



Smart Retail



Smart Retail Digitisation

RETAIL CHALLENGE



- Consumers are choosing multichannel buying experiences – **Low Loyalty**
- Customers expect a seamless experience – experience becomes more invasive and aggressive
- To attract customer loyalty, retailers need an experience that stands out and can be trusted
- A siloed marketing infrastructure makes it **expensive and unwieldy** to get your message across.
- So many technologies exist to drive marketing and sales, **but they don't seem to work together**

REQUIREMENT

- **Only in the combining of streamlined un-siloed data science, seamless cross-channel customer service and marketing, and authentic personalization, can retailers expect to create buyer experiences which can combat the fickle nature of the modern consumer.**



SOLUTION:

Single Retail Identification initiates an easy to use non-invasive retail solution greatly improving consumer convenience providing a true multichannel entry into both physical and online retail enabled through a single application.

SOLUTION FOR:

- Malls and High Street Managers
 - Retailers
- Clients / Consumers
 - Brands

OPTIMAL CUSTOMER EXPERIENCE THROUGH REAL-TIME CONVERGENCE OF SENSORS, ANALYTICS & COMMUNICATION

WWW

Link online behavior to physical retail actions

SERVICE

Track in store movement – where shopper spends time (in which department), dwell time

SELL

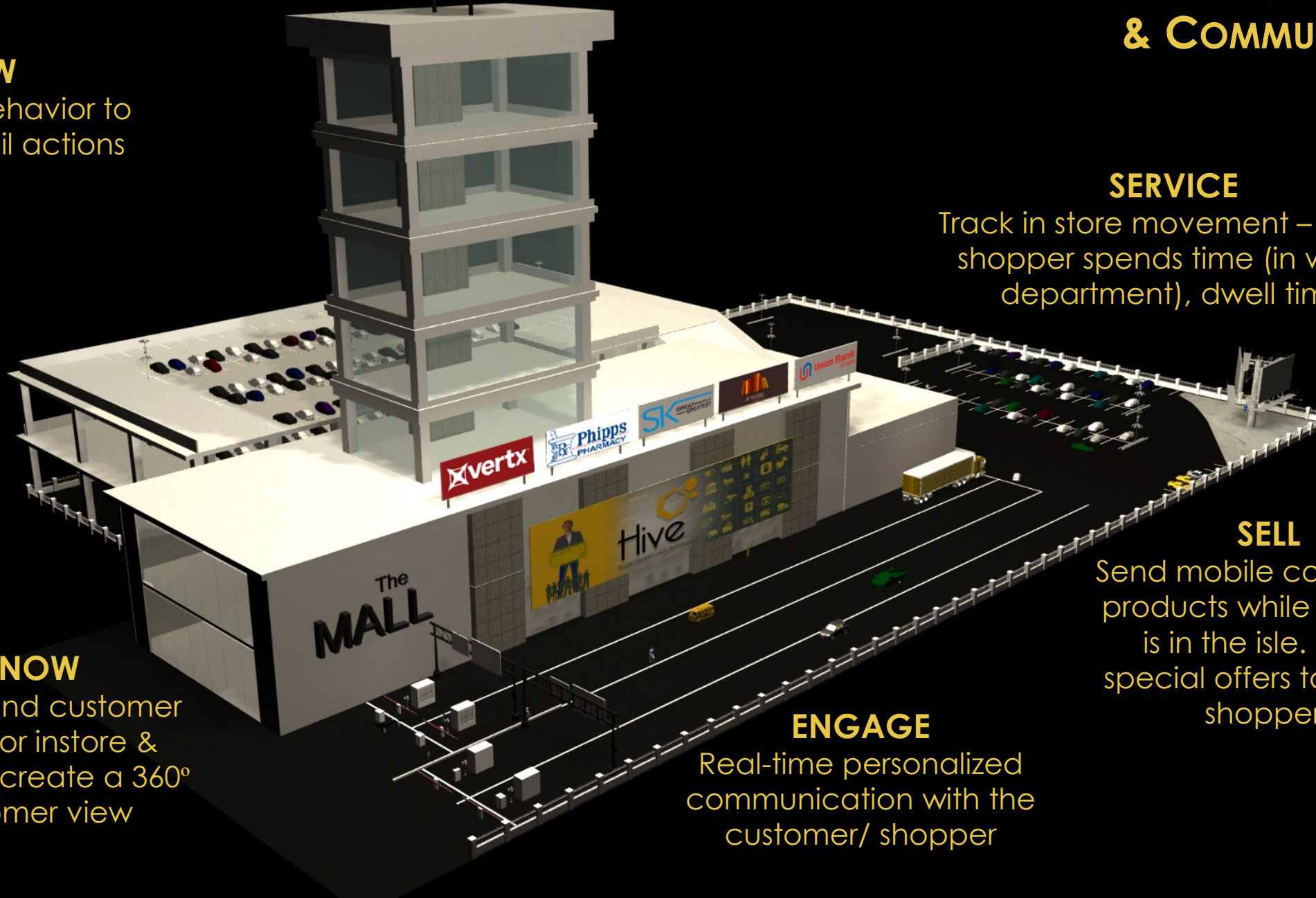
Send mobile coupon for products while shopper is in the aisle. Send special offers to attract shoppers

