

Smart Wayfinding Solution for A Mega Mall

Revolutionizing visitor navigation and experience in a large mall through interactive digital wayfinding

Transform Your In-Mall Experience

The Client

A mega mall in South Asia with 300+ stores, entertainment zones, and expansive dining areas. While it attracted heavy daily footfall, navigating the vast space was frustrating for both new and regular visitors, leading to poor experience and rising pressure on ground staff.

The Challenge

The size and configuration of the mall had started to undermine the smooth experience it once enjoyed. Frequent operational and customer experience problems were:

- **Visitor Disorientation and Delays-** Numerous guests were unable to find stores, food courts, or restrooms, causing complaints and extended dwell times in non-retail spaces.
 - **Heavy Reliance on Floor Staff-** Security and concierge staff were busy responding to repetitive questions, taking away from their time available for more substantial help and crowd management overall.
 - **No Centralized Movement Insights-** Lacking real-time foot traffic counting or journey mapping, the marketing and operations teams at the mall had minimal insight into patron behavior.
 - **Inflexible Store & Event Updates-** New store openings, short-term closures, and recurring events were frequently overlooked by customers due to the lack of readily available, real-time updates.
 - **Limited Accessibility Support-** Shopping at the mall continued to be challenging for seniors and mobility- or vision-impaired visitors, resulting in uneven and unequal experiences.
- **Visitors struggled to locate stores and amenities**
 - **Staff overwhelmed with repetitive navigation queries**
 - **No data on visitor movement or behavior**
 - **Store updates and events often went unnoticed**
 - **Lack of accessibility for seniors and differently abled guests**

The Solution

Damco worked with the operations and IT teams of the mall to launch a responsive, data-driven navigation solution that served multiple visitor requirements and dynamic management needs:

 Interactive Digital Navigation	<ul style="list-style-type: none">• Well-positioned kiosks and a smartphone-friendly interface enabled easy navigation between all floors, zones, and essential amenities.• Multi-language support made it accessible to both local and global visitors.
 Real-Time Data Integration	<ul style="list-style-type: none">• Information, availability, and event updates were dynamically synced from the internal systems of the mall.• Visitors were able to instantly see open stores, current promotions, and the closest amenities without the need for staff intervention.
 Voice Guidance and Accessibility Features	<ul style="list-style-type: none">• Voice-guided navigation led users turn-by-turn with screen-reader support and reduced routes for differently abled users.• Wheelchair-accessible and elevator-only routing choices enhanced accessibility throughout the mall.
 Admin Console for Store Managers	<ul style="list-style-type: none">• An auto-update backend empowered store owners and event teams to modify listings, hours, and promotions in real time.• Cut the bottleneck of approvals from a central point and facilitated quicker visitor-facing updates.
 Operations & Marketing Analytics	<ul style="list-style-type: none">• A backend layer logged heatmaps, visitor traffic, dwell-by zones and hour of day.• This empowered teams to optimize store placements, staff more effectively, and target campaigns with greater accuracy.

The Benefits

The intelligent wayfinding platform provided instant operational benefit and long-term experiential value:

- **40% fewer visitor complaints** regarding wayfinding and navigation
- **50% decrease in floor staff reliance**, allowing teams for more value-add activities
- **3X more precise visitor movement** insight for planning and marketing decision-making
- **Enhanced accessibility for senior citizens and differently abled visitors** in all zones
- **18% increase in event area foot traffic**, fueled by active promotions through the navigation system



It's Time Your Foot Traffic Worked Smarter.

Reimagine Your Customer Journey

About Damco

Damco Solutions is a trusted technology and digital transformation partner for businesses around the globe. We engineer software products, create new digital experiences, modernize applications and automate business processes for greater agility and business growth. With 29+ years of leadership in software engineering and digital solutions, our mission has remain constant - complete client success.

**Contact us for more information
on Damco's Offerings.**

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