



# crosscan GmbH Press Release

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## **EuroShop 08: crosscan comes up with a surprise**

"Every visitor counts, and we do the counting!", smiles Philip Lehmann, business manager of crosscan GmbH, Witten. His enterprise, which specialised in people counting and shop control systems, is exhibitor at the EuroShop Trade Fair in Dusseldorf as partner of the Axis Communications GmbH, at the exhibition stand E 31, hall 6.

crosscan helps commercial enterprises to systematically increase their profit by using customer-based branch control systems. This concept is based on the evaluation of comprehensive counting and movement data of shop visitors and passer-bys, generated by using modern measuring technology. In this way, shopkeepers, branch managers and managements obtain qualified information for the derivation of selective measures to improve their customer contact. That way, purchasing power potential that hasn't been utilised so far can be tapped.

And just this process the crosscan-team wants to demonstrate in Dusseldorf. To do so, they will turn their performance at the EuroShop 2008 Trade Fair - let's say - into a test market. Philip Lehmann and his colleagues are going to take their customer-centred shop control concept literally: By directly speaking to visitors passing by their stand they want to make clear how important the focus on the customer still is to be successful in sales – in principle, today one can only be a successful salesperson when responding directly to the customer, especially, of course, in order to find out about his wishes and demands.

In brief: Whoever passes by the stand of crosscan GmbH, will be surprised. Maybe he or she will be congratulated, just like: "Welcome, you are the 385<sup>th</sup> person passing by our stand!" – Who expects something like that? In fact, for crosscan not only the 500<sup>th</sup> or 1000<sup>th</sup> passer-by is important, but each visitor. As in real business life, in every retail business counts: How many persons pass by the the exhibition stand? How many passer-bys will become interested in the enterprise, the products, and the services? Will they be convinced of it and turn into new customers? And what resources need to be invested for this?

Thus, at the EuroShop Trade Fair, the crosscan GmbH act demonstratively just like any successful commercial enterprise should act: "We have to recognise our capacities, make use of our chances and measure our success in order to be able to maximise our profit through



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constant improvement. And this is just what we do as a business; we generate the key data, based on which our trade customers make decisions and manage their shops and branches," explains business manager Lehmann.

This well equipped with the instruments of customer-based branch management and their results, even strategic decisions are easy to handle. For EuroShop visitors that don't know yet the service portfolio of crossscan, a small gag will be prepared, a so-called "decision prosthesis for the undecided".

"We spent a lot of time wondering how we can support our non-clients with their decision making as well. When it was our marketing team that came up with this tongue-in-cheek gesture on decision making – still well-intentioned –, we all soon agreed on it," reveals Christine Bleks winking, team leader for exhibitions and events – and just like this, in good fun, one should take the electronic pocket size decision finder, that "definitely free of facts and incorruptibly" helps to find quick decisions.