

Live Customers – Smart Retail

Function:

Supply Chain, Retail

Processes:

Marketing, Order Management, CRM

Industry:

Consumer & Industrial Products – Consumer Products; Retail, Wholesale & Distribution

Business Driver

Challenges facing brick and mortar retailers, such as

- Cart abandonment
- Stock-outs
- Shrinkage
- Predicting marketing campaign effectiveness
- Understanding customer behaviour
- Tracking customer satisfaction

Solutions Overview

An Internet of Things (IoT) solution for retail stores automates merchandising, optimizes supply chain, provides outstanding customer service, and personalizes marketing. Key components are a customer UI mobile app and a store employee UI app which interact with beacons, RFIDs, and other sensors.

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
- Reveals personalized promotions
- Tracks customers inside the store
- Facilitates help on demand

Potential Benefits

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



IoT

- RFID tags
- Beacons



Analytics

- Predictive analytics
- Real-time analytics

For more information contact
sap@deloitte.com