SMART **RETAIL** SOLUTION

In-Store Marketing
Customer Satisfaction
Customer Behavior
Business Analytics

avalue
Technology Inc.

SMART
RETAIL
SOLUTION

People Counting/Foot Traffic

Observing then analyzing customer flow and shopping path, providing insights and accurate information to retailers for operation, in-store decoration, and marketing strategy optimization.

Facial recognition + Digital signage

Applying facial recognition technology to identify customer demographic in order to display relevant, interactive and personalized ads and promotion information to encourage purchasing. Customer data collected will be stored for further clientele analysis and helps retailers to identify and evaluate effective marketing event and targeting groups.

Intelligent Queue Management

Enabling customers to join queue and track queuing status easily, gives store owners informative report to the rush hours and off-peak hours for operation strategy setting as well as prevent crowding at the store front. Customers register their mobile phone and number of group at the station then will be notifed via SMS message when it's their turn to enter the store. The display can also be used as an advertising signage to highlight promotions and stimulate porches.

Digital Menu Boards

Providing an user-friendly content management system for store owners to create and manage advertisements. Retailers could edit content, set displaying schedule and synchronize multiple digital signage devices at the same time.
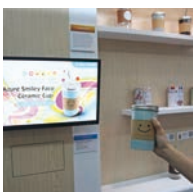
Intelligent Shelf

Movement of the merchandise will trigger the digital signage to play coordinate content such as promotion information, product introduction and so on. Customers can get immediate knowledge about the product they are appealed to without having to ask help from or being promoted to by store staff. To owners, they not only effortlessly attract and speak to the potential buyers but also keep record of what are the items that had most attention, this will in turn benefit retailers' merchandizing and store layout strategy.

Avalue's cloud-based retail solution provides
retailers with various in-store smart services
and helps to build interactive shopping experience.
With Microsoft Azure, Avalue is able to offer
secured and reliable cloud service to customers.

Instant Inventory Checking

Combining POS data and warehouse information to
provide real-time report on stock level, allowing
store staff to give instant feedback to customers, to
replenish the inventory on a timely manner and
prevent product shortage as well as review and
control the items that has the lowest turnover rate.

Service Button +
Smart Wrist Band

Allowing staff to provide immediate service,
increase customer satisfaction and re-visit rate.
Service efficiency report helps owner to enhance
staff shifting plan and decrease operation cost.

POS Terminal

Traditional desktop point of sale terminal
offers full functionality including
merchandise checkout, payment transaction,
membership management, employee
management as well as expandability of
connecting to other devices.

Loss Prevention Solution

Allowing store owners to set criteria and
rules based on industry characteristics
and be alerted when abnormal
transactions occur. Integrating point of
sale data and network security camera
footage to provide detailed exception list
for owners to access locally and
remotely. Also, complete report including
snapshot, transaction data and
comments could be easily exported for
audit purpose or police evidence.
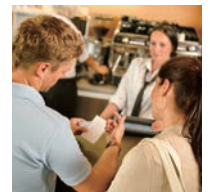
Business Intelligence

Web-based comprehensive business intelligence report
demonstrated in graphics and charts, gives retailers immediate
analysis of all the data collected by various devices and sensors
implemented in the store, including customer flow, sales revenue,
marketing effectiveness, customer satisfaction, device status etc.
Also possible to combine external data such as social media,
weather for cross analysis in order to provide a throughout report
on the overall performance and trends of the store.
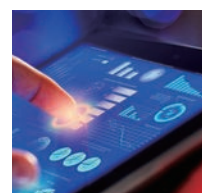
28.3 Trillion US Dollar of Sales Worldwide in 2018

In a report conducted by world renown online statistics portal, Statista, the sales worldwide for retail market is expected to reach 28.3 trillion US dollars in 2018.
To stand ground in this enormous market, traditional brick-and-mortar retailers must rely on technology to create interactive and seamless customer experience as well as increase operation efficiency.

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IoT Solutions Alliance

Microsoft