ENGAGE

Real-time personalized communication with the customer/ shopper

KNOW

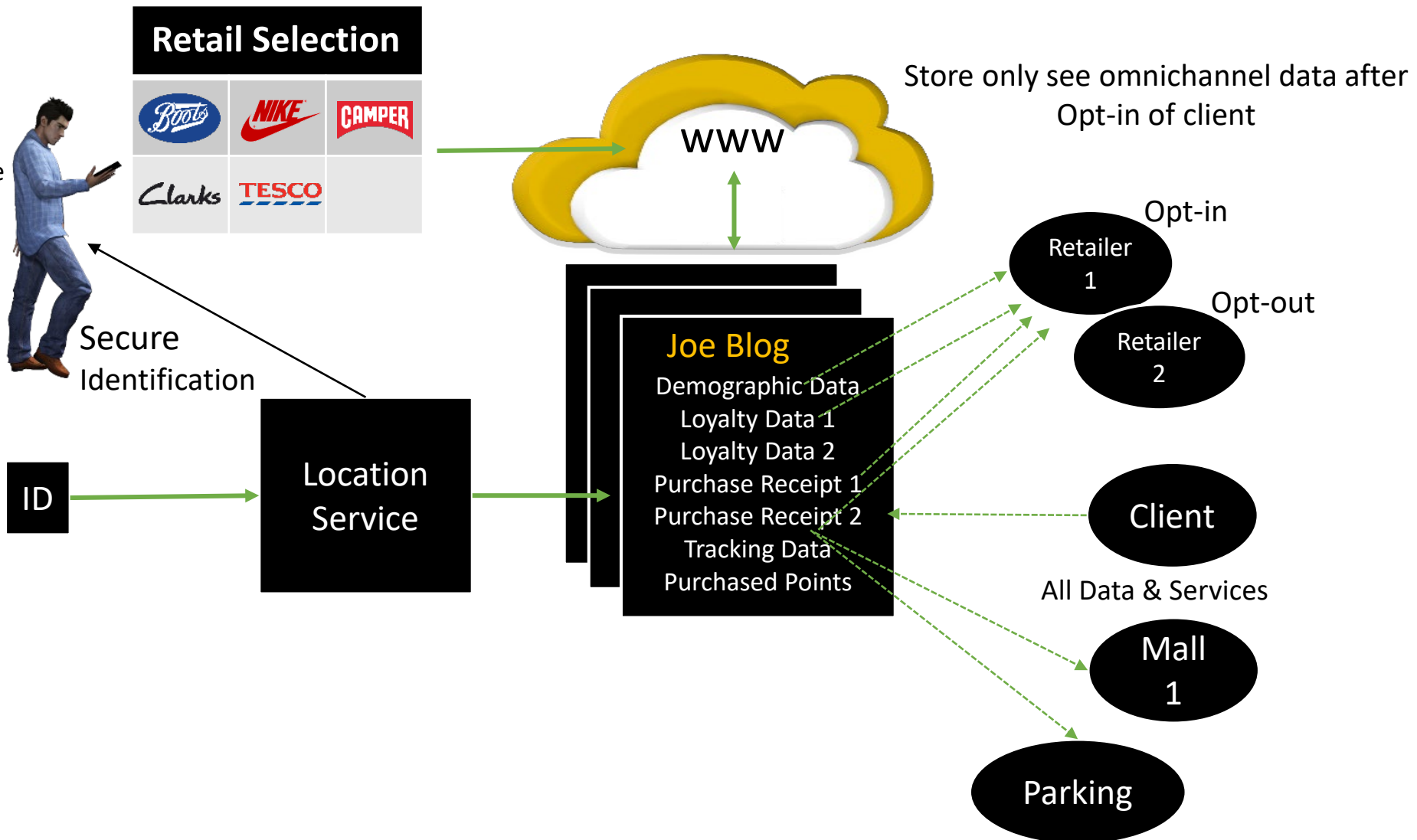
Understand customer behavior instore & online to create a 360° customer view



