Transforming Shoppers In Store Experience

Using Technologies – Vision AI, IoT and Mobility
About Us

• ConsultIT™ Technologies, Delhi NCR based, established 2012, key focus on IoT, Location Analytics, Mobility and AI.
• Registered under Startup India, MSME, NSIC
• Quality Certifications from ISO QMS, IT Security and Help Desk; 9001, 20000, 27000
• Launched four products under FutureInDigital™ integrating IoT, AI, Cloud and Mobility technology stacks
  • Next Generation Malls – For In Store Customer Delight and Navigation
  • Proximity Reporting – Integrate with Oracle EBS – Get Insights on warehouses, Plants, Asset just by your proximity
  • Smart Objects – Enable your electronics, white goods advertise themselves
  • Smart Mirror – Revolutionise the next Garment Trial Experience
“A Shoppers Pain Points”

**Forced Window Shopping Syndrome**
- Must be Expensive
- Too crowded not for me
- Right Product = My Preferences
- Customer Price Delight Point = Price of Online plus comfort of immediate delivery

**Bad Luck Syndrome**
- Missed Happy Hours
- Late, all the good ones are gone now left are the ones I don’t want

**I am ME**
- Generalized Offers X
- Tailor Made Offers “Yes”
- If I can’t find you I may as well forget you – No Endless Walking
“The Retailers Pain Points”

Window Shoppers Only Today
- Passed by

Trial Seekers
- Tried didn’t buy
- What do they want, maybe the price!!
- Can I give a offer but only to some genuine buyer within reach

Promotions and Referrals
- Customers know their friends preferences why cant they just refer something that matches
- I am a small shop, cant have expensive AD work, the static banner is no good
“Is there a Technology Solution” YES

- **Proximity Offer**: 1m to 10m
  - Mobile Advertisement Panel – LCD, Projector, 3D Projector
  - Customer Profiling
    - AI, Preferences, Past Purchases
  - Special Discount
  - Informative Alerts / New Arrivals Personalized
  - Social Integration

**SMART SOLUTIONS**

- Clothes
- Food
- Electronics
- Movies
- Shoes
- Fashion Accessories
FutureInDigital™ SmartShops Concept

• Enablers
  • Mobile and Bluetooth
  • Digital promotions, "Selfie World"
  • Vision Analysis using AI
  • Intuitive Mobile Applications
  • Rich Analytics.
  • Guaranteed RoI
  • Dynamic Advertisement COMPETE with Online Ads in Brick Mortar Store
  • Easy Navigation / Directions
Analytics – Answering Hidden Questions

• Today a traditional mall manager has a knowledge GAP
  • How many customers spend how much time in a section of a mall, floor of a mall or in front of a shop.

• Does it matter to us as Mall Facility Managers – It does

• Food for thought
  • People spend more time during afternoon in the Food Court – NO BRAINER
  • A shopper spends one hour before making a sale – Insight
  • In case of low crowd the shopper spends less than 30 minutes per sale - Insight
  • A person changes food preference when he is in a age group of 40-50 every time but remains consistent in the lower age group – Insight
AI vision@work

A Selfie clicked using our Mobile App and Uploaded

- Couples
- 10% Off on purchase of two tickets
- New Arrivals – Black Jackets
- Prefers Black
- Wears Casuals – Jackets
- Likes Burgers
- 10% Off for today on Burgers
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CINEPLEX

select point

Bingo BURGER
Summary

✓ Customers
  ✓ Get best discounts
  ✓ Remain Informed on new Arrivals
  ✓ Share offers with friends
  ✓ Tailor Made Highly personalized

✓ Sellers
  ✓ Meet Customer Expectations
  ✓ Target right – Ensure higher convert ratio
  ✓ Advertise from your mobile phones – Play on Projectors, 3D walls Mitigate Big Shop vs Small Shop
  ✓ Time based Spot Offers
  ✓ Get Digitally connected – FB / Twitter

✓ Facility Managers
  ✓ Higher Foot Falls
  ✓ Transition to Smart Malls

✓ Technology Hallmarks
  ✓ Use Technology – AI, IoT, Mobility to reach your customers precisely and faster
Q&A

• Reach out to us for transforming your real estate customer experience, if you are a
  • Multiplex
  • Shopping Center
  • Exhibition Center / Trade Fair

• FutureInDigital™ / Twitter / FB /
  • 9810266776 – Ravi
  • 9999214292 – Raju