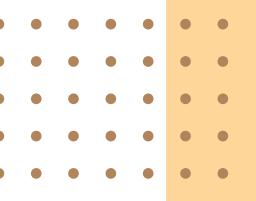


ODORE

Private and Confidential



Problem

Due to the current COVID-19 outbreak, there has been a tremendous disruption of goods such as alcohol-based sanitisers and masks. Suppliers are boosting output to match demand, as supplies diminish due to “stock-piling”.

There is no way of tracking who is receiving which essential products, and how many times they are receiving them. Further, despite large media efforts, customer knowledge on the full scale of the outbreak is limited, and requires further educational measures.



Solution

We have developed dispensing devices to be deployed within the UK in order to combat the spread of the virus. This creates a mechanism to track and distribute products such as hand sanitisers and masks, whilst showcasing the latest government initiatives and other educational measures.

The purpose-built devices have been introduced to reduce human contact, whereby a customer scans a QR code on screen and completes a short questionnaire on their mobile device highlighting key symptoms, and other experiences. Following this, the customer would receive the essential hygiene item immediately, which includes sanitisers.

This non-profit initiative creates a mechanism to track the distribution of essential products, whilst also providing a platform to showcase the latest governmental educational measures and advice. Odore's data analytical capabilities will analyse the data collected which includes symptoms and other customer experiences, feed this information back to governmental agencies to monitor the signs and symptoms, with a goal of getting one stop closer to stop the spread of the virus.