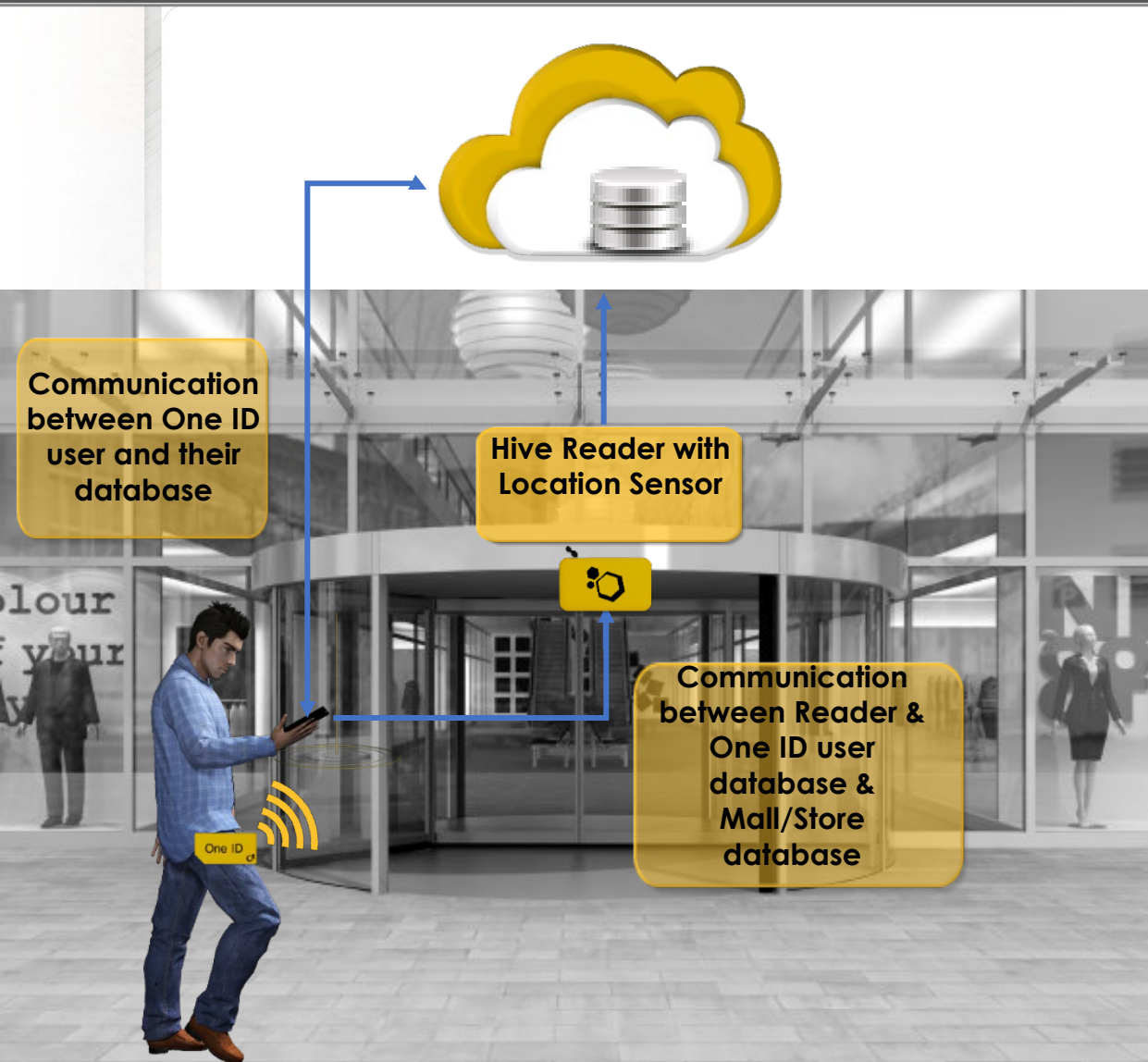
UNIFIED OMNICHANNEL RETAIL



Single Retail Application with www & location plugins (My Retail Dashboard where consumers opt-in and opt-out)



ONE ID – IDENTIFYING YOUR NEEDS



- When an owner of a Hive One ID arrives at the mall, they are immediately identified through their One ID.
- This opens the possibility of two-way communication between the owner of the One ID and the Mall.
- The owner of the One ID will receive a message on their cellphone app, asking whether they want to make themselves visible to the mall. If they agree, can be asked what the purpose of their visit is.
- The app will allow them to select what they are looking for. This allows the mall to send very specific communication to the visitor.
- When the owner enters a store the solution automatically becomes an in-store solution opening the retailer website as a plugin on the Hive Retail App. The retailer communicates with the shopper on the app or via messaging.

ONE ID – IDENTIFYING YOUR NEEDS



One ID user receives message guiding them to stores that keep the items they have indicated they are interested in and displays sites where sales are being held.



- They can now be directed to the stores that stock the items they are looking for. The mall can also inform them of relevant promotions and sales.
- The mall app can map out the most efficient path the visitor can follow to address their requirements.
- This will also allow the mall to collect data such as where in the mall the visitor spends time e.g. where they linger in front of a shop or in what department of a store, they spend their time.

A NEW FACE FOR LOYALTY CARDS



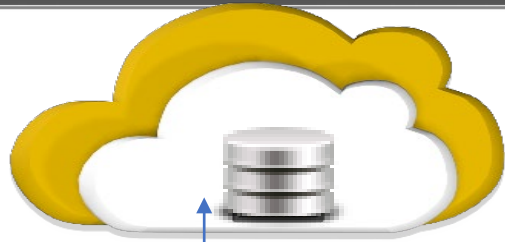
- The visitor can have a totally different shopping experience. Loyalty can be linked to Hive One ID and because the retailer have access to the unique client data the customer experience can be customized specific to the customer needs.
- The store can send the owner of the One ID specials on the phones app of items that match their pre-identified criteria or that they have previously purchased.
- The store can also send coupons and rewards to the user's Hive Retail App or cellphone using Hive One ID location.

One ID user receives message of points acquired or percentage discount earned.

