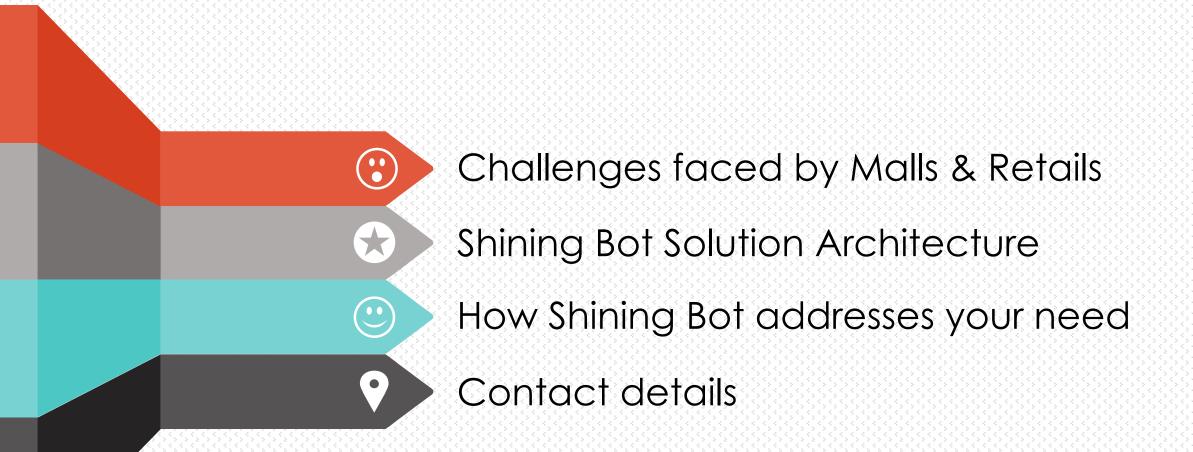
Mall & Retails Solution





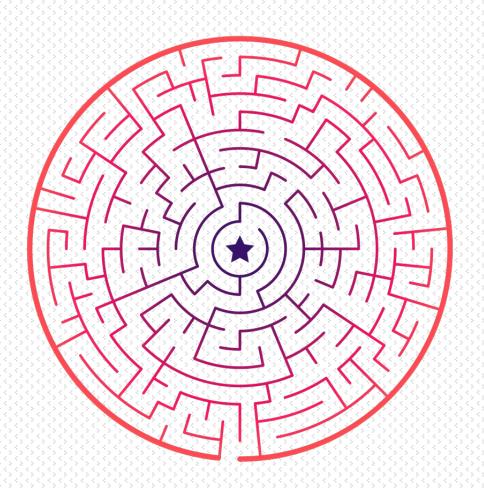






Challenges faced by Malls & Retails



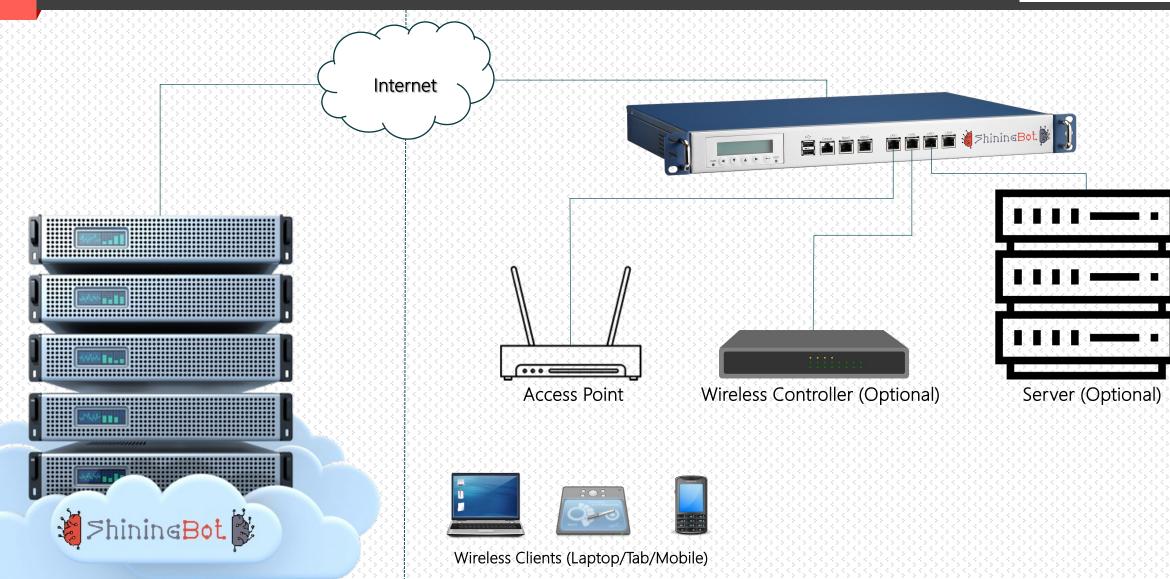


- Lack of Customer insights
 - Do not the insight regarding who are the visitors, their visiting pattern, trend, likes & dislike, etc.
- Maintaining Customer Loyalty
 - Retaining the loyalty starts with insights, how you measure the loyalty other than simple cards & coupons
- Optimum usage of space & costing
 - Which are the most used/unused space, how to fix cost?
- How to take the Mall/Retail to their home
 - How to engage the customers when they are not in our premises? Why not take the Mall/Retail to their home?



