



CONSISTENTLY ACCURATE DATA

A PROMISE TO OUR CLIENTS

WHY IS ACCURACY IMPORTANT

Footfall counting systems have traditionally been one of the Key Performance Indicators the Real Estate Industry has used for the evaluation of business performance. Therefore, it is vital that the data produced can be relied upon by the user. To achieve this, as with any equipment that is constantly in use, the system must be fully maintained and audited regularly by the supplier. By keeping track of our systems and offering a high level of service we ensure the data we deliver is constantly accurate.

PARTNERSHIP AS AN IMPORTANT SUCCESS FACTOR

We value strong partnerships based on trust and transparency with our clients. When we install a counting system, that's when the fun really starts as you begin to see your environment come alive in the PFM Dashboard and understand how visitors are using the space from the insights that the data provides. Additionally, PFM data managers check your data daily for any inconsistencies to ensure quality of service.

PROACTIVE APPROACH

In addition to system maintenance and daily data checks, our science team often works as an extension to our clients and provide consultancy and bespoke analysis. As we work like this any discrepancies are alerted and investigated further if needed. We take a pro-active approach in getting to the root cause of any unusual change such as an event, loss in power to a sensor or something simple like a Christmas decoration blocking the view. Our clients are never 'surprised' by extreme numbers that cannot be explained.

Let us help you maintain your systems and keep track of your data, please contact Ian Muir via ian.muir@pfm-intelligence.com.