

CONTACTLESS RETAIL



THE WAY FORWARD FOR IN-STORE RETAIL

Uses Of Digital Signage In Retail

Once a customer enters a store, digital signage can be an apt substitute for marketing.

In retail especially, signage tends to serve a few common purposes i.e. promotional campaigns or advertisement, establish brand identity, visually appealing to attract customers, provide wayfinding & directional signs, or raising health & safety awareness.

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Video Analytics: Its Evolving Significance In Retail



Retailers have long trusted video solutions for in-store surveillance. However, with evolving retail, it has become a very well-known fact that surveillance footage is not limited to traditional security applications. Incorporating artificial intelligence, in-store video analytics introduces a new, critical layer of delivering actionable insights, enabling strategies that enhance the customer shopping experience, stimulate shopper retention, and increase sales.

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Personalization Of Customer Experience In Retail Industry

Today, in this era of customer-oriented retail, retailers need to focus on customer interactions and in-store experience to improve the sales conversion rate. With predictive analytics, they can tailor personalized messages by examining data from marketing campaigns, previous sales, website interactions, and customer services undertaken.

This increases the buying affinity of the customers towards the products that are marketed keeping in mind their needs..

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Retail In-store Analytics: A Monetization Tool



E-commerce, having had the benefit of tracking cookies and web analytics tools, calibrated every aspect of the online shopping experience but on the other side, brick and mortar retail had not been as fortunate.

However, this has not prevented physical retail from thriving, with instore analytics expected to reach \$3.3 billion by 2024 at 21.6% CAGR.

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Hughes Systique's

INTELLIGENT MONETIZATION PLATFORM

helps drive real-time contextual engagement to in-store customers

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