Hardware Architecture





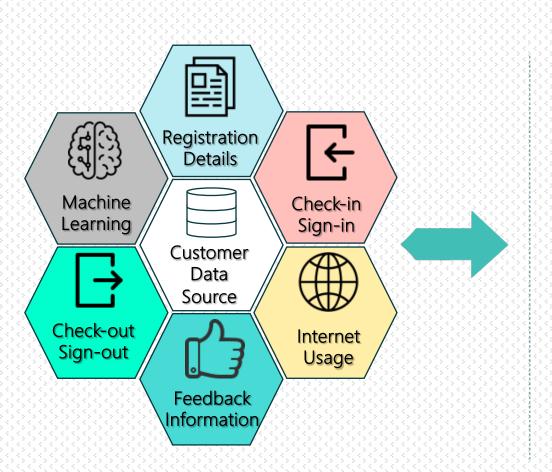
Shining Bot Cloud Infrastructure

Customer in-premises Infrastructure

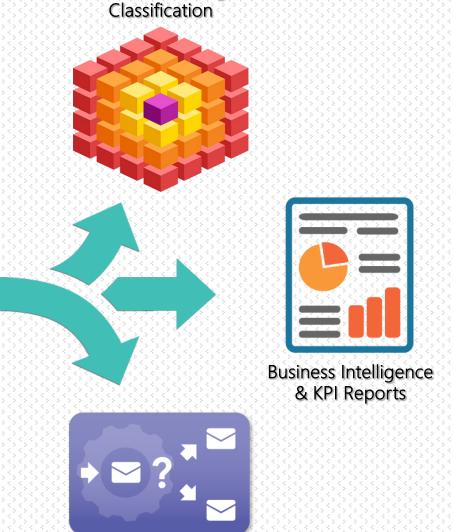


How Shining Bot works ...









Automated Marketing by SMS / WhatsApp / Email

Customer Profiling &



Product Features



Customer Profiling & Classification

Shining Bot Machine Learning Engine profiles customers based on economic status for marketing

Digital Signage

Display full-hd Signages on Android TV using ShiningBot DS television APP and control via web





Self Service Menu, Order & KOT Printing

Manage restaurant, room-service & amenities delivery via automatic self service system using QR Code & Mobile browser

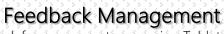
VIP Recognition

Recognize your important customer customers across your outlets and give preferential treatment



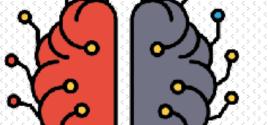
Location based Service & Advertisement

Machine Learning Engine understands customer interests based on their location & advertises in login & status pages



Collect feedback from your customer using Tablet based feedback management system & reports





Al based Automated Marketing

Automatically markets products & services based on the customer interests and preferences



Industry Standard Category based Content Filter with complete user control for URL filtering





Business Intelligence & KPI

Provides advanced reports and Key Performance Indicator data based on the various inputs



