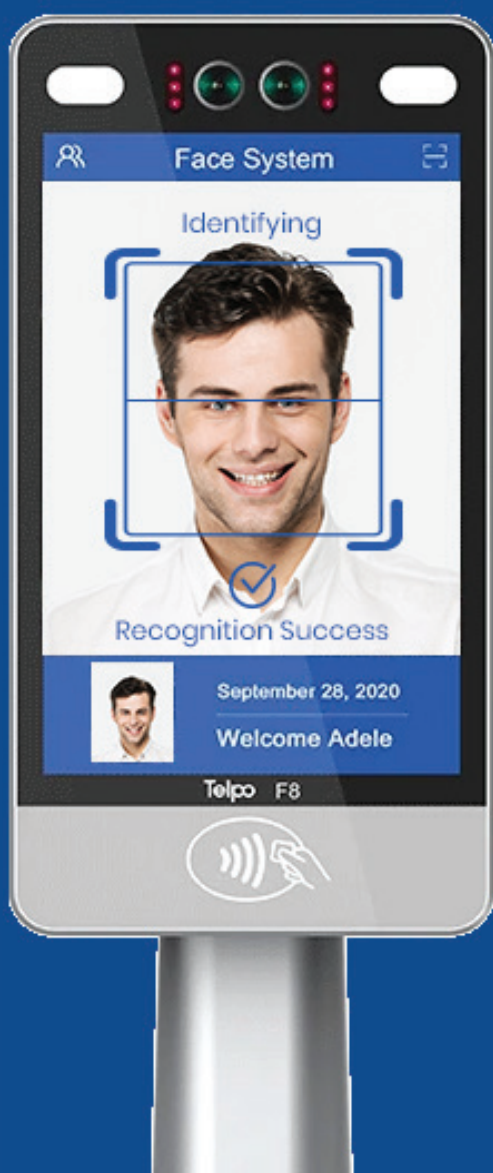


Facial recognition case study.

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



Client Overview:



Company size:
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

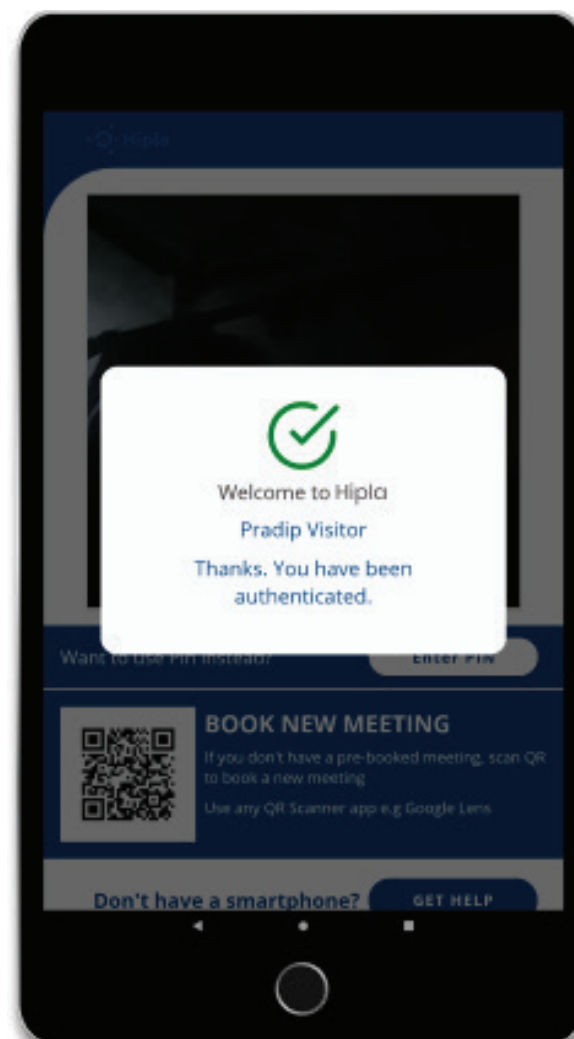
Business needs & challenges:

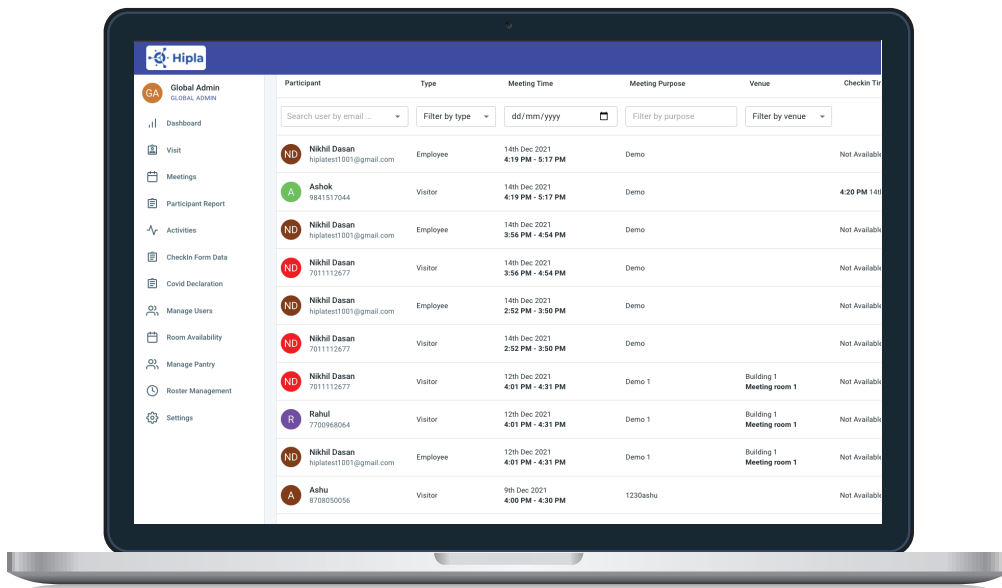
The client, India's leading Consumer & enterprise tool brand, wanted to ensure a contact-less & faster check-in system for Guests, Employees & other key stakeholders for their back-to-office plans.

