

CONNECT your customers

COLLECT information about their behaviour

ENGAGE with them through advertising and promotions.

**We Turn Your Wi-Fi Social and bring new traffic to your store!**



## RETAIL

Engage with customers and keep them coming back to the store with an unforgettable digital experience. Make connectivity so simple and inspiring that customers become brand ambassadors.

Knowing who your customers are and what they do digitally in store helps you interact better, deliver outstanding service and design smarter through context-appropriate promotions.

Integrate on-line with in-store shopping experience to change your shoppers into faithful customers who will be welcomed back every time they connect.

### RETAILS NEEDS

- Easy connection for customers
- A flexible and scalable architecture for store of any size
- Compatibility with every device
- A personalised digital environment
- Analytics reports on shoppers behaviour & journey
- Creation of highly focused marketing campaigns
- To push messages to the visitors' devices (promotional offers, real time & location relevant information)
- Leverage and measure customers satisfaction
- Legal obligation compliance

### CUSTOMER REFERENCES

More than 650 references

### THE UCOPIA SOLUTIONS

- Easy on boarding combining flexible personal data collection (self registration, social media authentication) as well as automatic re-authentication
- Flexible architecture and cost effective deployment model allowing hundreds of stores to be managed from a single datacentre
- Fully customisable in store digital experience
- Customer data collection and analytics
- Web injection to provide context relevant information to customers and enable marketing campaigns.
- Ensure compliancy with the law (store connection data)