

More Than Security: How Milesight Helped Coo & Riku Drive Sales and Boost Customer Satisfaction

Location: Japan



Applications Retail	Milesight Partner SHN	Location Nishitokyo, Japan	Number of Devices Deployed: 70+ AI 1AI 180° Panoramic Mini Bullet Network Camera 90+ AI 360° Panoramic Fisheye Network Camera 130+ AI Vandal-proof Mini Dome Network Camera
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Case Overview

Coo & Riku, Japan's largest pet store chain, achieved transformative results by partnering with Milesight. By integrating AI-driven insights into their daily operations, they:

- Increased sales in key areas by 10% through heatmap-driven optimization.
- Boosted customer satisfaction by 15% through better staff allocation.
- Cost Recovery in just 6 months—a game-changer for retail performance.
- Secured their stores with a stable and reliable system, eliminating safety risks and reducing maintenance costs.

ROI in Just 6 Months

<p>10%</p> <p>Increased sales in key areas</p>	<p>15%</p> <p>Boosted customer satisfaction</p>	<p>6 mos.</p> <p>Cost recovery</p>	<p>24/7</p> <p>A stable and reliable system</p>
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The Pain Points & Challenge

Coo & Riku's outdated AHD camera system was failing them on multiple fronts. Constant breakdowns and high maintenance costs disrupted daily operations, but the real pain point went beyond security. The system's limited capabilities meant that visitor data could only be captured through cash register transactions, completely missing non-buying visitors. This lack of visibility made it impossible to accurately analyze customer behavior, calculate conversion rates, or optimize store operations. What they needed wasn't just a replacement for a failing system—it was a transformative solution that could empower their business with actionable insights while ensuring stability and safety.

Milesight Solution: Turning Data into Revenue

Milesight provided a next-gen, AI-powered camera system that seamlessly combined security with business intelligence.

Feature: Intrusion Detection

Benefit: Protect sensitive areas with real-time alerts for unauthorized access.

Feature: Heat Map

Benefit: Identify high-traffic product zones for better placement and increased sales.

Feature: Loitering Detection

Benefit: Detect and alert on suspicious behavior, such as individuals loitering in areas for extended periods, allowing for proactive intervention to prevent potential threats.

Feature: Regional People Counting

Benefit: Optimize staffing based on queue size, improving efficiency and customer

Feature: Crowd Management & People Counting

Benefit: Gain daily visitor count and calculate conversion rates to enhance store performance.

From Surveillance to Sales Growth with Heatmap Insights

Using heatmap technology, Coo & Riku uncovered customer behavior patterns:

- Identified high-traffic areas to optimize product placement.
- Adjusted store layouts to highlight bestsellers.

Result: 10% sales growth in high-dwell zones.

Smarter Staffing with People-Counting Analytics

By analyzing foot traffic with people counting, the store optimized staffing schedules for peak hours:

- Reduced waiting times during busy periods.
- Enhanced service quality and customer engagement.

Result: 15% increase in customer satisfaction.

Reliable Security with Minimal Maintenance

Milesight's advanced cameras ensured seamless monitoring across sales floors, server rooms, and store perimeters:

- Easy-to-use interface & quick installation.
- Minimal maintenance needs, reducing operational disruptions and costs.
- Stability you can trust, eliminating downtime.

Result: No security incidents reported since the system was installed.

What the Client Says

Fuyuki Horikoshi Technical Support, SHN

"This is a game-changer for our business. Milesight's system not only keeps our stores secure but also provides the insights we need to improve operations. The heatmap and people-counting features helped us drive sales and improve customer satisfaction—it's more than we ever expected from a security solution."

— SHN, System Integrator for Coo & Riku



About Milesight

Milesight offers multi-potential solutions to capture the most meaningful data and makes it distinct use across diverse applications. It innovatively applies emerging technologies such as AI, 5G, and IoT to distinct use scenarios. With a commitment to making sensing matter, Milesight quickly responds to customer-specific challenges and collaborates with an expanding network of partners to deliver unique data value. It is determined to make real, positive impacts in smart buildings, intelligent traffic, intelligent security, smart cities, and beyond.