Cleverpod

Utilising high definition video capture technology, combined with any of the Customer Clever recognition products, CleverComm allows you to digitally capture and profile every one of your customers whilst collating vital business intelligence and enabling you to communicate targeted content directly to them

- The cloud-based CleverComm CRM database holds the specific customer information and images

- takes inputs either directly into the system through our enrolment app, CCEnrol or from an existing client database

- provides targeted content changes to digital screens upon identification of specific individuals

- the cloud-based nature of CleverComm allows the customer database to be managed centrally and deployed, in real-time, to multiple sites

- is designed to work with CCPod, a state- of-the-art, fully brand-able data capture pod and modular display system that can also hold products, leaflets or even a digital marketing screen

Testimonial

"We've introduced facial recognition into Hereford Leisure Centre in order to improve operational efficiency and boost customer satisfaction. On top of facial recognition access control to the gym, three fully branded CleverPods have been installed so members can check themselves into fitness classes. This cuts down queuing time at reception, freeing up staff to focus on other tasks and allowing them to be more accessible to members. We're delighted with the Pods as they add a real benefit to the customer experience. The facial recognition access control into our gym ensures only members are allowed in, doing away with the need for membership cards which can be forgotten, lost and most frustratingly, shared. Both staff and members have embraced the simplicity of the new system and following its successful implementation, we're now planning to roll it out across other Halo sites"

Iain Hayes, Operations Director, Halo Leisure

halo

Check IN & Work OUT

Who needs a card when you have a face!

RECOGNISED BY
Customer Clever
Biometrics Applied

Customer Clever
Biometrics Applied

White light

2.5m

1.5m

Accuracy

Identification accuracy of 99.42%*

This can only be achieved by:

• Ensuring the face is illuminated by a dedicated white light (300 lux+ is a good level). Shadowing or back lighting will impact the accuracy

• Ensuring that at least 75% of the face can be seen and at no more than a 10-degree tilt. Cameras should be placed at 1.55m – 1.8m where possible (up to 2.5m), with the exception of access control where it should be always be placed at 1.55m. The camera should always sit in corridor mode

• Ensuring a pixel density at the point of detection of at least 833px per metre

• Ensuring the enrolment image has a minimum pixel density of 150px x 150px and that the face is not obscured by glasses, hats, hair etc.
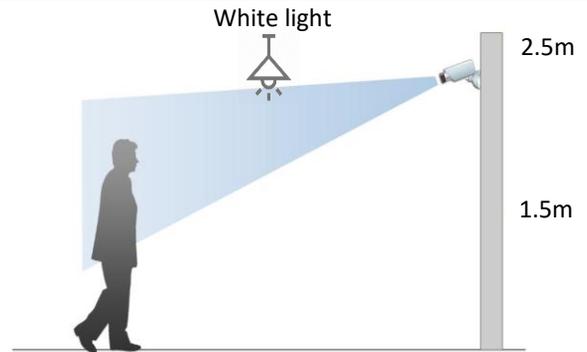
Technical specification

PC: Intel Core i7, Windows 10
CPU: 4xCores 3.2Ghz, Ram: 16GB
GPU: NVidia GTX1050Ti

CAMERA: good quality images, at least 1080p, glass optic megapixel lens with edge correction. Maximum field of view 90-degrees with vari-focal lens

INTERNET: permanent network connection; minimum 2MB down / 512KB up.

INTEGRATES WITH VIDEO MANAGEMENT SOLUTIONS:

GDPR considerations

You, as the client, are the data controller and operator so must be registered as such with the ICO via their website

All of the data, images and personal details captured are solely held on your premises and behind a secure firewall. You should have a clear GDPR and Data Protection policy for your management of the data

Customer Clever does not hold any data

You should complete a Data Protection Impact Analysis (you can find forms and information on ICO website in regard to this) for introducing face recognition

You should engage with internal and external customers to inform them that you are introducing FR and have signage explaining that you are introducing this. They will need to read and accept a privacy notice which explains how you keep their personal details secure

The enrolment app for taking photographs should have a GDPR prompt on it which needs to be accepted before proceeding to enrol a user into the system. The system simply requires a photo of the individual to be held plus a unique identification code. This could be randomly generated. You can hold names, but this is not essential.

*Based on 1,777 end users assessed through an existing FR client with client database of 75,000, May 2019