Intelligent In-Store Mobile Shopping (IIMS)
Transforming your Customers' In-Store Experience

We are in the middle of a technology revolution that is happening in the area of mobile devices and applications: for example, studies show that there will soon be more mobile devices on Earth than people!

One industry that is seeing the maximum impact of this mobile revolution is retail. A very large number (some studies show as much as 60% - 70%) of smartphone owners are now using their mobile devices to shop online. Even while in the store, consumers are increasingly looking to use applications on their smart phones to retrieve information on product details, reviews, ratings from other consumers, and better deals from other retailers. If a better deal is available elsewhere, the consumer usually opts for it. Most retailers today are seeing the mobile and online revolution causing a negative impact to store sales.

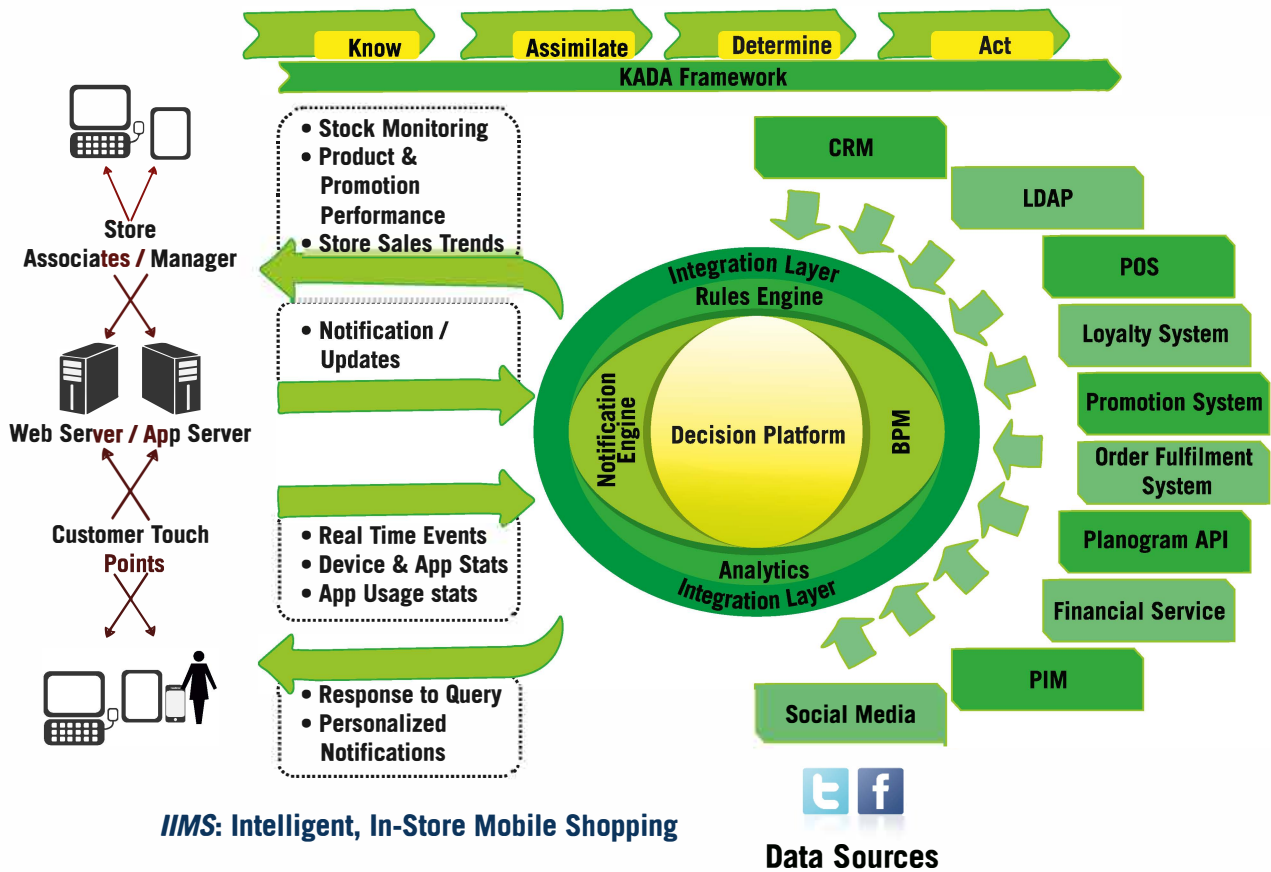## As a retailer, how can you convert this threat into an opportunity?

The best way forward for retailers is to make their own mobile applications available, targeted towards both consumers as well store associates. Consumer applications would be focused on transforming the in-store customer experience, while the store applications would be focused on improving efficiencies of store operations. In both scenarios, the critical aspect would be not the mobile application itself, but the back-end integration and analytics that would enable "Smart Applications". Typical examples would be as follows:

- Smartphone applications that can track consumer behavior and shopping intent while in the store, and send across personalized and contextual offers in real-time, while the customer is in the store – resulting in a direct impact on increased store sales. Such applications would also need to be integrated with the retailer's back-end IT systems such as Loyalty Database, Product Information, and Point Of Sale.

- Tablet applications providing store managers and associates with real-time trend dashboards for consumer behavior in store. These can then be used for decisions such as shelf replenishment, sending associates to particular areas in the store for proactive assistance, triggering requests for additional SKUs to the warehouse, and several other actions that can help them make store operations more efficient and improve customer experience.

How can Happiest Minds help?

The Happiest Minds Intelligent In-Store Mobile Shopping (IIMS) solution helps retailers address scenarios such as those presented below.

- We bring to the table a unique methodology called "KADA": Know – Assimilate – Determine – Act, which specifies a 4 step process for solution implementation.

- The solution includes a mobile application (Smartphone or Tablet based depending on the use case) with functionality such as virtual shopping cart, bar code or QR code scanning, store navigation, product reviews and recommendations, loyalty points information updates, personalized discounts and offers in real-time, online checkout and payment, and real-time trend dashboards.

- A key differentiator of the IIMS Solution approach is the integration of the mobile application with back-end IT systems, along with real-time decision logic implemented on a Rules Engine. This enables the "smart" and real-time functionality such as personalized and contextual offers, store trends, and automated inferences and recommendations.

KADA Framework: Know → Assimilate → Determine → Act

- Stock Monitoring
- Product & Promotion Performance
- Store Sales Trends

- Notification / Updates

- Real Time Events
- Device & App Stats
- App Usage stats

- Response to Query
- Personalized Notifications

Store Associates / Manager
Web Server / App Server
Customer Touch Points

Integration Layer Rules Engine — Notification Engine — **Decision Platform** — BPM — **Analytics Integration Layer**

CRM, LDAP, POS, Loyalty System, Promotion System, Order Fulfilment System, Planogram API, Financial Service, PIM, Social Media

Data Sources

IIMS: **Intelligent, In-Store Mobile Shopping**

IIMS Solution: Key Differentiators

End-to-End Approach

An end-to-end middleware platform based solution approach that integrates the mobile application with retail back-office applications, leveraging existing investments both for the mobile software as well as middleware infrastructure.

Real-Time and Contextual Actions

The decision platform based approach enables a set of unique use cases to be enabled, to act during the "window of opportunity" while customers are in the store, rather than after the fact.

Asset Repository

An asset repository of use cases, templates, pre-built business rules and integration interfaces that ensures acceleration in time-to-market and robustness of implementations.

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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