



Live Customers - Smart Retail



Function: Supply Chain, Retail

Processes: Marketing, Order Management, CRM

Industry: Retail

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Business Driver

An Internet of Things (IoT) solution can help address many of the business challenges that today's brick and mortar retail stores face, such as cart abandonment, stock-outs, and shrinkage. Other challenges include predicting what marketing campaigns will be effective, understanding customer behaviour and tracking customer satisfaction.

Solution Overview

The solution for retail stores automates merchandising, optimizes supply chain, provides outstanding customer service and personalized marketing. The solution revolves around a customer UI mobile app as well as a store employee UI app which interacts with sensors like beacons and RFIDs.

Features

Leverage a combination of

- ✓ Existing online intelligence (SAP and other technology tools)
- ✓ In store Customer Identification using beacons
- ✓ In store product location identification using RFID tags
- ✓ Advanced analytics techniques

Smart Retail IoT mobile app installed on customer mobile

- ✓ Enables e-checkout
- ✓ Shows nearby products
- ✓ Notifies personalized promotions
- ✓ Tracks customers inside the store
- ✓ Facilitates Help on Demand

Potential Benefits

- ✓ Reduce cart abandonment with automatic checkout
- ✓ Effective marketing through personalized promotions and targeted advertising
- ✓ Enhanced customer service delivered by live customer support and allowing customers to view nearby promotions/products
- ✓ Powerful analytics based on customer activity, presence and buying pattern



IoT

- RFID tags
- Beacons



Analytics

- Predictive Analytics
- Real time analytics