

Indoor navigation and Shopping List Integration with Beacons

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consumer products & retail solutions centre

Capgemini's "Making the Digital Connection: Why Physical Retail Stores Need a Reboot" 2017 study

reveals 70 percent of digital shoppers still want to touch and feel products before they buy. Hence

merging in-store with out-of-store is a major priority of today's Store Transformation programs.

However the same study suggests that 54% of the retail executives surveyed admit that they have been slow to digitize their physical stores.

The challenges before retailers are the following –

1. How to embed more online features in-store
2. How to make stores do more beyond selling

Solution details:

Using a mobile app, customers can browse through the catalogue & can add items in his/her shopping/wish list. As the customer comes into the store, BLE beacons identify the customer walking in & opens up a store map highlighting the zones where items in shopping list can be located. As the customer walks through the aisles, based on preferences, he/she is alerted to deals which might entice him/her to buy more

Business benefits:

Improve convenience

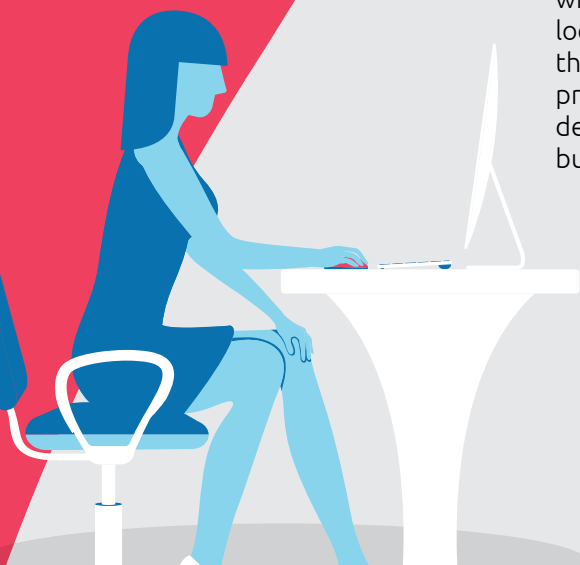
Wherever they are in the store, shoppers can use their smart devices to navigate to the products they want, enhancing the ease and convenience of their shopping experience.

Increase dwell time and give new reasons to buy

With location-based promotions and notifications, customers are more engaged, likely to stay longer, and more inclined to make a purchase.

Gain in-store insights

Your Indoor positioning system provides location data to optimize store layout, improve flow, and evaluate the effectiveness of marketing campaigns based on how customers are using the space.





About Capgemini

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