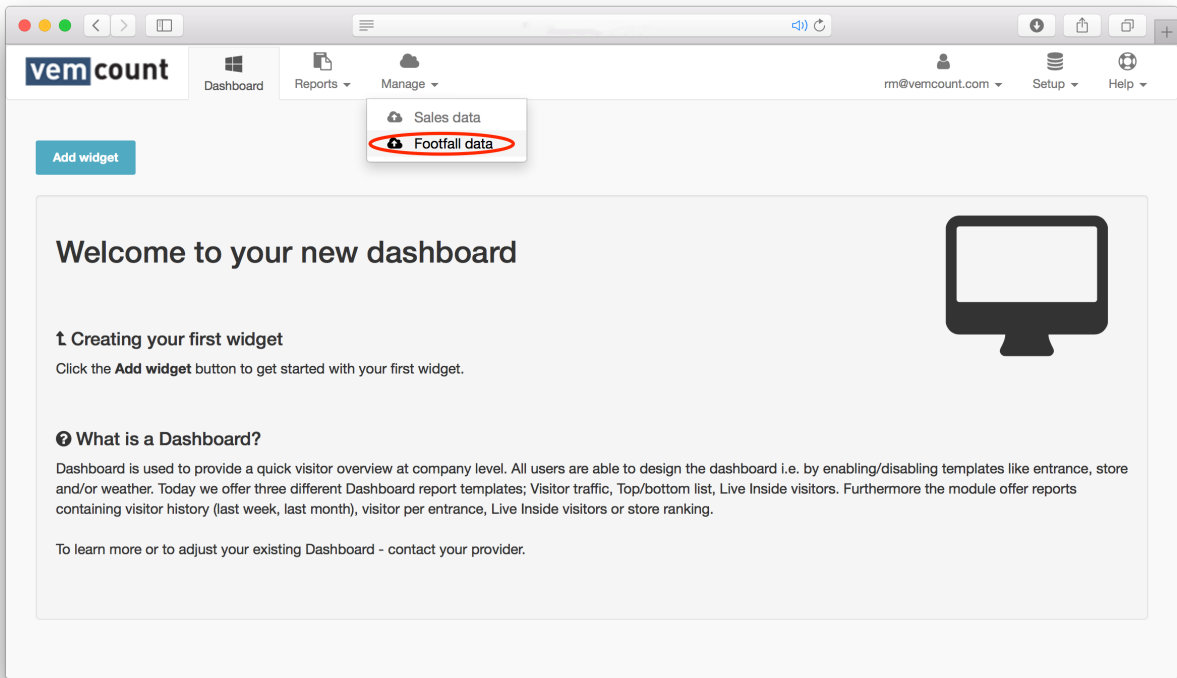
Date	Transactions	Number of Items	Turnover	Man hours
Mar, 2016	<input type="text"/>	<input type="text"/>	1799766,00	<input type="text"/>
Apr, 2016	<input type="text"/>	<input type="text"/>	2381402,58	<input type="text"/>
May, 2016	<input type="text"/>	<input type="text"/>	2249866,86	<input type="text"/>
Jun, 2016	<input type="text"/>	<input type="text"/>	2562378,57	<input type="text"/>
Jul, 2016	<input type="text"/>	<input type="text"/>	1715471,10	<input type="text"/>
Aug, 2016	<input type="text"/>	<input type="text"/>	1816128,00	<input type="text"/>
Sep, 2016	<input type="text"/>	<input type="text"/>	2116615,00	<input type="text"/>
Oct, 2016	<input type="text"/>	<input type="text"/>	2967829,13	<input type="text"/>
Nov, 2016	<input type="text"/>	<input type="text"/>	2255347,53	<input type="text"/>

At the bottom of the modal are two buttons: 'Save changes' and 'Save & return'.

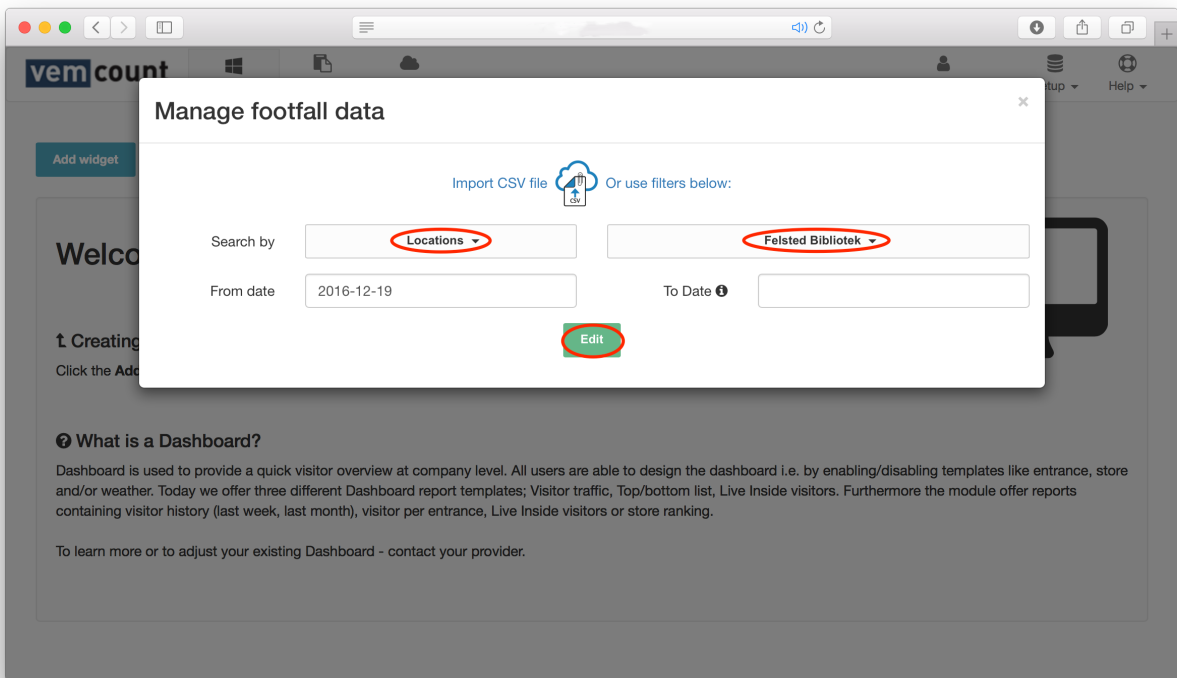
Type in the “Transactions”, “Number of items”, “Turnover” and “Man hours” for the specific dates. Finish by clicking **Save & return**.

