
Smart Retail

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M2M technology is giving brick and mortar stores new ways to compete with online shopping. Beyond digital signage and mobile POS, connected displays are providing optimized customer shopping experiences and offering retailers valuable insight into shoppers' in-store habits.

Already utilized by some retailers, guided browsing and recommendation tools mimic the online experience. Apps track a shopper's habits to deliver updated customized information to an individual's mobile device or via in-store digital displays. Product information, special offers and related product suggestions can all be provided depending on in-store behavior and location. Tracking shopping trends helps retailers improve store layout in a way that's more appealing and conducive to how customers navigate their stores.