

# Lo-Mo-Me

## Location-Mobile-Personalization

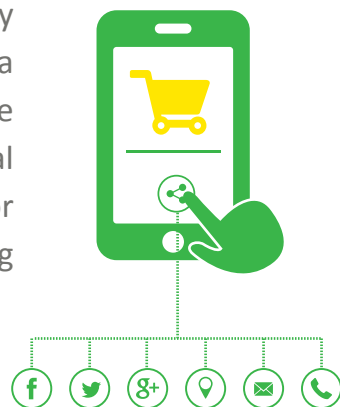
Lo-Mo-Me is a convergence of Location, Mobile and Personalization. The solution transforms outdoor and in-store experiences through context-aware engagement. Lo-Mo-Me enables retailers to connect the dots between discrete customer information like location, cross-channel purchase behavior and loyalty, with enterprise information like sales, inventory and active promotions. The result is the ability to provide real-time and personalized notifications/ offers on a custom-er's smartphone.

## Why Lo-Mo-Me?



Retailers constantly face the challenge of footfalls vs conversions.

Customers are increasingly using smart phones as a shopping medium and are willing to share personal information in return for personalized shopping experiences.



**Lo-Mo-Me** leverages/ integrates existing infra-structure like responsive delivery frameworks, mobile web applications, e-commerce sites and existing enterprise systems to build native applications. This solution approach reduces time to market, total cost of ownership and manageability while providing superior **customer experience**.

## Key Features

### Customer Recognition outdoor and in-store



### Location-Awareness

- Outdoor (Geo-fencing)
- In-store (Beacons, Wi-Fi triangulation etc.)



### Personalization

- Exclusive Offers
- Product recommendations



### Configurable Business Rules

- Real-time decisions
- Business agility



### Insights and Analytics

- Path to purchase tracking and insights
- In-App analytics
- Insights on engagement, footfalls and conversions



# Benefits

Increase in store footfalls



Deep insights on in-store customer purchase behaviors



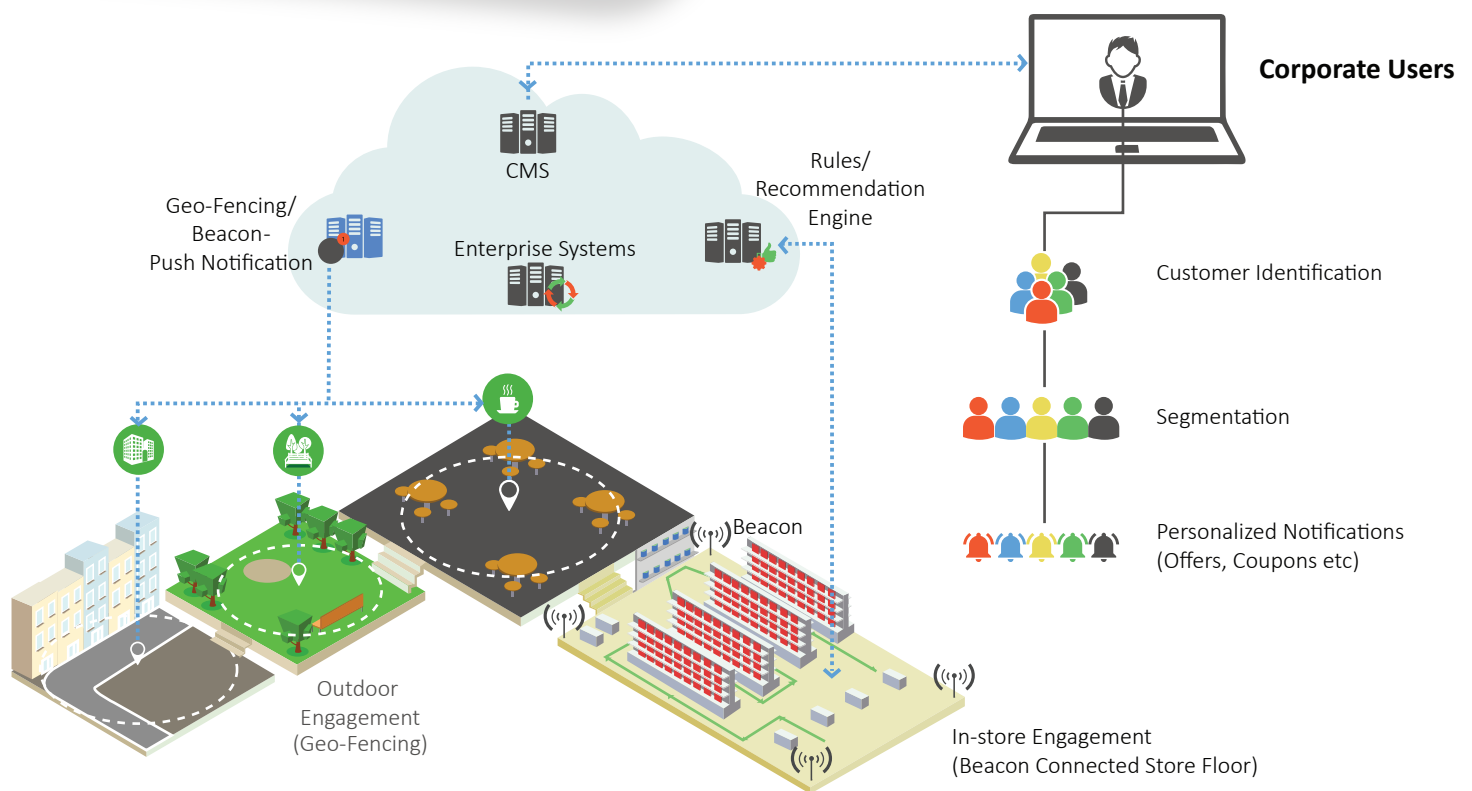
Superior customer engagement, loyalty and satisfaction



Potential increase in conversions /transactions



Effective merchandising and marketing decisions



## 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.