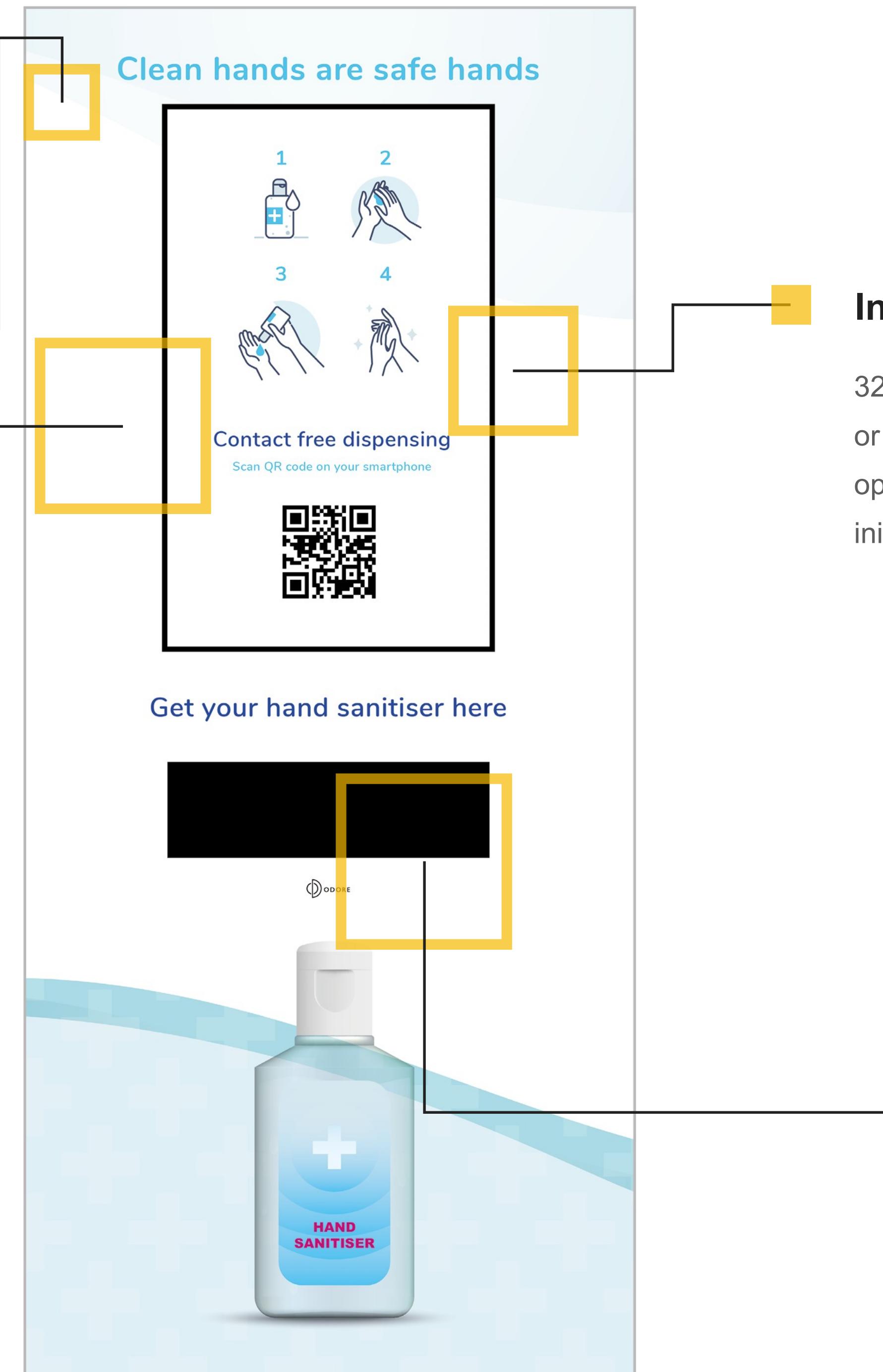
Product

Strategic placement

Install the devices in locations where customers would need your products the most.

Customisable

Add your company branding to the outer shell of the device to maximise visibility and capture your customer's attention.



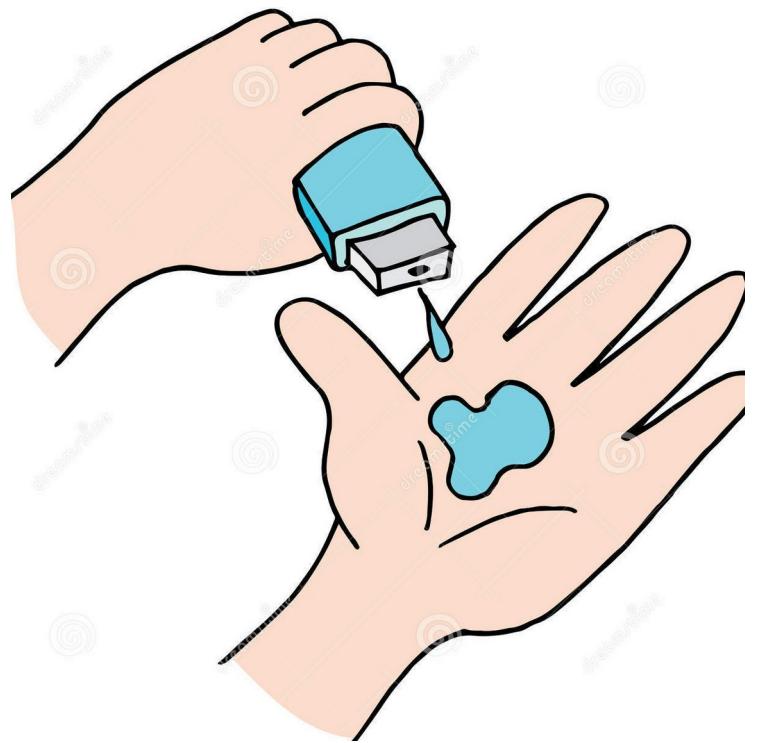
Interactive display

32 inch screen that is able to play any video or image when idle. This gives you the opportunity to educate customers on your initiatives as well as offer hygiene advice.

Versatile product distribution

The devices are able to stock products of a wide of shapes and sizes.

Benefits



Optimise distribution

Ensure your products reach more people by placing these devices in multiple locations across the country.



Data

Demographic information to show who is receiving the products giving you the ability to track where products are going.



Frictionless

QR Code scanning minimises human contact and touch through customers completing information on their own smartphones.

Frictionless

To ensure the highest levels of hygiene and reduce the spread of any virus, customers can interact with the device without the need to touch it. They would simply need to scan the QR code on the device screen, and proceed.



Integrate with any application and accept payment (if required)

Integrate our software with any application, providing seamless interaction for your customers. You also have the ability to integrate almost any payment platform.

QR Code

We can also display a QR/barcode on the screen. The customer would scan this code, and complete further information on their phone. This may include their symptoms, name, address, etc. After completion, the product would be distributed from the unit.

