

Linkyfi Social Distancing & Occupancy Management



INTRODUCTION

More and more countries are starting to reopen their economies in the aftermath of the COVID-19 lockdown. The emergence of unprecedented laws that accompany this new business reality generates a growing need for businesses, such as stores, shopping malls, restaurants, and – in a longer perspective – also airports and stadiums to accommodate. They are scrambling for a non-disruptive tool that will allow them to consistently monitor occupancy and maintain social distancing between customers and colleagues alike in compliance with regulations imposed by governing authorities.

Linkyfi Social Distancing & Occupancy Management provides a reliable web-based software that collects and stores anonymous data from WiFi-equipped devices to establish the number of people in a given location. This allows businesses to measure occupancy without having to rely on either manual counting or login- or app-based solutions. Linkyfi also accurately determines the position of the devices, making it easier to track and avoid congestion to maintain better social distancing.

Linkify uses your existing WiFi infrastructure to collect the data, therefore it can be deployed quickly and easily as a cloud-based solution in a software as a service (SaaS) model. This means there is no hardware or software installation required on the client side.



HOW CAN LINKYFI SOCIAL DISTANCING & OCCUPANCY MANAGEMENT HELP?

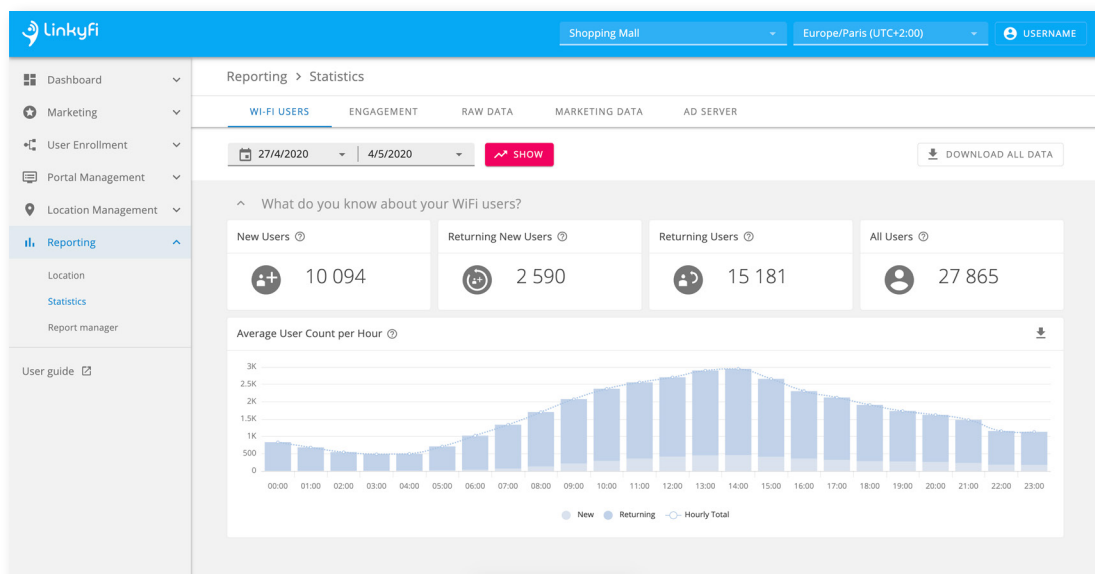
Count visitors in real-time

With Linkyfi, you can estimate the current number of visitors in your venue to remain compliant with state regulations regarding occupancy.

Linkyfi is a flexible solution that can be applied to various use cases. Businesses that have multiple locations, such as retail chains, will have different counters for each venue. Businesses that operate in one location with multiple tenants (e.g. shopping malls), in turn, can mark different areas within the venue on a map and count visitors for each tenant separately. This will ensure there aren't too many people not only in the mall, but also in particular stores.

Depending on your business model and needs, you can set up different types of alerts to monitor the situation in your venue:

- **threshold alerts** – set customized alerts for visitor thresholds. This means that when your venue approaches or reaches its capacity, your colleagues can be alerted via SMS or e-mail to take action. If you have multiple locations you can set different thresholds for each of them;
- **area alerts** – if you have multiple tenants, you can demarcate different areas and set separate visitor counters and threshold alerts for those, so that each store at your venue can monitor the situation and receive alerts individually;
- **density alerts** – after mapping different areas, whether in a shopping mall or within a store, you can also set density alerts to immediately react to any social distancing hazards caused by congestion.



HOW DOES IT WORK?

1.

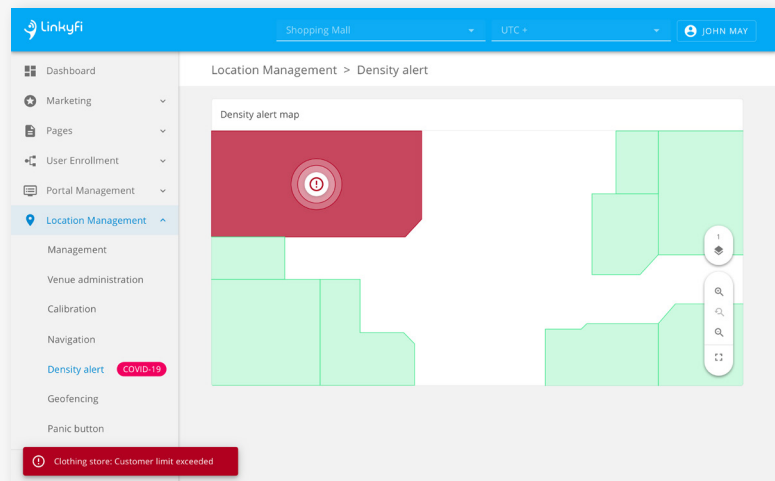
Set up your alert: select a location type (venue or area), then limit type (customer or density), finally type in the threshold value.