Authenticate users with complete control & Manages logs as per Industry Standard





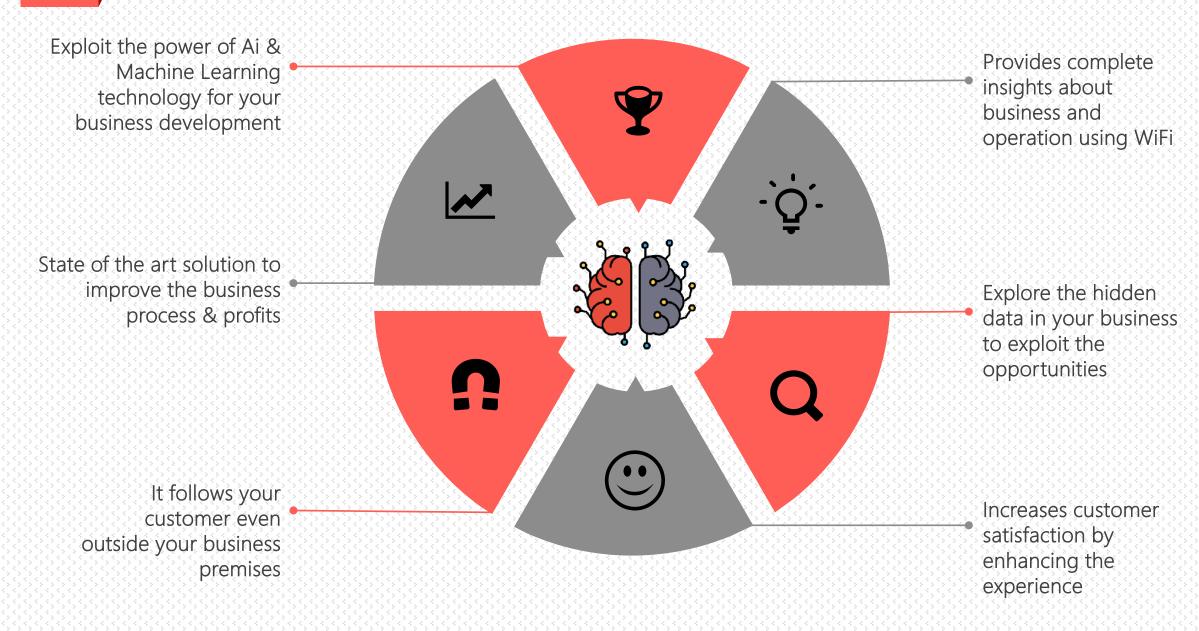
Application Programming Interface

Extend the Shining Bot capabilities with our API to connect with your customized software



Why Shining Bot ...







How we address the challenges



Improving the Footfall





- Free WiFi in your business premises is an easy and first step to attract more walk-ins
- Most users engage in social media sites, that indirectly attracts new walk-in to your premises
- Registration helps you to collect various details about your potential customer including mobile number
- Access to WiFi during each visit automatically builds customer insights data for next steps
- Understand the "Customer Dwell Time" a KPI to learn more about their behaviour
- Their movement within your premises helps the system to learn about their interest and behaviour

Making you more aware of your customers/visitors



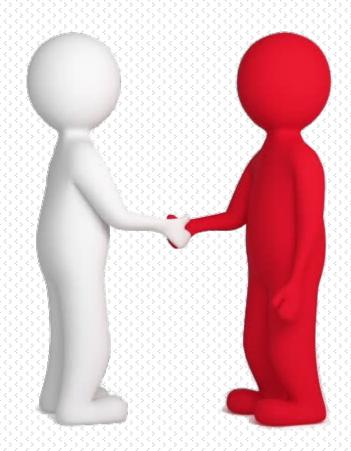


- Shining Bot provides the following insights:
 - Registration details (provided by visitor)
 - Mobile number (verified by OTP)
 - Devices used (Automatic detection)
 - Time spent & Visiting pattern & trends
 - Locations visited and time spent at each location
- Additional Omicron insights
 - Profiling & Classification identifying the economic status
 - Product / Service interested in
 - Customer Dwell Time KPI report
 - Customer Retention KPI report
 - Customer Satisfaction KPI report
 - Sentiment analysis on feedbacks provided



Increasing Customer Loyalty



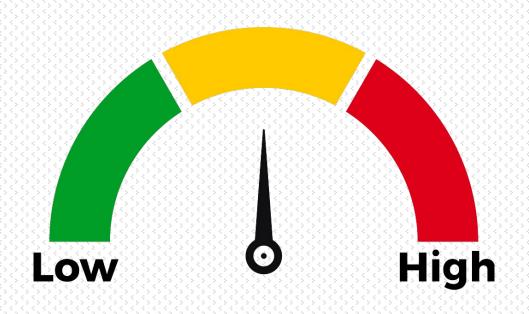


- Brand recall plays important role in nurturing loyalty among your customer. Out of sight is out of mind
- Our solution helps to improve brand recall by:
 - Makes customer feel special by Wishes & Greetings
 - Announces about their interested product/service
 - Sends short URL requesting them to submit feedback
 - Track their visiting pattern and follow up when they do not engage after some time
 - Send promotional offers as per business policy
 - Send Thank You message to visiting customers



Maximizing the revenue by space usage





- Provides complete information on utilization of space in your premises.
 - Most Used space & Time at which most used
 - Most Unused space & Time at which most unused
 - Current occupancy status at each location
 - Push SMS based on entry/exit to particular location
 - Movement trend & pattern
- Maximizing Revenue
 - Charge space based on usage
 - Reorganize the space to minimize the lift usage
 - Improve footfall on unused space by new plans



Take the Mall/Retail to customer's home





- Imagine the possibilities when you can engage the customer even when they are not in your premises:
 - Wishing & Greeting SMS / WhatsApp messages to registered users
 - Short URL feedback request
 - Thank you note to visiting customers
 - Welcome message, if they don't engage for a period
 - Automatic SMS / WhatsApp to customer on stock replenishments based on their interested product / service
 - Promotional offers based on business policy



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