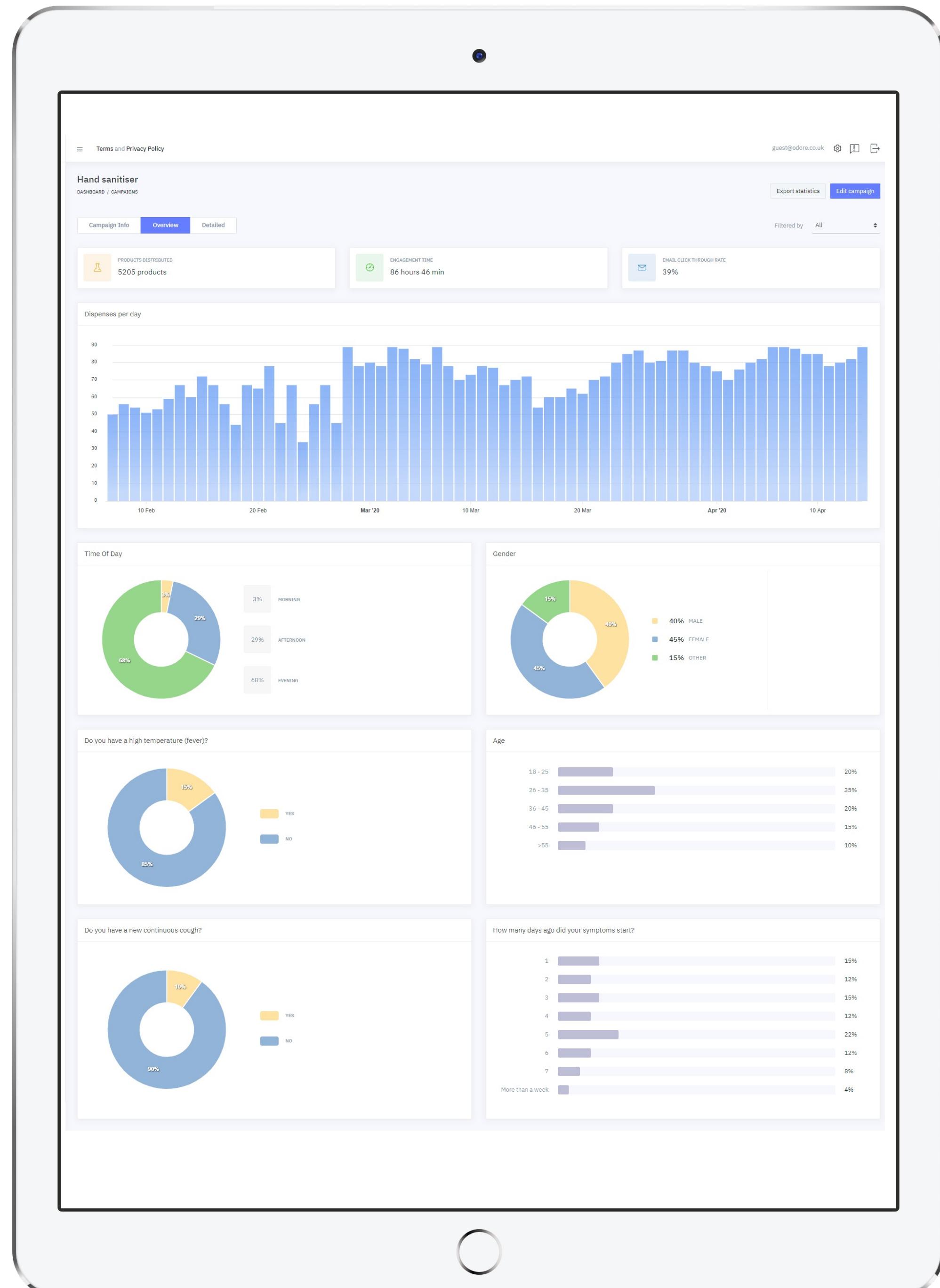
Data

Key customer data is instantly gathered and uploaded to our portal where you can visualise and download the data. Key learnings can be ascertained from the usage of these devices and we can provide detailed reports analysing the trends of customer usage.

Live Analytics

Bespoke Dashboard

Track your campaign performances on your bespoke dashboard. This gives you the ability to see how many products are being distributed daily and precisely who received them. You can also collect further valuable data.



Demographic information

Gather valuable data on your customers such as age, gender, preferences, and more.

