

## **How Hipscan Improves Retail Business**



Hipscan has certainly worked hard to establish themselves as leaders in the QR coding industry, and it seems like the QR codes produced by the company are everywhere these days. A number of top companies have chosen Hipscan.com to create their QR codes, and the company is now venturing forward into mobile site design to help businesses make the most use of these codes. QR codes are cropping up everywhere in the retail industry, from grocery stores to mobile phone companies and coffee shops. But what is the impact of the codes? Are they proving to help increase revenues or just showing off a technology that many are still unfamiliar with?

In looking at the impact of QR codes on various businesses, we can take the standpoint of Tesco, a virtual grocery store located in Seoul, South Korea. This store is unique in a myriad of ways. It is identical to every physical grocery store owned by the company, but the difference is that all of the shopping takes place via QR code. Shoppers have access to a complete inventory, and when they find an item they wish to add to their shopping cart, they simply take a photo of the QR code and scan it with their smartphone device. The item is automatically added to the shopping cart, and when the customer has finished, they simply pay online for all of the scanned items. Shortly after payment has been made, the groceries are delivered, all without the customer having to spend time on public transit, carry huge bags into the house, or even leave home, for that matter.

But has this business model proven successful, or is it more of a novelty option that makes great fodder for unique news stories? Believe it or not, Tesco Homeplus has experienced an absolutely astonishing sales increase. Sales have gone up over 130% for the company, and as QR marketing takes off, it seems that the business model is also drawing a lot of copycat attention. QR codes are changing the way that modern retailers do business, and many are starting to see that survival in today's market is likely to necessitate the need for these codes. Simply put, a QR code (created for free at Hipscan.com) is more than just an advertising tool, it is the best way to do business in today's society.

Hipscan has proven to offer a number of other unique opportunities for retail clients as well. Many clients are using the codes in decals on their doors. When users take a snapshot of the code on a reader enabled smartphone, they are able to access specials that they can instantly share with their friends, helping to create a unique form of viral marketing. It has also become commonplace to put a Hipscan on a product or on the advertising surrounding a product in a store that will lead users to an informational video, nutrition info, product specs, and the like. It is also possible for stores selling furniture or other items to use the codes to market how-to or installation guides to make it easier for consumers to access much needed information. Retail businesses have been in desperate need of the ability to reduce payroll costs and increase store efficiency, and QR codes that can provide answers to common questions or eliminate the need for as many cash registers are certainly proving to be the ideal solution for this need.