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





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.

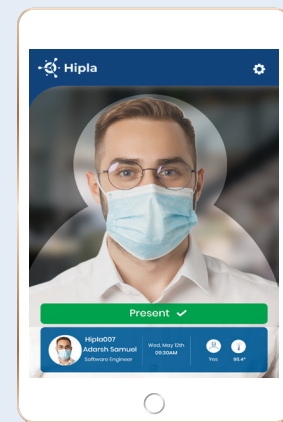
The solution also helped the client create unique check-in journeys for different stakeholders.

Scenario 1



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



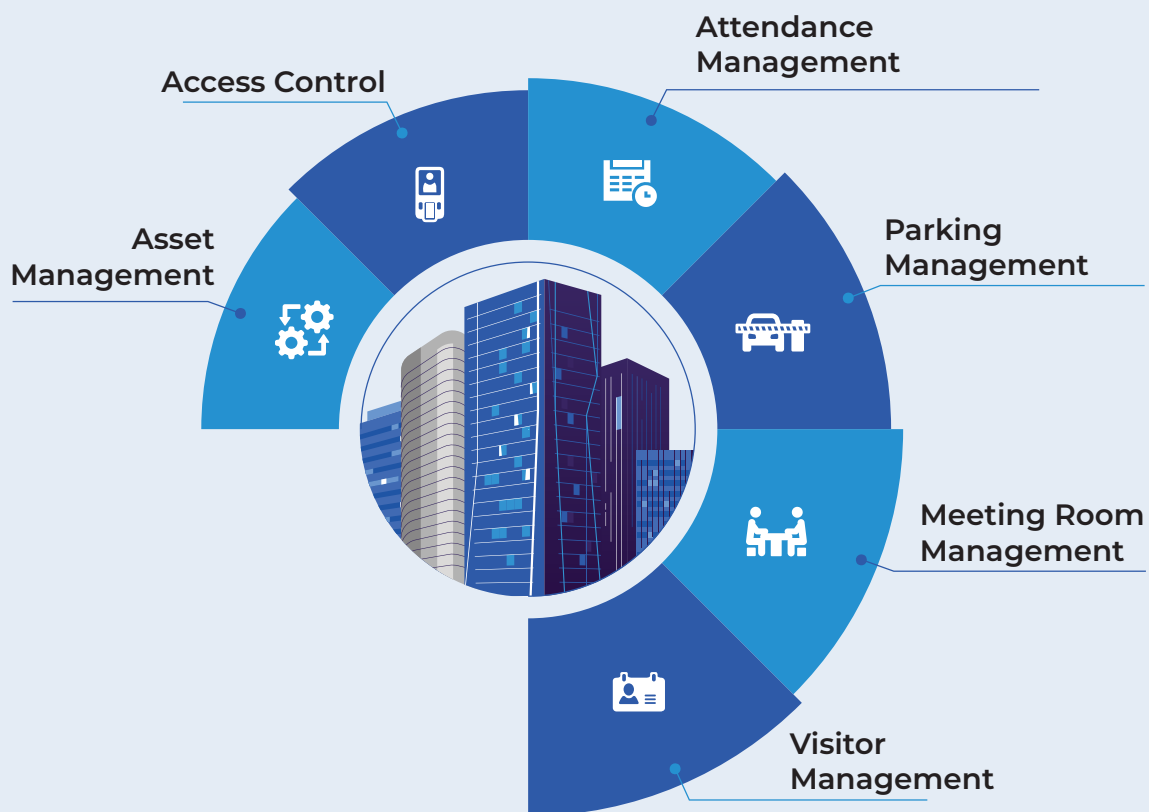
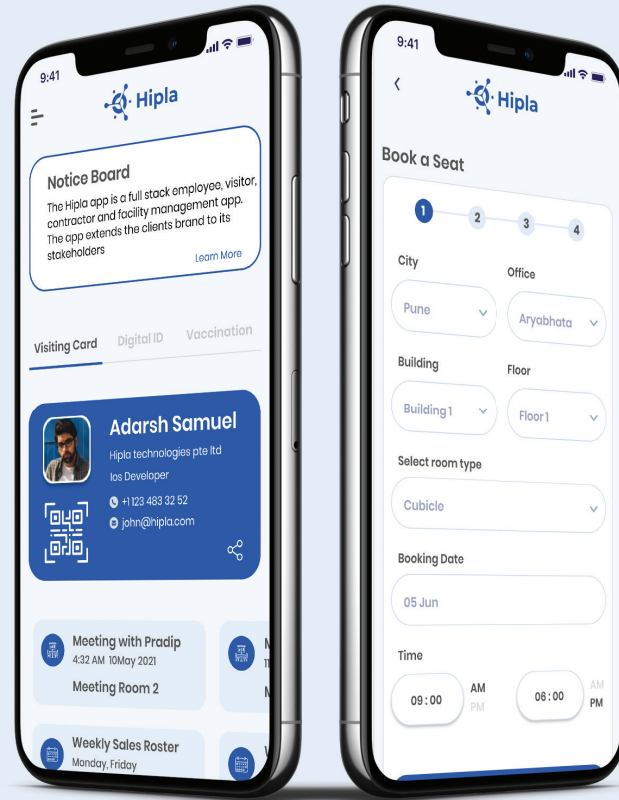
Facial recognition - driven attendance, automated. temp/mask detection checks for all employees

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.



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