

# CUSTOMER RECOGNITION



IMPROVED SECURITY AND AUTOMATION  
CASE STUDIES

## PROBLEM

Petrol station chain had a large number of drive-offs, which represented significant missed marketing and revenue opportunity.

## SOLUTION

Eight pumps are now covered by four ANPR cameras. Vehicle arriving at a pump triggers an upload of image. Plate is extracted and forward to backend system, which provides data to POS tablet and pump mounted tablets. Information on the vehicle and vehicle history is retrieved. Targeted advertising is displayed on pump display, while historical information is displayed on POS display. Drive-offs can be instantly registered and shared between the stations of the chain.

## RESULT

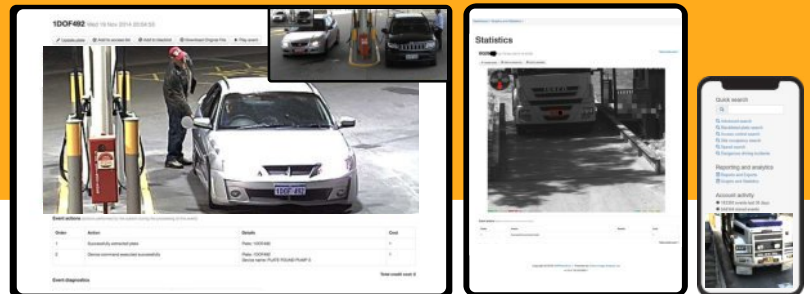
Daily drive off information captured and rapidly retrieved for the police. As a result, the number of drive offs on the petrol station chain reduced rapidly.

## Recognize customers, automate operations

- Self-service gas stations
- Auto services
- Drive throughs
- Recycle & refuse sites
- Weighbridges
- Warehouse logistics

## Proven results

- Improved safety
- Higher customer satisfaction
- Increased efficiency



## PROBLEM

Logistics centers had contractual obligation to ensure timely turnaround of heavy vehicle loading. Slow turnaround added to driver fatigue and increased costs. Furthermore, plates were manually noted with a high error margin. Extracting of data on time spent onsite was slow and laborious.

## SOLUTION

Installed ANPR cameras cover four lanes of entry and four lanes of exits. Powerful back-end analytics automatically extracted and recorded all vehicle plates on entry and exit.

## RESULT

Full management reporting on vehicle dwell time. Compliance easily managed with clear proof points. Easy identification of all vehicles currently onsite. Significant refunds on overbilling by trucking companies claiming slow turnarounds.

## ANPRsolutions

ANPRsolutions is a recognized worldwide expert in vehicle management systems enabled by intelligent Automatic Number Plate Recognition (ANPR) cameras and proprietary cloud based backend software. Globally, ANPRsolutions processes millions of vehicle images per day with one of the most reliable and versatile number plate recognition management system in the world.