# FOOTFALL DATA

To access footfall data, start by clicking the **Manage** tab and choose **Footfall data** from the dropdown menu.



From the manage footfall data window, you may upload a file of your footfall data by clicking **Import CSV file** and follow the instructions or type in sales data manually by using the filters.



To manually type in your footfall data, start by clicking **Locations** in the search field and specify whether you wish to search for “Locations”, “Sensors” or “Zones” from the dropdown menu. Click the field to the right and choose the specific location, sensor or zone you are searching for (in this case we have chosen the store named “Felsted Bibliotek”). Choose the time period for your search by filling in “From date” and “To date”. Finish by clicking **Edit**.

Manage footfall data

Import CSV file Or use filters below:

Search by

From date  To Date

Generate average value for chosen inputs

Check all

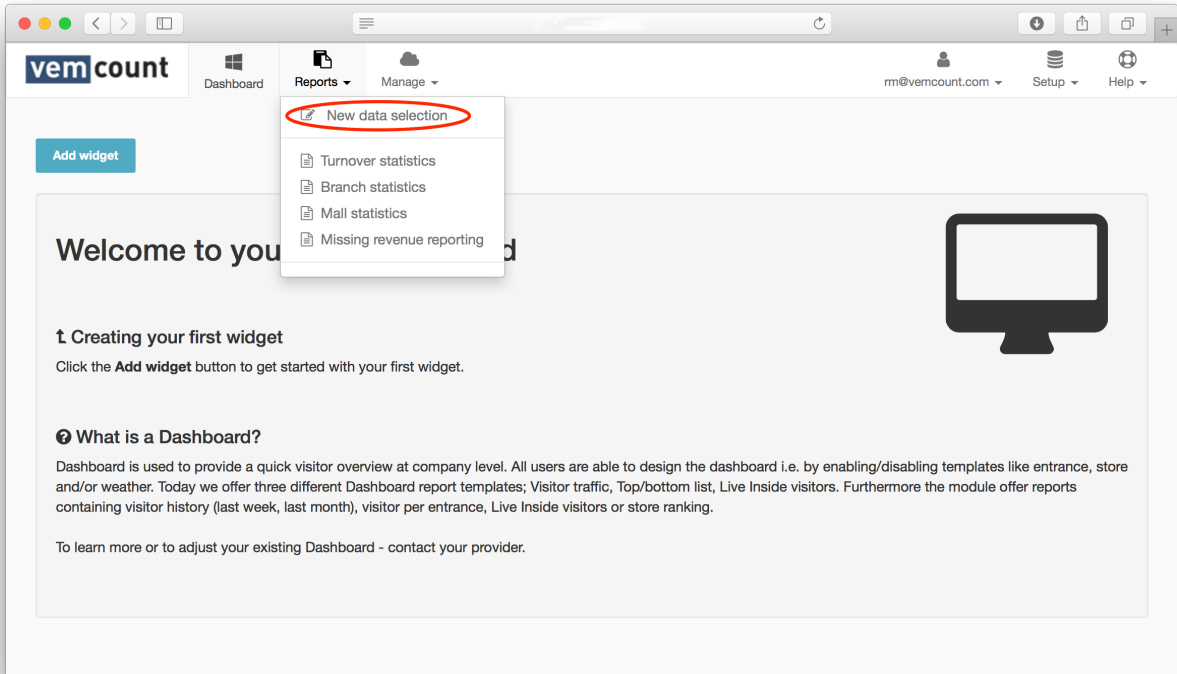
Date	Count in	Count out
2016-11-01	<input type="text" value="96"/>	<input type="text" value="90"/>
2016-11-02	<input type="text" value="59"/>	<input type="text" value="56"/>
2016-11-03	<input type="text" value="106"/>	<input type="text" value="87"/>

Type in the “Count in” and “Count out” for the specific dates. By checking the boxes and clicking **Generate**, an average value for the chosen inputs will be generated for the footfall data. Finish by clicking **Save & return**.

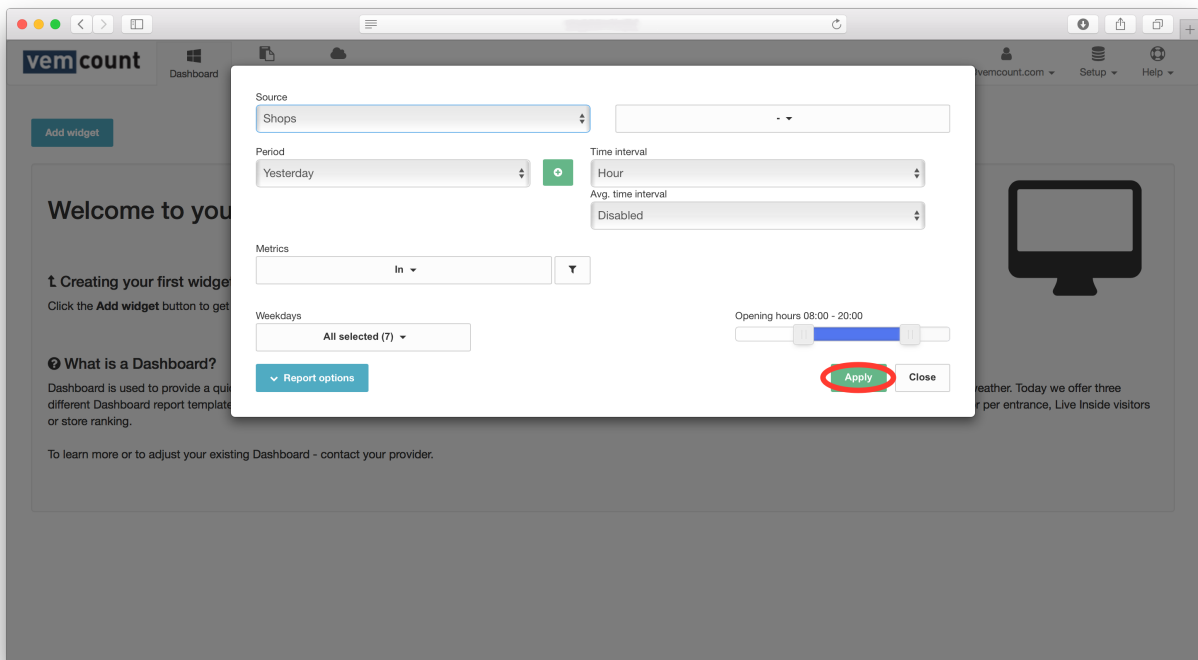
# REPORTS

## NEW DATA SELECTION


To create a new report, start by clicking the **Reports** tab and choose **New data selection** from the dropdown menu.




