



INTELLIGENT MONETIZATION PLATFORM

CONNECT|CORELATE|CAPTIVATE

The Key to Uncover Customer Insights &
Transform In-store Customer Engagement

LACK OF CUSTOMER INSIGHTS LIMITS THE OPPORTUNITIES FOR BRICK-AND-MORTAR TO STAY RELEVANT

83%

of **retailers** say that the ability to translate data into actionable insight at the optimal time is important but only

22%

are successful in achieving it

66%

of **consumers** say encountering promotional content that isn't personalized would stop them from making a purchase



Key Challenges Modern Day Retailers Face



Absence of a 360° view of customers



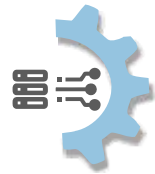
Lack of contextualized engagements



No insights on customer in-store behavior



Ever evolving customer expectations



Data sources working in silos

IMPROVING IN-STORE CUSTOMER EXPERIENCE IS VITAL FOR RETAILERS, BUT HOW TO OVERCOME THE CHALLENGES ?

Introducing a powerful analytics and smart engagement solution: **Intelligent Monetization Platform (IMP)**

IMP collects and co-relates data from multiple sources to provide Brick-and-Mortar retailers with meaningful insights that enables them to understand customer behavior inside the stores.

It empowers retailers with monetization opportunities through contextual and location-aware in-store customer engagements.

IMP comes equipped with a robust prediction model that helps retailers be prepared and manage resources well in advance.

LEVERAGE DATA, GAIN INSIGHTS, GIVE A COMPETITIVE EDGE TO YOUR CX STRATEGY !

KNOW MORE ABOUT STORES

- Understand traffic trends
- Decode effectiveness of different zones
- Manage resources in an optimized manner
- Find best “in-store locations” for promotions
- Make better decision for product placement and store layout



UNDERSTAND CUSTOMERS BETTER

- Gain insights on customers demography and their preferences
- Understand repeat customers at granular level
- Deciphers products' likability, by co-relating multiple data sources
- Determine in-store promotions' effectiveness
- Understand what customers do online while in-store

GET PREPARED IN ADVANCE

- Get accurate footfall forecast from the system which considers factors like weather, holidays and festival seasons
- Have the right amount of staff members scheduled at the right times