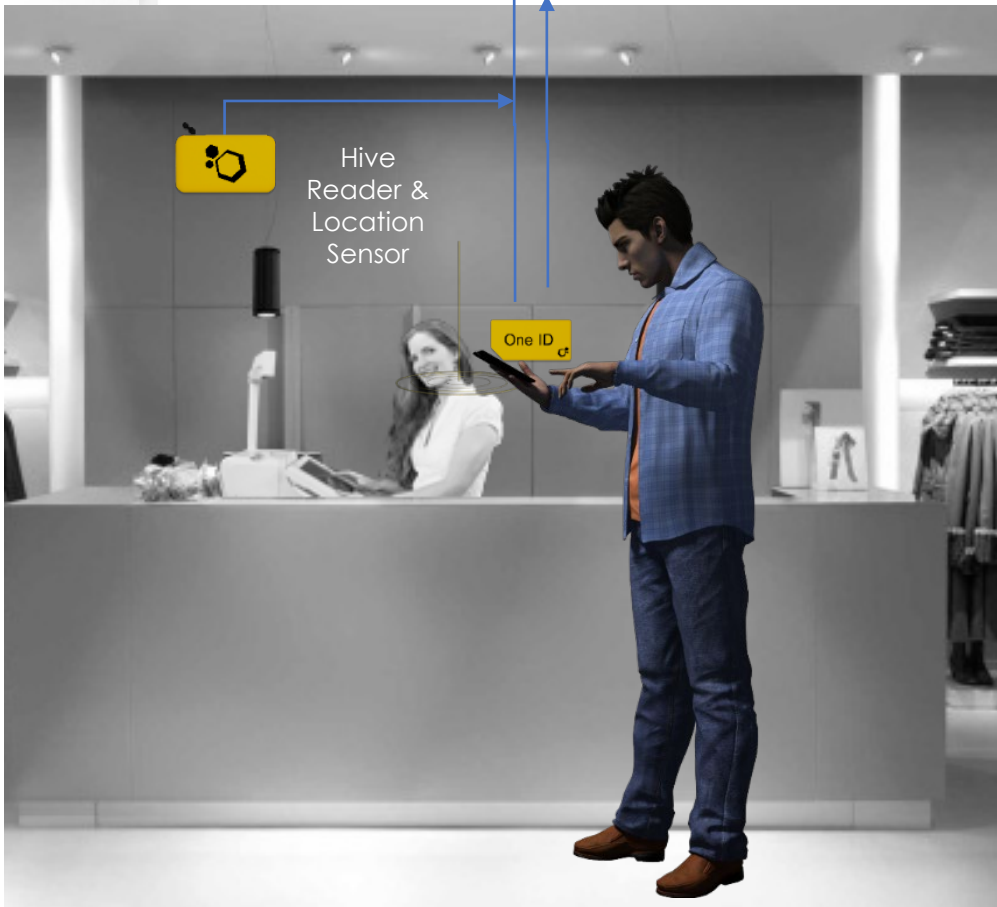


- Personal data is sent directly to The One ID User's database – making data such as points and store status available to be used by the same merchants in a different mall.
- Data pertaining to the Mall is stored to the Mall's database.

PAY YOUR GOODS USING YOUR HIVE ONE ID



- Purchases can be made using your Hive One ID.
- This happens through a combination of identification of the user and the location (Till point).
- The One ID will send a request to the user's database, allowing them to select the account from which they would like to make the payment. On approval of the request, payment will be processed in the background.
- While the payment takes place in the background the store can update the user's details and log the items purchased.
- The receipt will be sent to the user's specified IP address for accounting, tax, travel claims and warrantee purposes.



PAY FOR PARKING



- When shopping is complete, Hive One ID can be used to pay for parking.
- This happens through a combination of identification of the user and the location (Parking Boom).
- The One ID will send a request to the user's database, allowing them to select the account from which they would like to make the payment. On approval of the request, payment will be processed.
- Using the mobile application, the user can set a limit on payments that need to be approved which will allow for small payments to happen without authorization e.g. a parking /bus ticket.
- The receipt will be to the user's specified IP address for accounting, tax, travel claim.





Malls and High Street Managers

- Analytics
 - Heat maps by client demographics
 - Routes through facility
 - General analytics – Communities Served, Community Demographics, Interests, Preferences etc.
- Proximity Marketing and Information Services
- Staff and Security Management
- Asset Management
- Access Control ***

Landlords

- Attract the right tenants
- Charge the right rates



Parking Managers

- Payment through prepaid points or loyalty points
- Parking Availability

Overall Benefits to Managers & Retailers

- Measure Reactiveness
- Insurance evidence
- Analytics

SUMMARY



- Value of a clients combined data is incrementally more valuable to all parties than the same unverified data in the hands of multiple retailers and managers.
- GDPR compliant – Client choose to opt-in with a retailer and can change it on the fly.
- Retailers will only have access to client data when opt-in
- Same ID for physical and online channels. Loyalty be linked to the ID and a number of new innovative solutions becomes available as a result.
- Point of Sale integration allow retailers to upload the consumers purchases for warranty, accounting and analytics purposes. This strengthens the value proposition.
- Data is owned by client but made available to the required party on request (The aim is to service all stakeholders from a combined set of data. The data is only available when the consumer has opted in with the service provider. The data will remain in the larger solution for the client to use and should they opt-in again the history will be available unless they choose to clear it)
- With the client's permission all data stay available to Hiving Technology & Pearlai who will also use the data across multiple consumers for comprehensive depersonalised retail analytics.



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