

Customer Journey Guided by Smartphone

Near field technology such as Bluetooth low energy (BLE) and Near field communication (NEC) as well as smartphone apps provide retailers with location-based and personal information about their customers. They also enable consumers to be connected on their mobile at the point of sale. In this way, high street retail becomes a key part of cross-channel marketing.



CUSTOMER RETENTION

Existing customers can be notified wirelessly when their favourite products are on offer and when they last bought them.

LOYALTY PROGRAMME

The loyalty status comes into play at the checkout and enables customer to be addressed personally. Retailer can approach customers themselves in this way, offering them a complimentary muffin with their cup of tea, for example.



REACH MARKETING

Retailers can draw attention to their services through digital touch points. When customers walk past a touch point, they receive information individually tailored to their needs on their smartphone screen.



PERSONALISED APPROACH

Customers check into a shop on their smartphone when entering. They then receive a personal message and check-in vouchers as a purchase incentive as well as information on the latest offers.



MOBILE PAYMENTS

Customers confirm the contents of their shopping bag via a store app, and then pay on their mobile. The data required for payment has been stored in an app beforehand. Payment processing thereafter becomes more convenient for the customers and even more secure for retailers.



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