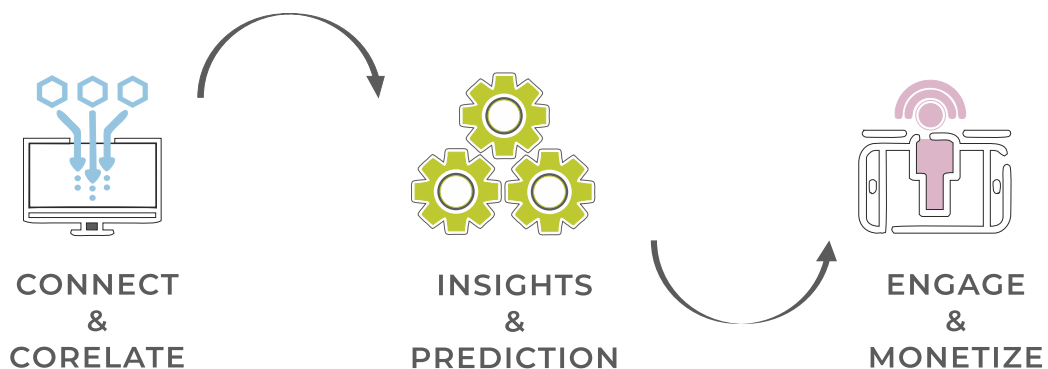


AND, CREATE MONETIZATION OPPORTUNITIES

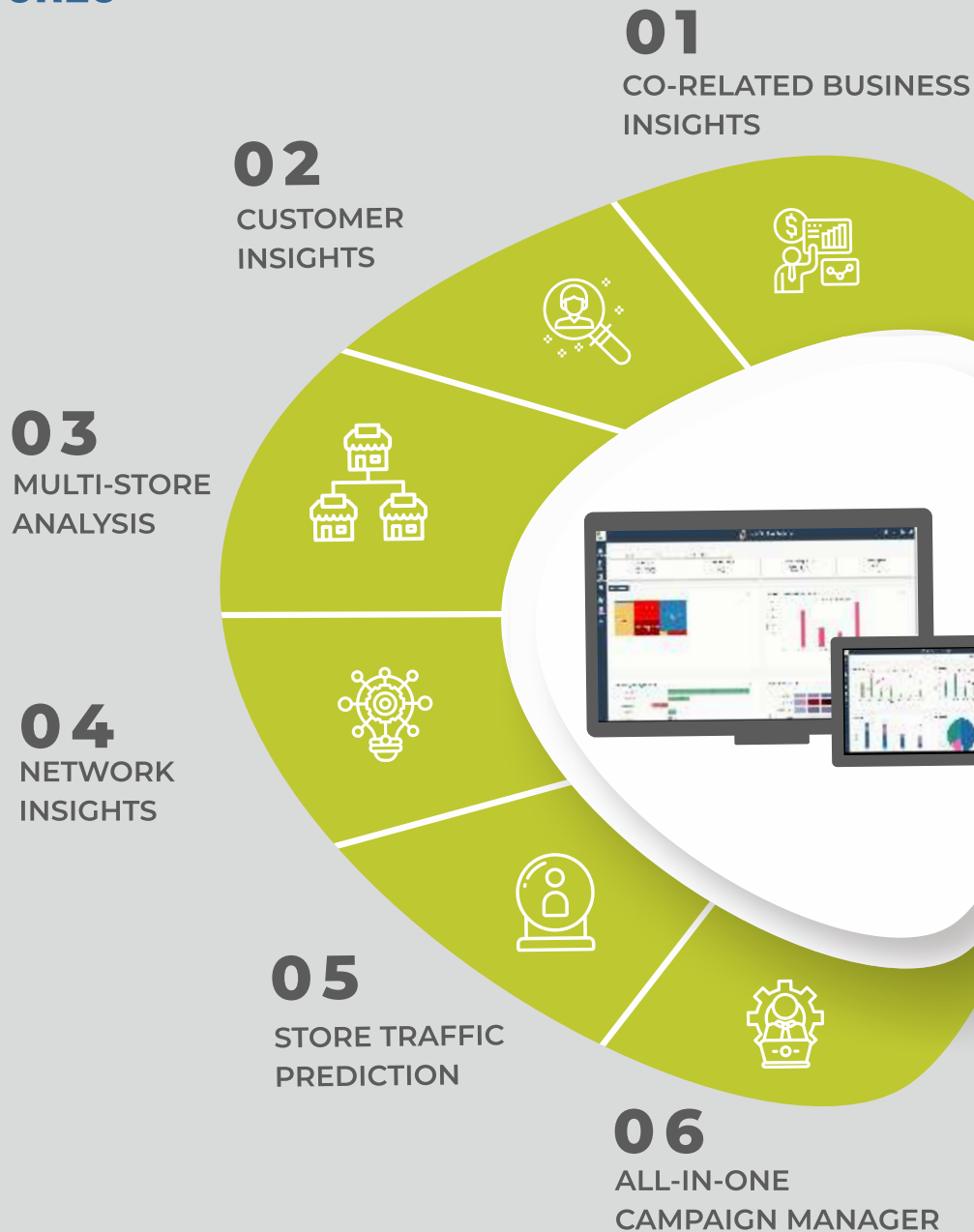
In addition to rich customer and store insights, IMP also creates monetization opportunities for retailers by automating the campaigns that:

- Increase the conversion rate by reaching-out to the customers in real-time with contextual offers
- Convert passerby users to engaged users through dynamic promotions via digital signage

HOW IT WORKS



KEY FEATURES



WHY HSC

- ✓ Rich Experience in deploying enterprise grade systems across the globe
- ✓ Professional Services to deploy, integrate, test and support products, so you can focus on your business
- ✓ Complete Ecosystem offers end-to-end solutions for business needs across domains
- ✓ Future Ready HSC can help in your technology needs - both today and tomorrow