

NEUROMOBILE

This company develops technology that facilitates management, commercial revitalisation and marketing in urban commercial areas, city commerce, tourism, retail and shopping centres.

It has projects underway in various cities, displaying management indicators when rolling out activities.

www.neuromobile.es



DINAMIC URBAN COMMERCE (DUC)

DINAMIC URBAN COMMERCE (DUC) provides local and destination managers with a **multi-service citizen card to facilitate the provision of hyper-personalised services that improve citizens' and tourists' experiences** in their daily lives. They also supply a source of real-time data and relevant analyses to provide information for administration and planning, and for other agents within the urban ecosystem.

DUC is a cross-cutting platform that provides city management indicators, covering all sectors and stakeholders, business, services, associations, public administration and public services.

- A modular platform as per requirements
- Smart CRM with a single behaviour record
- Multi-channel digital communication system (apps, websites, etc.)
- Dashboards of indicators based on Big Data, consumption and interactions with the destination
- Modules on winning loyalty, customising attractions and personalising services
- Survey and citizen participation system
- Integration with other digital assets

Currently the most comprehensive tool for interacting with citizens and tourists, and developing indicators that improve and revitalise local economic activity. It covers everything from a system for collecting data on passes, citizen participation, bookings and service sales to the automation of actions based on behaviour.

DUC is a robust and profitable cloud-based platform that combines multiple digital tools and advanced functionalities in a single tool. It simplifies complexities and the cost of connecting citizens with the services, information providers and local stakeholders within the city.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