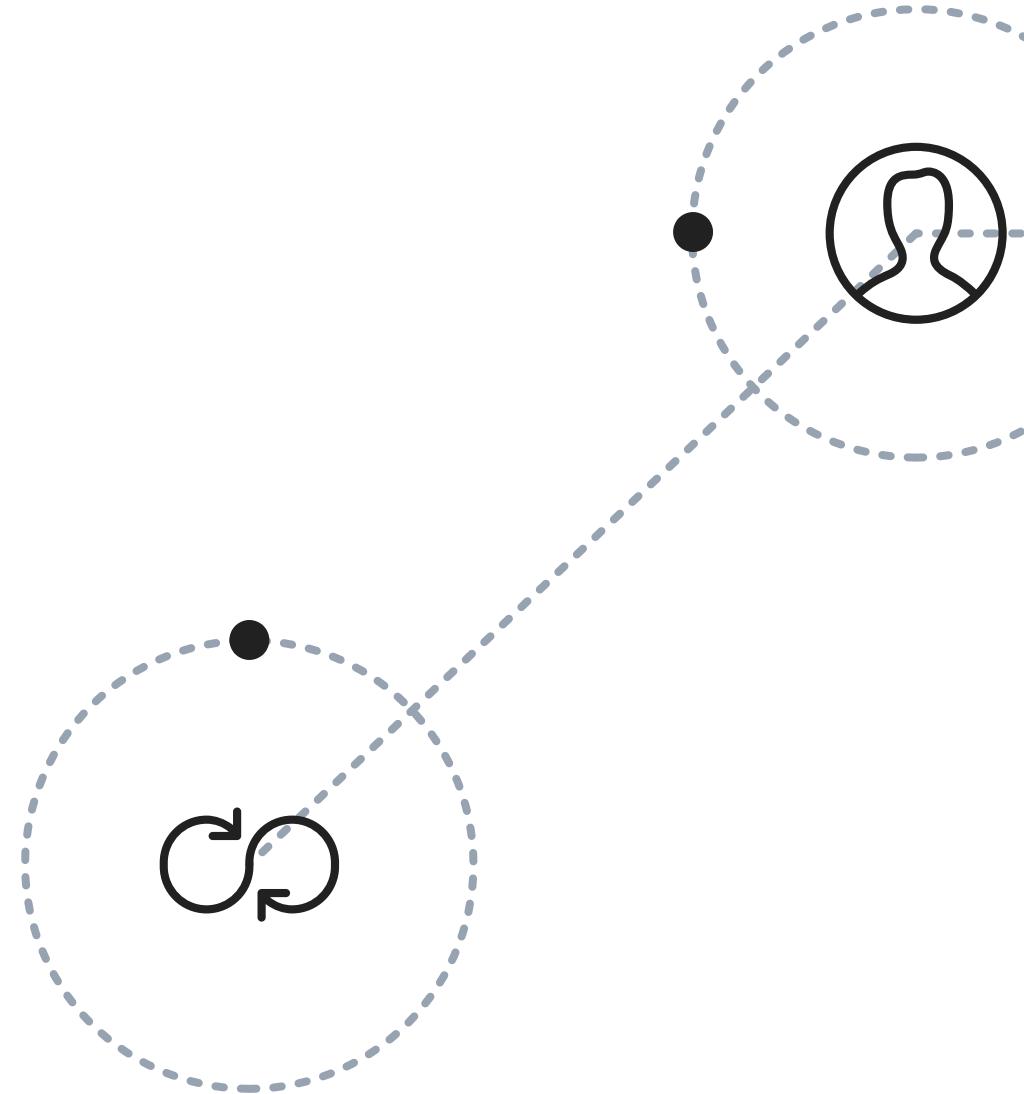
Symptoms checker

As part of the customer journey, you have the ability to ask your customers whether they are experiencing certain symptoms. This data will be available to you in real time, giving you the ability to recommend treatment and prevent any virus spread.