The screenshot shows a form titled "Add density limit". It contains the following fields and options:

- Alert name:** A text input field containing "Density alert - 1".
- Areas:** Three radio button options: "All areas", "Single area" (which is selected), and "Multiple areas".
- Select area:** A dropdown menu showing "Clothing store (200 m²)".
- Limit type:** Two buttons: "M²" and "CUSTOMERS" (which is highlighted in blue).
- Customer limit:** A text input field containing the number "20".
- Buttons:** "CANCEL" and "SAVE" buttons at the bottom right.

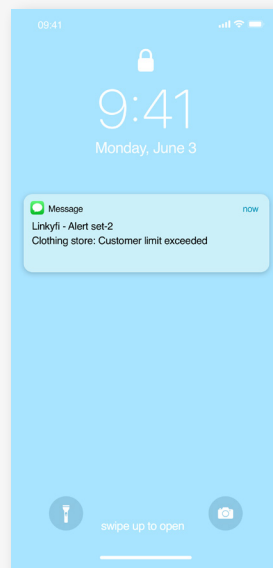
2.

Monitor real time occupancy for all areas in a web-based application. If the limit is exceeded in any area, it will be marked in red.



3.

If the threshold value is exceeded, relevant colleagues will also receive a notification via SMS or e-mail (depending on your settings) so they can take immediate action.



Monitor trends using historical data

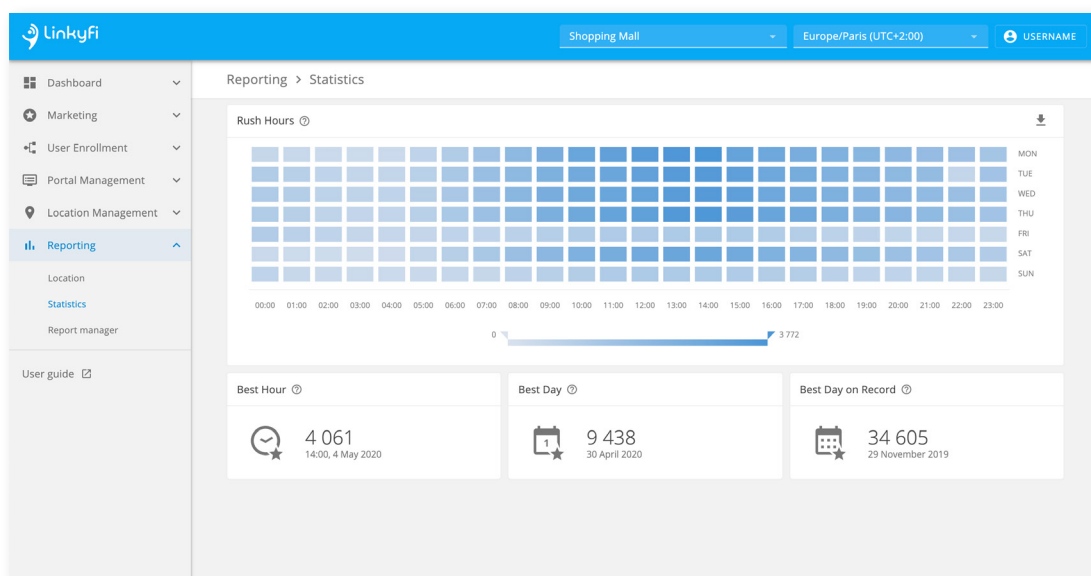
Linkyfi stores historical data about visitors and presents it in a user-friendly GUI.

- **Control rush hours** – now more than ever it's crucial to ensure proper management of human resources to protect your colleagues and satisfy customers. Linkyfi provides and clearly visualizes data about the busiest times at your venue – based on that, you can properly allocate resources to serve customers faster, avoid congestion at checkouts or exits and ensure a quicker customer turnover.
- **Identify points of congestion** – this is a major threat to maintaining social distancing, which is why you want to quickly identify congestion points and redirect traffic appropriately. With Linkyfi, you can trace the customer journey and identify movement patterns which will allow you to alter them, for example by opening new entry points, closing-off certain areas or guiding customers to alternative locations.

Share conclusions

If you share information with your customers, you can easily influence their behavior and improve customer satisfaction.

- **Traffic prognosis widget** – customers have turned to Google to check the most popular hours at the venues they want to visit to avoid crowding and queueing. Linkyfi uses similar methodology to predict traffic and allows you to share a traffic prognosis widget on your website, so that the customers have the most accurate information about the best time to visit straight from the source.
- **Automated marketing** – using Linkyfi, you can contact those customers who have used your WiFi and inform them about the best time to visit, tips to stay safe when at your venue and measures you have taken as a business to protect them. This is both useful and helpful in creating a better, more caring relationship with your customers.





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