From here you can customise new reports by adjusting the settings for a list of criteria.



## SOURCE

Specify whether the report should include data from “Shops”, “Zones” or “Groups”. Click  in the field to the right and chose the specific shop, zone or group from the dropdown menu.

## PERIOD

Specify whether the report should include data from “Today”, “Yesterday”, “This week”, “Last week”, “This month”, “Last month”, “This year”, “Last year” or “Specific date”. When choosing a “Specific date”, click  and choose “From date” and “To date”.

Click  in order to add another period to the report.

## TIME INTERVAL

Specify whether time interval of the data displayed should be “Every 15 min”, “Every 30 min”, “Hour”, “Day”, “Week”, “Month”, “Year” or “Total”.

## AVG. TIME INTERVAL

Specify whether average time interval of the data display should be “Every 15 min”, “Every 30 min”, “Hour”, “Day”, “Week”, “Month”, “Year” or “Disabled”.

## METRICS


Specify whether data displayed should include:

Footfall: “Inside”, “In” or “Out”.


Queue: “Avg. wait time”, “Snake queue” or “Queue length”.

Sales: “Avg. basket size”, “Captive rate”, “Conversion rate”, “Sales per sqm.”, “Sales per transaction”, “Sales per visitor”, “Transactions” or “Turnover”.

Map: “Marker count in”.

By clicking  you will be able to specify whether you want your data to be displayed as “Bar reports” or “Line reports”.

## CURRENCY

Click  in the field to the right and chose the preferred currency from the dropdown menu.

## WEEKDAYS

Specify which days of the weeks should be included in the report.



## OPENING HOURS

Specify the opening hours of the shops included in the report by sliding the bars left and right.

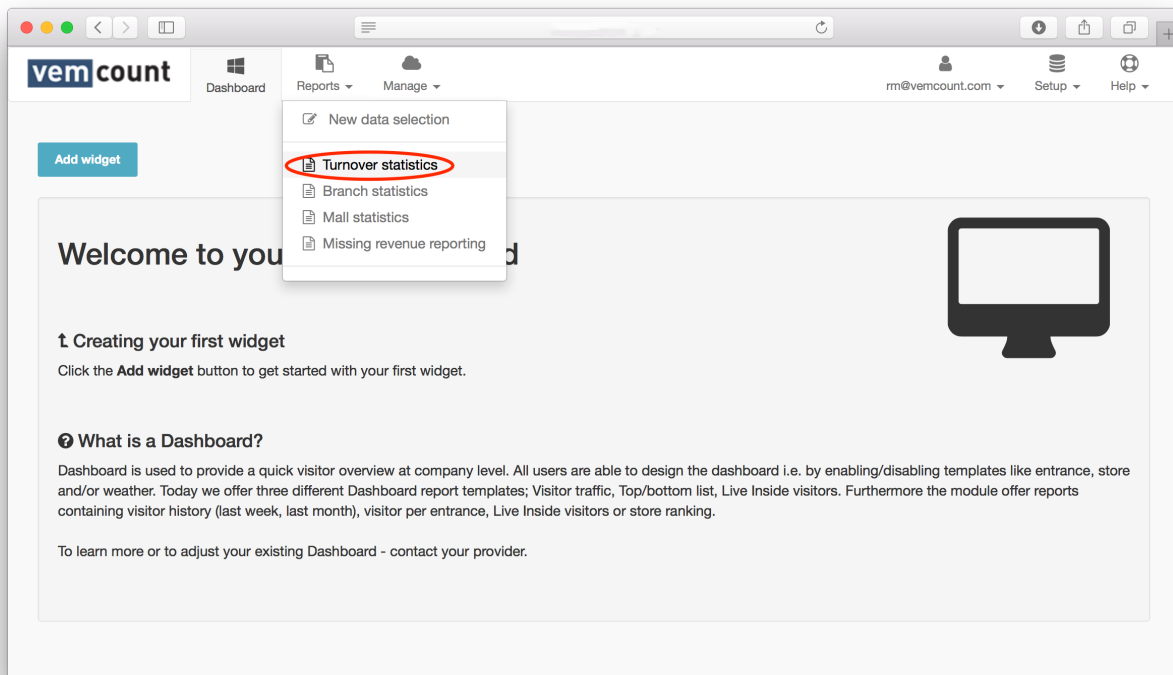
## REPORT OPTIONS

Specify whether the report should “Include table overview”, “Compare periods”, “Compare sources” or include “Weather”.

Finish by clicking **Apply**.