Customer flow

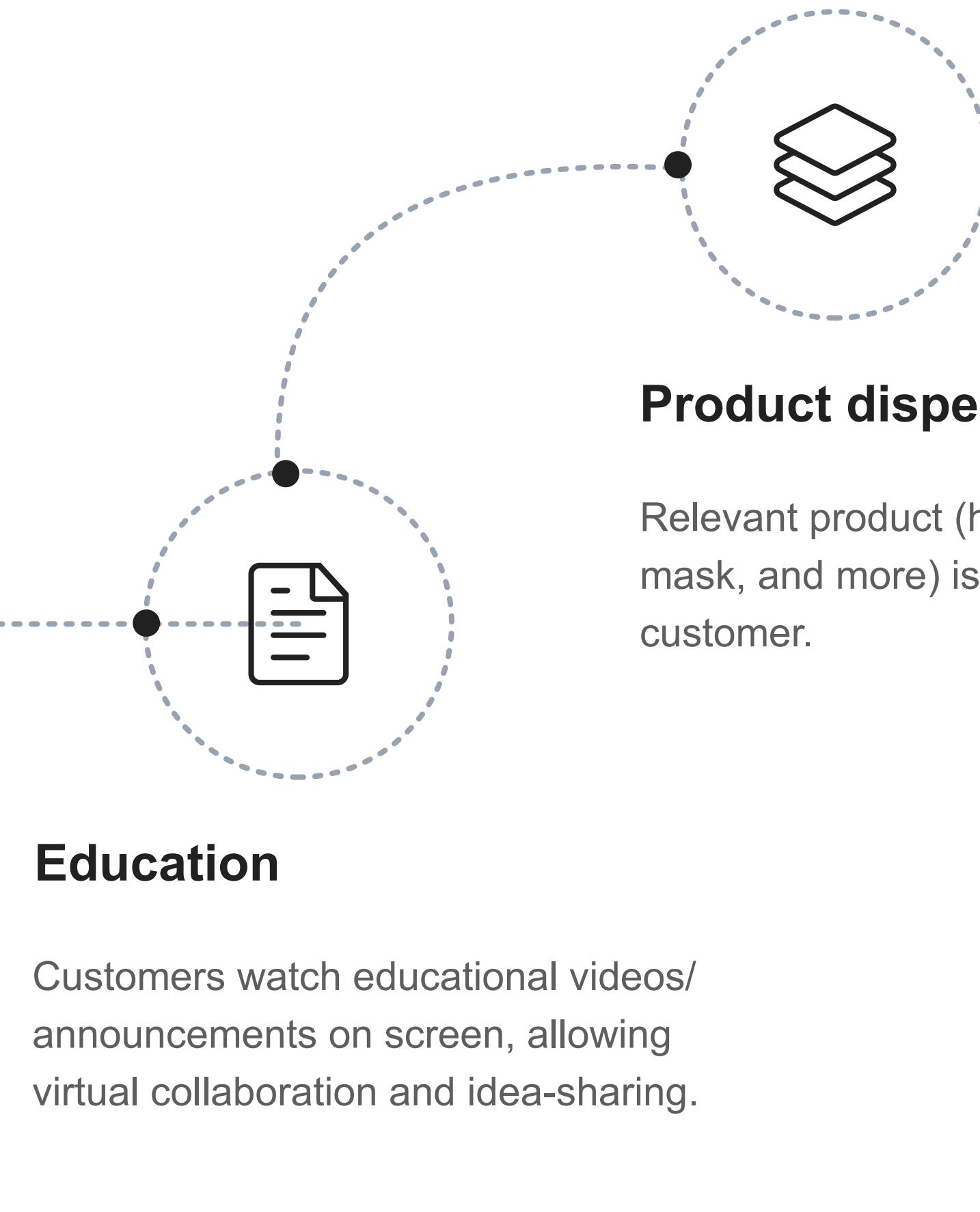
Personal Details

Customers enter their details on their phone, along with any requested further information/questions.



Frictionless Interaction

Customer scans QR code displayed on the device's screen.



Product dispensed

Relevant product (hand sanitiser, face-mask, and more) is distributed to the customer.

Education

Customers watch educational videos/announcements on screen, allowing virtual collaboration and idea-sharing.

