

Facial recognition case study.

# Hipla's Facial recognition,

check-in solution helps India's leading Consumer & enterprise tool brand to digitize their check-in experience







# **Client Overview:**



1600+ Employee

Headquarter:

Delhi, India



**Industry:** Tools/Equipment



Branches/Locations: 60+ countries

# A quick snapshot of business benefits:

Reduced Employee attendance & check-in times by 40% Automated Vaccine, Temp & Mask detection compliance @ entry Increased brand recall by 25% with branded touchpoints (i.e kiosks) Custom check-in journeys for each stakeholder

# **Business needs & challenges:**

The client, India's leading Consumer & enterprise tool brand, wanted to ensure a contact-less & faster check-in system for Guests, Employees & other key stakeholders for their back-to-office plans.

The client had an average daily footfall of 450 stakeholders in their premises & wanted to digitize the check-in and attendance system with an innovation-first brand.

The client faced problems around :

1. Slowed check-in & attendance times due to safety protocols, causing bottlenecks

2. A clumsy check-in process for High-ticket stakeholders (potential clients)

3. Manual check-in & safety metrics documentation

4. Limited scope of running safety protocols at peak hours(i.e. Temp checks & Vaccine certificate scans)

5. Blurry analytics on key traffic times & areas, employee digital-check-in records + more





GA	Global Admin	Participant	Туре	Meeting Time	Meeting Purpose	Venue	Check
al		Search user by email •	Filter by type 🛛 👻	dd/mm/yyyy	Filter by purpose	Filter by venue *	
â	Visit	Nikhil Dasan hiplatest1001@gmail.com	Employee	14th Dec 2021 4:19 PM - 5:17 PM	Demo		Not Av
Ħ	Meetings	Ashok		14th Dec 2021			
Ē	Participant Report	9841517044	Visitor	4:19 PM - 5:17 PM	Demo		4:20 F
~	Activities	NIKhil Dasan hiplates11001@gmail.com	Employee	14th Dec 2021 3:56 PM - 4:54 PM	Demo		Not A
Ê	CheckIn Form Data	Nikhil Dasan 7011112677	Visitor	14th Dec 2021 3:56 PM - 4:54 PM	Demo		Not Av
Ē	Covid Declaration	Nikki Dasan		14th Dec 2021			
<u> </u>	Manage Users	hiplatest1001@gmail.com	Employee	2:52 PM - 3:50 PM	Demo		Not A
Ë	Room Availability	Nikhil Dasan 7011112677	Visitor	14th Dec 2021 2:52 PM - 3:50 PM	Demo		Not A
<u></u>	Manage Pantry	Nikhil Dasan	Visitor	12th Dec 2021	Demo 1	Building 1	Not A
C	Roster Management	7011112677		4:01 PM - 4:31 PM		Meeting room 1	
0	Settings	Rahul 7700968064	Visitor	12th Dec 2021 4:01 PM - 4:31 PM	Demo 1	Building 1 Meeting room 1	Not A
		Nikhil Dasan hiplatest1001@gmail.com	Employee	12th Dec 2021 4:01 PM - 4:31 PM	Demo 1	Building 1 Meeting room 1	Not A
		Ashu 8708050056	Visitor	9th Dec 2021 4:00 PM - 4:30 PM	1230ashu		Not Av

Hipla's Facial recognition check-in solution helped the client digitize & automate the whole check-in experience & helped process an average daily footfall of 450+ stakeholders & reduced the check-in & attendance times by 40%+

The check-in solution was powered by digital tablet-driven kiosks that were branded with the client's logo & guidelines leading to an increased brand recall of 25% for key stakeholders such as potential clients & investors.

The solution also helped the client create unique check-in journeys for different stakeholders.



QR-code driven check-in for Potential client meetings, Automatic branded greeting popup on kiosk, Refreshment options offered(linked with pantry orders), Directions to the designated meeting room

#### Scenario 2



Facial recognition - driven attendance, automated. temp/mask detection checks for all employees

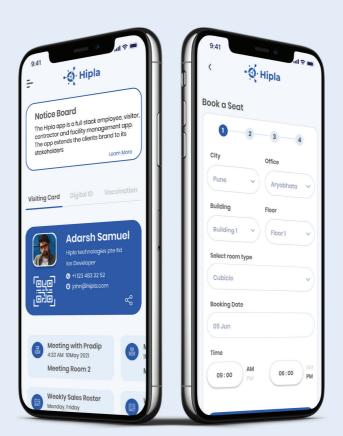
With digital registers to track all core EHS & HR metrics

In addition, to enabling a completely contactless & branded check-in experience- Hipla's check-in solution also allowed HR & EHS teams to track & improve decision-making with the help of data.

I.e. Introduced staggered check-in times by understanding that the average check-in times increase by 200% around 9:30 AM eventually reducing Covid-compliance and risking employees.

Hipla's check-in solution allowed the Client to ensure hygiene, speed, branding & employee confidence in their premise with no extra-hardware investment, zero business down-time & the support of a dedicated technical account team.







## **Smarty Facility Managment and EHS**