# TURNOVER STATISTICS

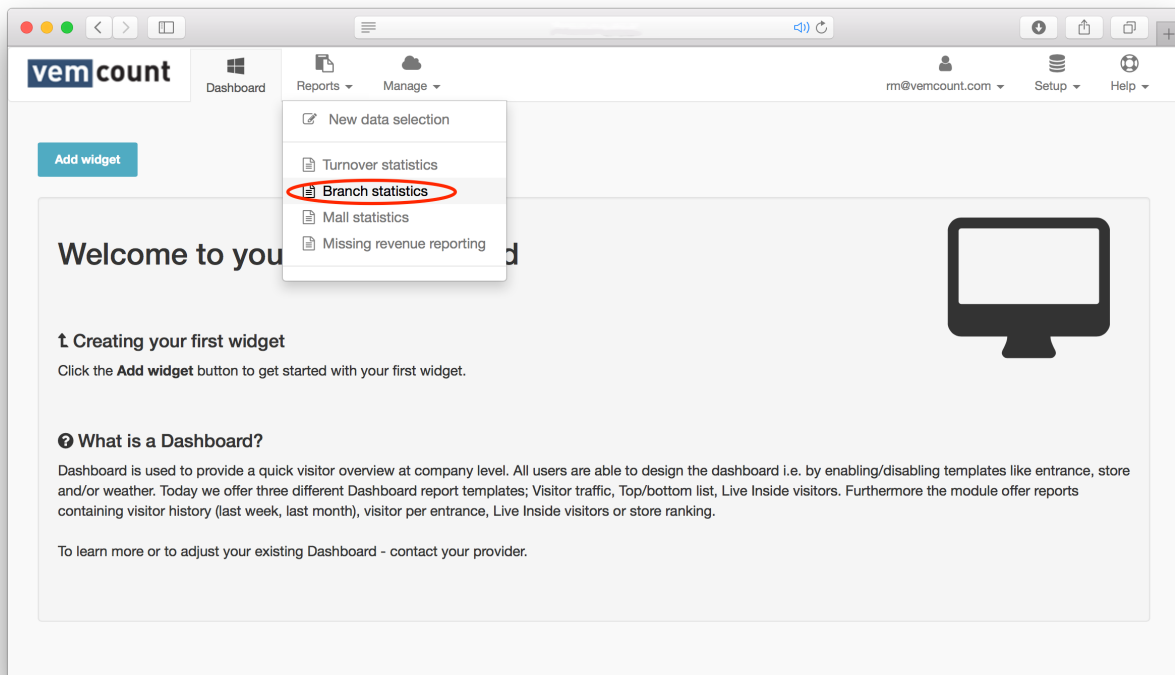
To create a new turnover statistics report, start by clicking the **Reports** tab and choose **Turnover statistics** from the dropdown menu.



Click **Reports** and choose a store from the dropdown menu. Click **Turnover statistics** and choose a specific month. Finish by clicking the **Export** button and choose **Export to Excel** or **Export to PDF**.

# BRANCH STATISTICS

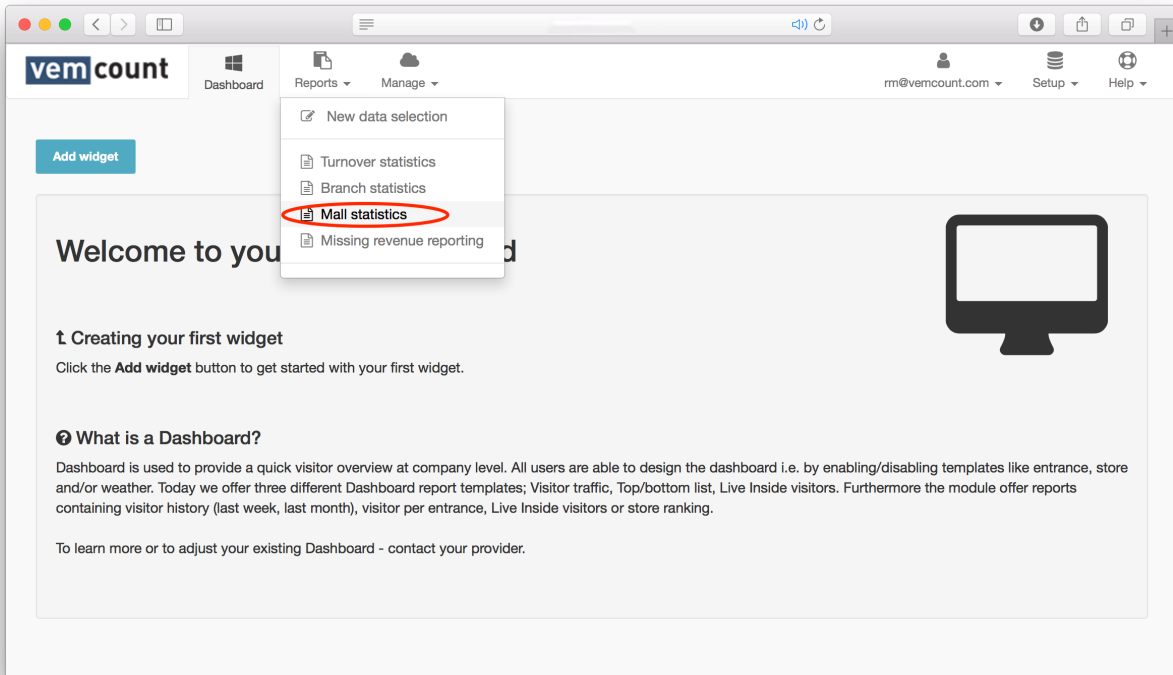
To create a new branch statistics report, start by clicking the **Reports** tab and choose **Branch statistics** from the dropdown menu.