Development

Design and Development

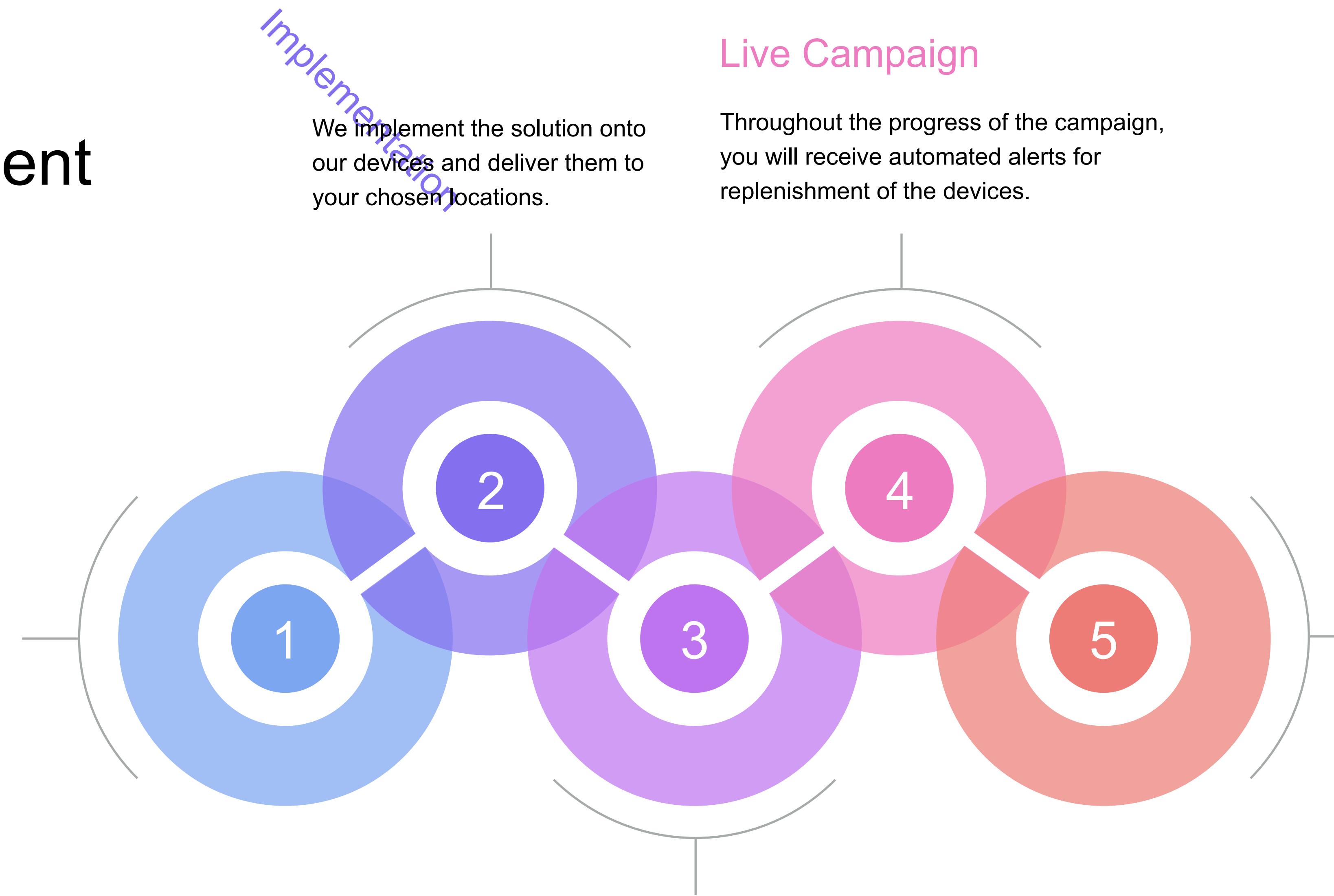
We work with you to design the most effective experience that gathers the data you require.

We implement the solution onto our devices and deliver them to your chosen locations.

Live Campaign

Throughout the progress of the campaign, you will receive automated alerts for replenishment of the devices.

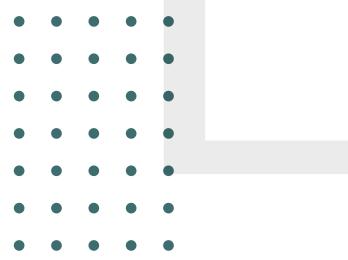
Through an onboarding call, we demonstrate the features of our portal, and how you can instantly access the data gathered.



Data
Data can be downloaded at any time.



Trusted By...



L'ORÉAL
PARIS

SEPHORA

Christian Dior
PARFUMS

GUERLAIN

LVMH
MOËT HENNESSY, LOUIS VUITTON

AZZARO

CLARINS
PARIS

ARCADE BEAUTY
A CENTURY OF DISCOVERIES

Miller Harris
PERFUMER LONDON

Aptar A stylized 'A' or arrow-like shape composed of three horizontal bars of decreasing length from left to right.

WelleTM

Thank You

We look forward to working in collaboration with you by forging a long-term, mutually beneficial and successful partnership.



info@odore.co.uk



2 Portman St,
Marylebone, London
W1H 6DU