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CONNECTING EVERYTHING

USE CASE

Smart Display Precision Marketing Solutions

From a digital-led platform solution, we offer a way to understand and analyze the behavior of your shopper.

The problem

It is estimated that by the year 2025, the Internet of Things enabled retail market could be worth $94 billion!

Understanding consumer behaviour is at the core of every successfull retailer and for many years retailers have strived to find innovative ways to understand their consumers better and market to them more effectively. Ultimately they have asked a few burning questions:

- How do we take the traditional POP marketing and make a more dynamic/interactive digital component to further marketing efforts.
- How can we collect and analyze the data of our shoppers to assist marketing to create more targeted campaign and increase sales.
- How do we provide the means to update and change campaign without site visits and labor.

The solution

In answer to these questions, Fastcomm has worked with multiple partners to create an easy to install smart shelf system including LED screens for the header and shelves, Cameras and all software to complete a functioning system.

Once deployed the cameras begin to collect anonymous facial data points. These data points are collected as raw data and then added into a user portal in a graphic format to provide usable data. Additionally, these reports and data outputs are customizable by customer.

By improving the customer experience through digital connectivity and data collection, these smart stores help retailers retain business and increase revenues, and better shopping experience to customers.

Unique benefits of the solution

1 The Screens
Attractive, high visibility 1.57mm PP LED shelf strips and 2.0mm PP header.

3 Easy to Add Content
System is on Cellular network interface for easy log in and uploading of new content.

2 Ease of Installation
Easily installed on standard shelves with universal mounting clips.

4 Accurate and Usable Data Reports
Customizable attractive user portal for reading usable data

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Features and Benefits

Features

From customer personalisation to improving inventory, our smart digitally enhanced shelves can make all the difference in the retail game and provide retailers with new visibility of who their customer is, and enhance their inventory management to allow them to make smarter restocking decisions.

- People counting
- Dwell time
- Age estimation
- Gender estimation
- Emotion estimation
- Configurable designs
- 1 up to 8, five-shelve-units, side by side
- Camera analytics can be used with or without digital displays
- Service model for long term support
- Analytics support and dashboard customization

Dashboard and Analytics

Through our connected dashboard, retailers are able to view data in real-time. We provide retailers with:

- Secure customizable web based dashboards
- Enable the setup of key triggers with notification and warnings to notify key personnel
- Configurable reports
- Customized development according to customer's needs

HOW COULD FASTCOMM AND THE HELLOTHING PLATFORM HELP YOUR BUSINESS

If you are looking to select a Digital Transformation Partner and unlock the benefits of IoT, want to drive customer loyalty via mobile applications and get to know your customers better, and if you intend increasing service efficiencies and improving your data usage for competitive advantage, then speak to us at Fastcomm.

We have many examples of how we have reduced maintenance costs, and improved consumer communications with our customers. Digital transformation relies on our extensive capabilities in the field of IoT (Internet of Things), Big Data and AI (Artificial Intelligence).

Visit our website for more information or email us directly, we would love to work with you.