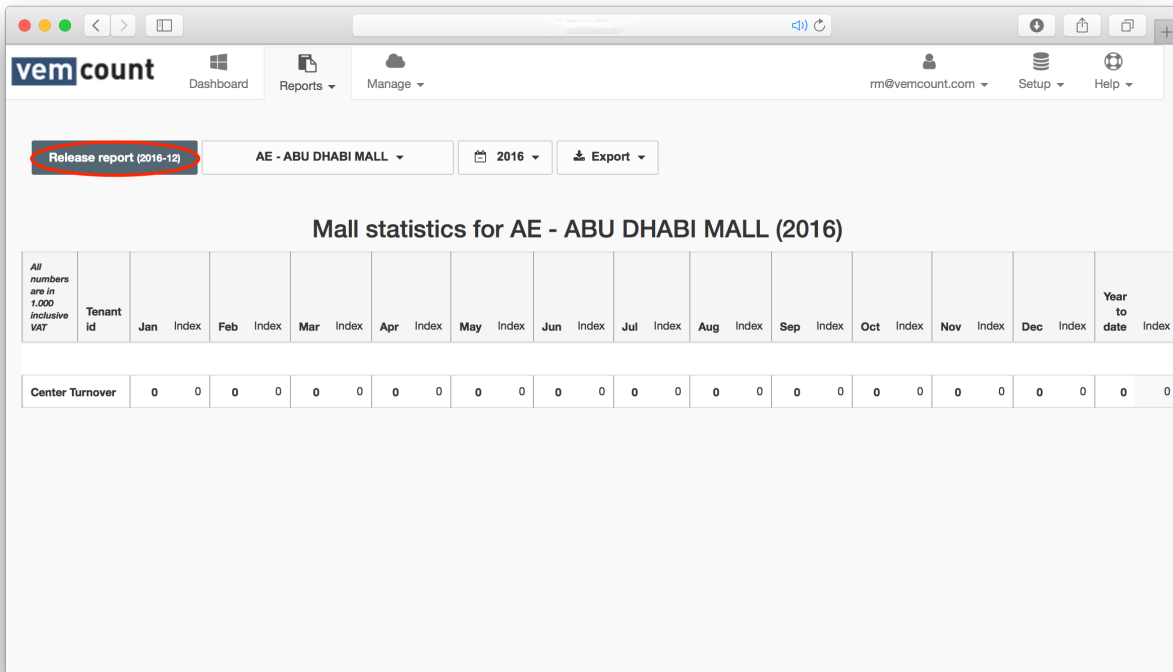
Click **Reports** and choose a branch from the dropdown menu. Click **2016** and choose a specific year. Finish by clicking the **Export** button and choose **Export to Excel** or **Export to PDF**.

# MALL STATISTICS

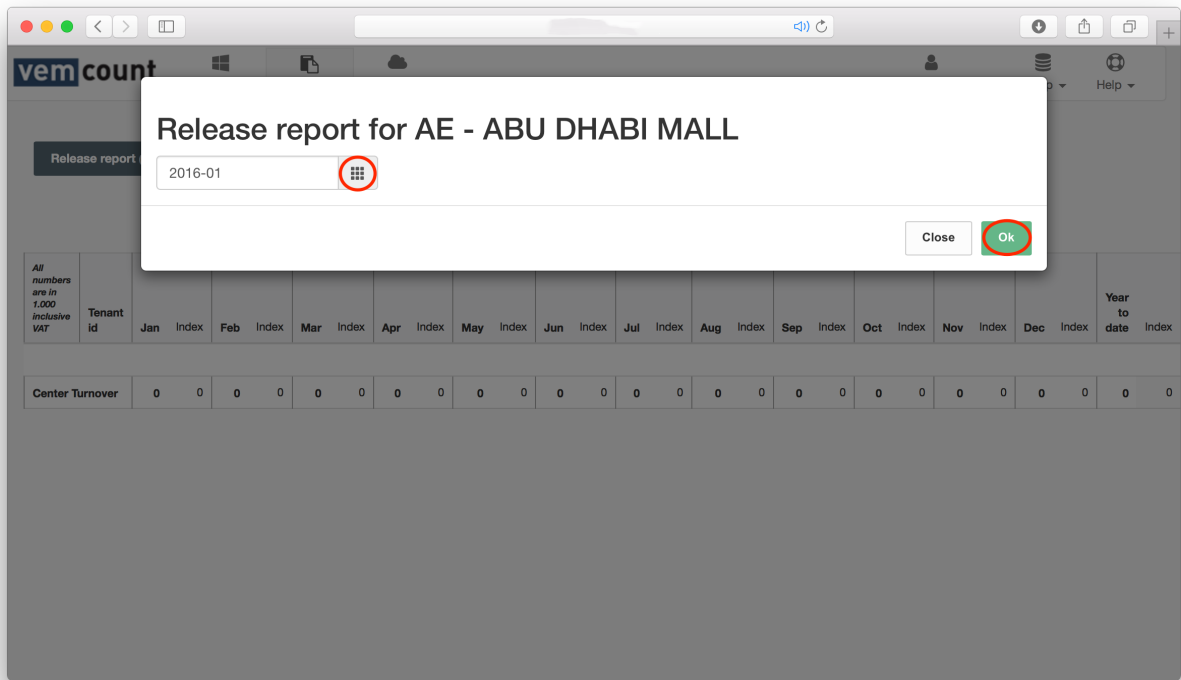
To create a new mall statistics report, start by clicking the **Reports** tab and choose **Mall statistics** from the dropdown menu.




Click **Release report (2016-12)** and choose a mall from the dropdown menu. Click **2016** and choose a specific year. Finish by clicking the **Export** button and choose **Export to Excel** or **Export to PDF**.



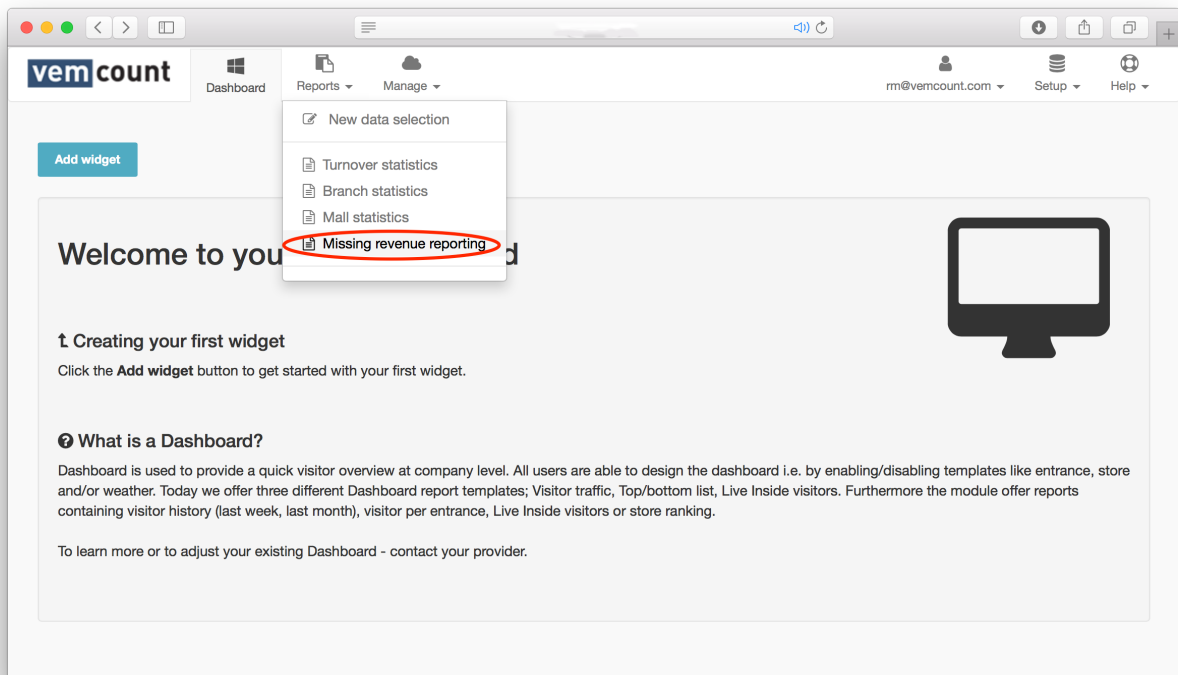
In order to forward the report to other recipients, start by clicking the **Release report** button.



Click  and choose a specific month. Finish by clicking **Ok** in order to forward the report.

# MISSING REVENUE REPORTING

To create a new missing revenue report, start by clicking the **Reports** tab and choose **Missing revenue reporting** from the dropdown menu.



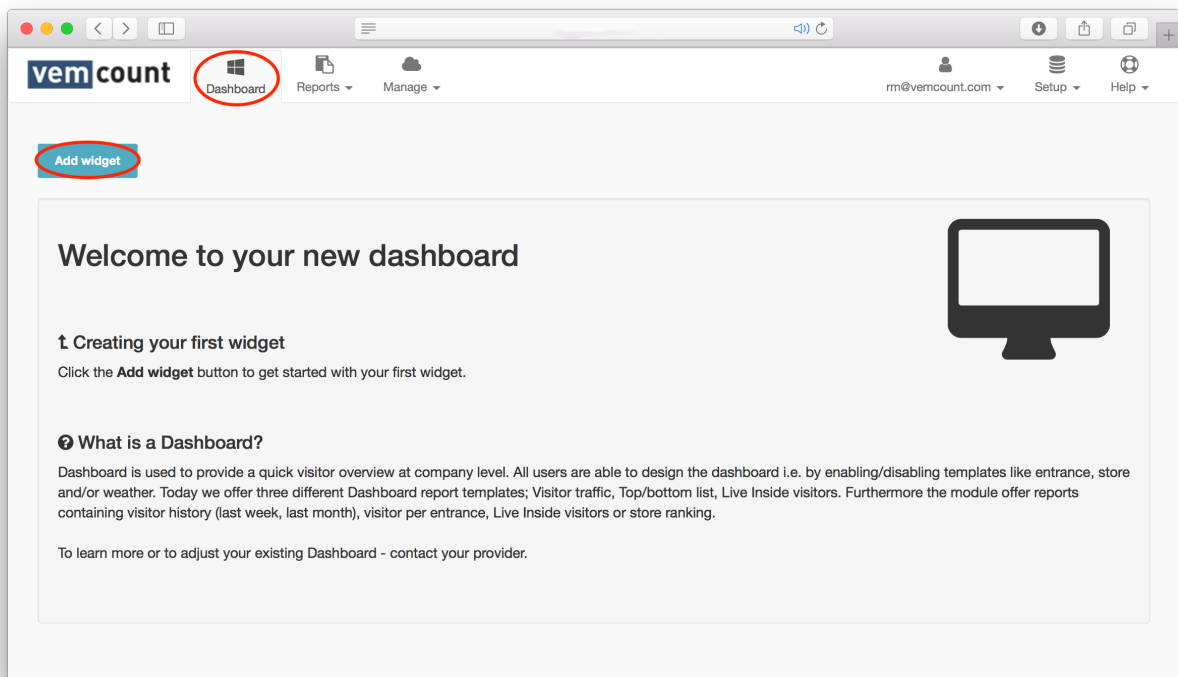
Choose a mall or shop from the dropdown menu in order to check which shops that have not reported revenue.

# DASHBOARD

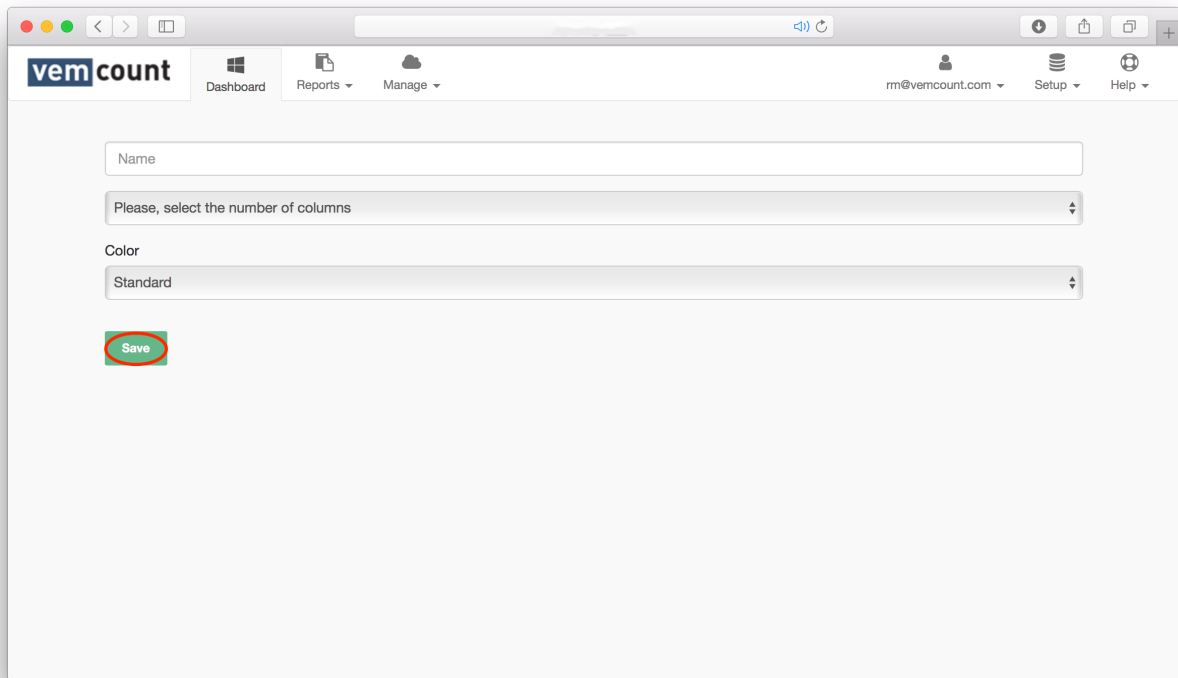
The dashboard provides you with a quick overview of the performance of your business. You can add as many widgets as you like, group these together as you see fit and arrange everything on the first page you see, when you sign in to Vemcount.

## ADD WIDGET

To set up your dashboard, start by clicking the **Dashboard** tab and click **Add widget** in the top of the window.



From here you can customise your personal dashboard by adjusting the settings for a few criteria.



## NAME

Specify a name for the widget or group of widgets. If you are setting up a single widget, the name will probably be the same as the widget type, e.g. “Inside”, “Conversion rate”, etc. If you are setting up a group of widgets, the name will probably indicate what you have grouped together, e.g. “Visitors all stores”, “All widgets Baker Street”, “United Kingdom”, “Last week”, etc.

## NUMBER OF COLUMNS

Specify the number of columns in the group of widgets. If you for instance wish to set up a group of widgets for a specific store in order to check “Inside” and “Conversion rate” then choose 2 columns. The number of columns specifies the horizontal amount of space set aside for this group of widgets.

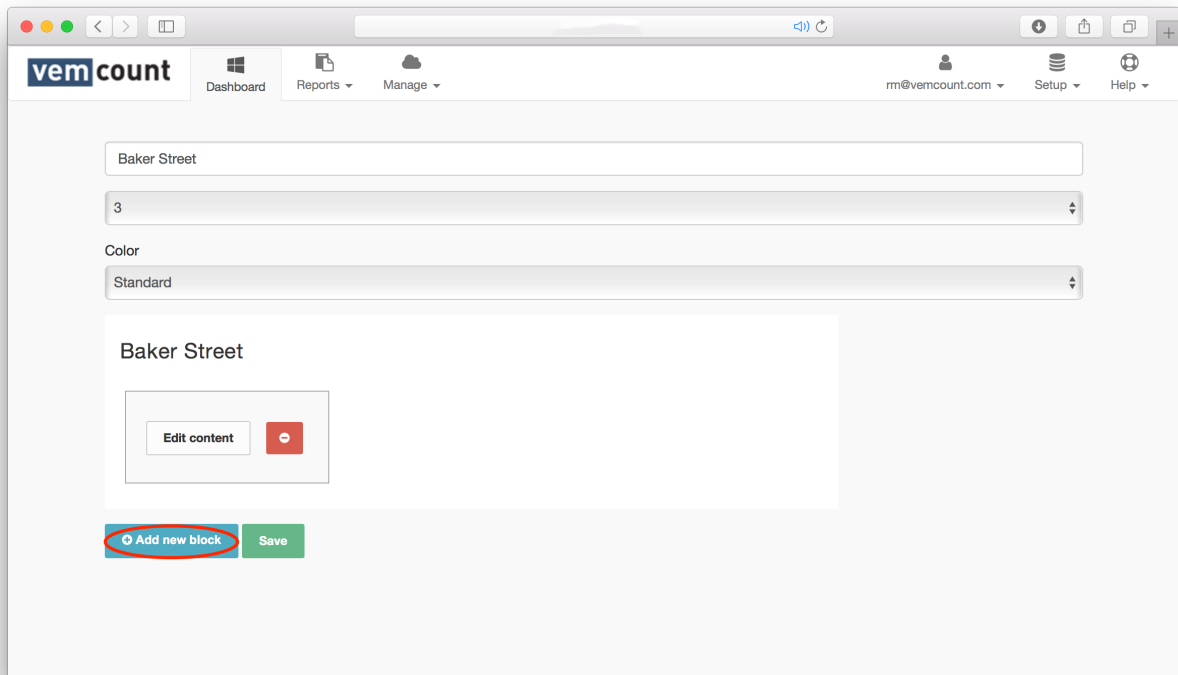
## COLOR


Specify whether the widget or group of widget should be “Standard”, “Dynamic” or “Custom”. By choosing “Dynamic”, please specify a threshold in percent in order to enable the widget to change color according to the development in performance, e.g. a widget turning red if the number of visitors drops 5 %. By choosing “Custom”, please specify a HEX-code for both the background color and font color.



## SETTING UP WIDGETS

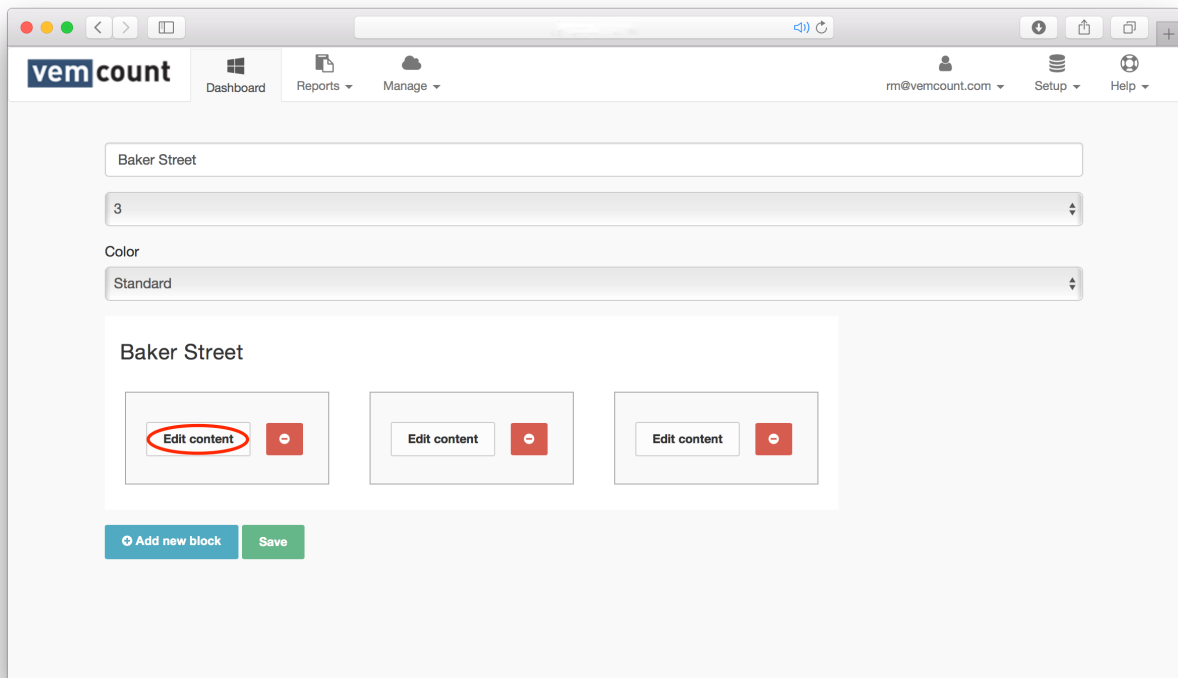
In order to set up the single widget types, start by clicking **Add new block** until you have the preferred number of blocks.



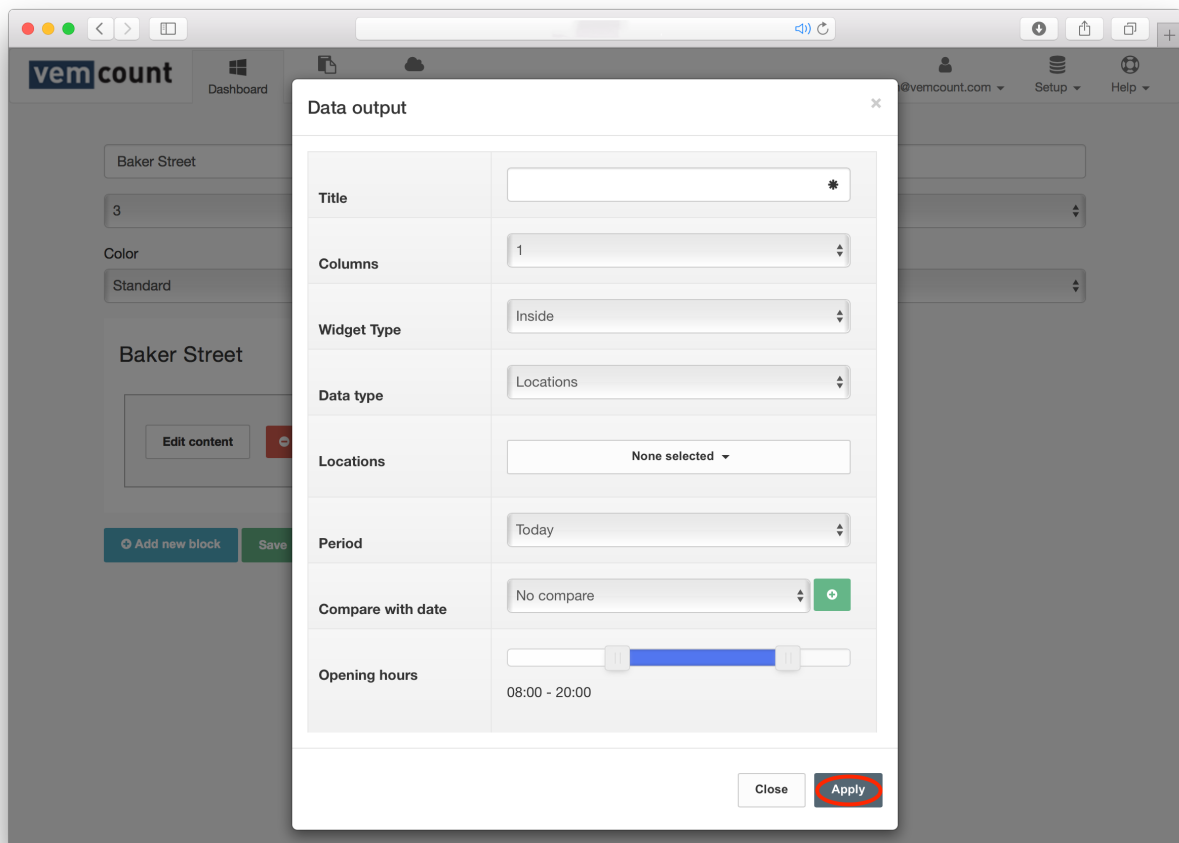
In this example we have specified the number of columns to three, wherefore we need at least three blocks (one for each row in the column. By adding six blocks, you will have three columns with two rows and so on). To delete a block, click .

## EDIT WIDGET CONTENT

To edit the widget content, start by clicking the **Edit content** in the first of the blocks to open the **Data output** window.



From here you can set up the widget by adjusting the settings for a list of criteria.



## TITLE

Specify the title for the widget. In most cases it makes sense to use the same as the widget type, e.g. “Inside”, “Conversion rate”, etc.

## NUMBER OF COLUMNS

Specify the number of columns in the widget. This number will determine how much horizontal space will be set aside for this block. In most cases, it makes sense to keep the number of columns within a block to one, but some widgets will require more space in order to display all information accurately.

## WIDGET TYPE

Specify whether data displayed should include:

Footfall: “Inside”, “In” or “Out”.

Queue: “Avg. wait time”, “Snake queue” or “Queue length”.

Sales: “Avg. basket size”, “Captive rate”, “Conversion rate”, “Sales per sqm.”, “Sales per transaction”, “Sales per visitor”, “Transactions” or “Turnover”.

Weather: “Current weather”.

#### DATA TYPE

Specify whether data source should be “Locations”, “Sensors” or “Zones” and choose from the dropdown menu in the corresponding field below.

#### PERIOD

Specify whether the widget should display data from “Today”, “This week”, “This month”, or “This year”.

#### COMPARE WITH DATE

Specify whether the data should be compared with “Same weekday, previous week”; “Same weekday, previous month”; “Same weekday, previous year”; “Same date, previous month”; “Same date; previous year” or “Custom period”.

#### OPENING HOURS

Specify the opening hours of the locations included in your widget.

Finish by clicking **Apply**.