

# Mall & Retails Solution



ShiningBot

*Explore the hidden data*





# Agenda



Challenges faced by Malls & Retails



Shining Bot Solution Architecture



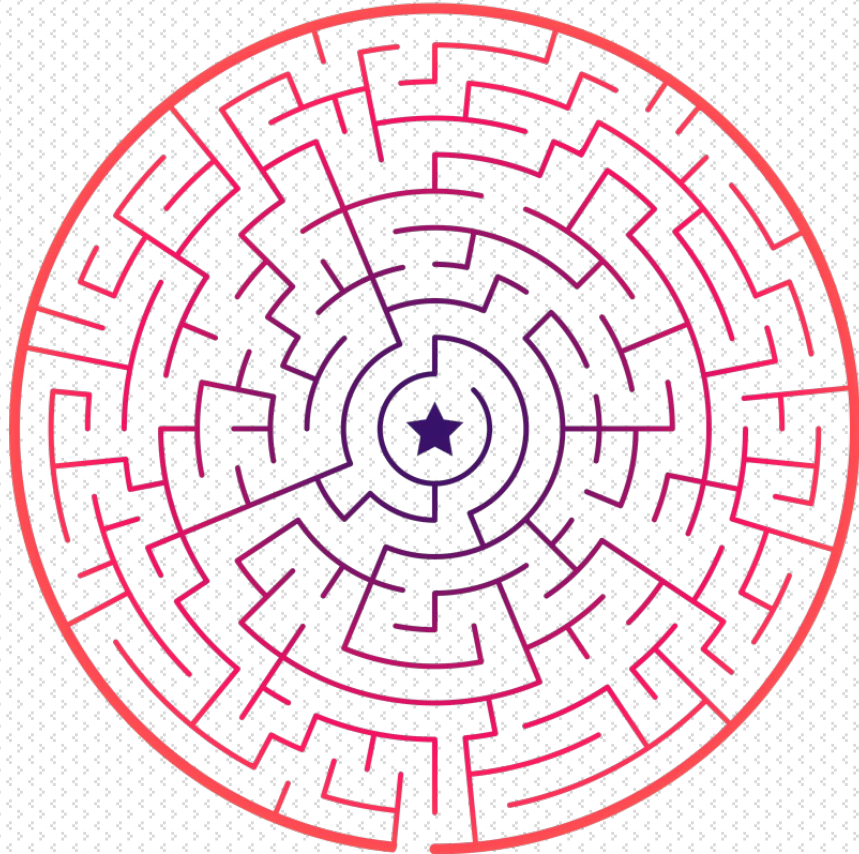
How Shining Bot addresses your need



Contact details



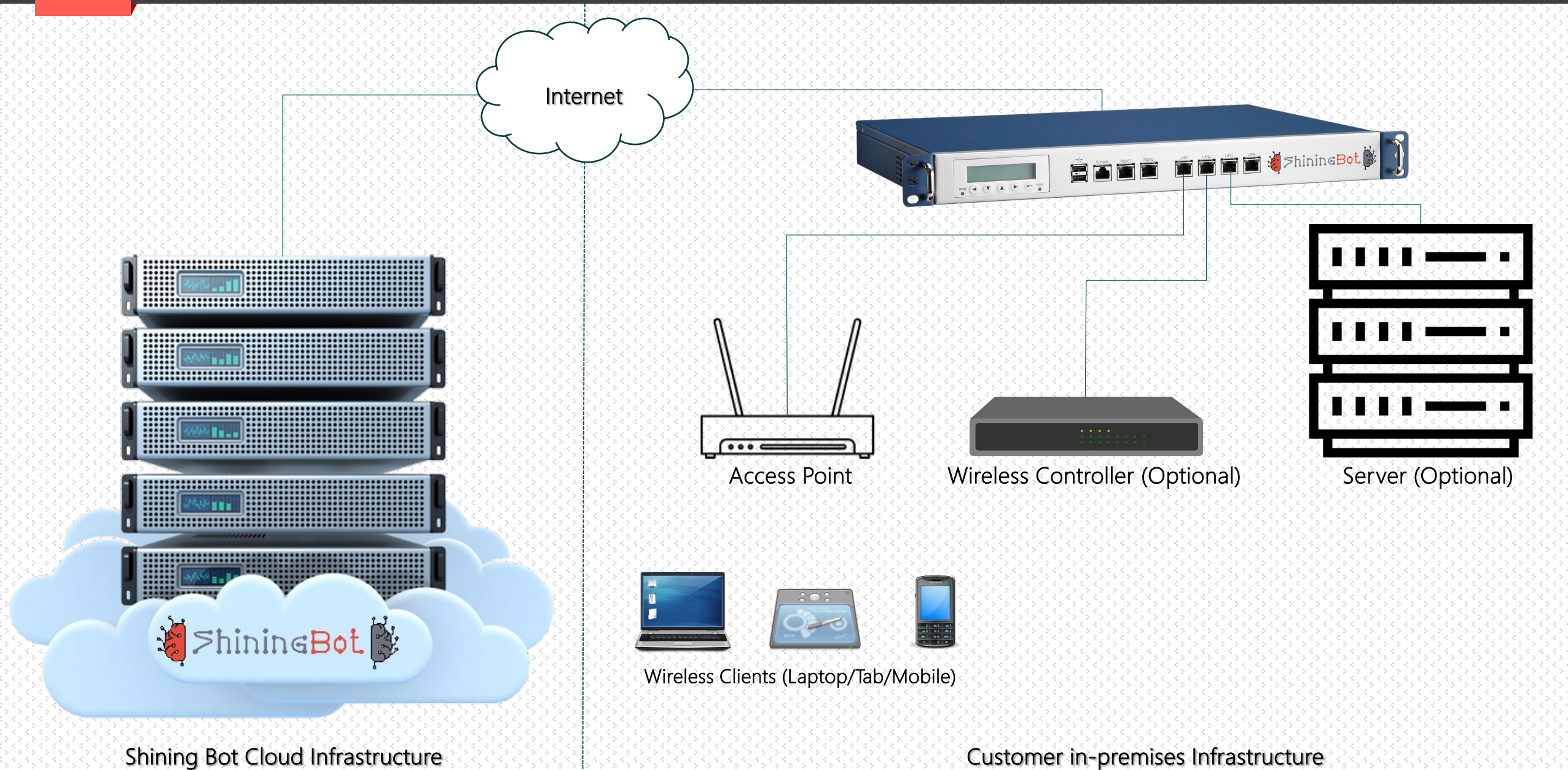
# Challenges faced by Malls & Retails



- 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?

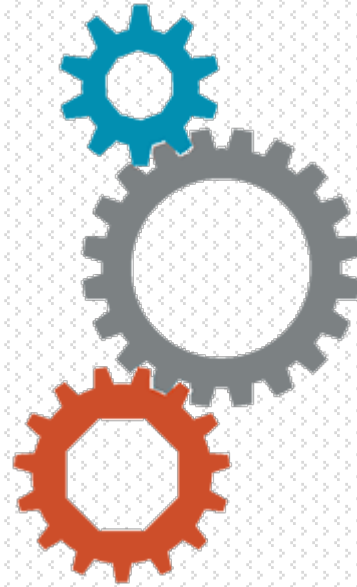
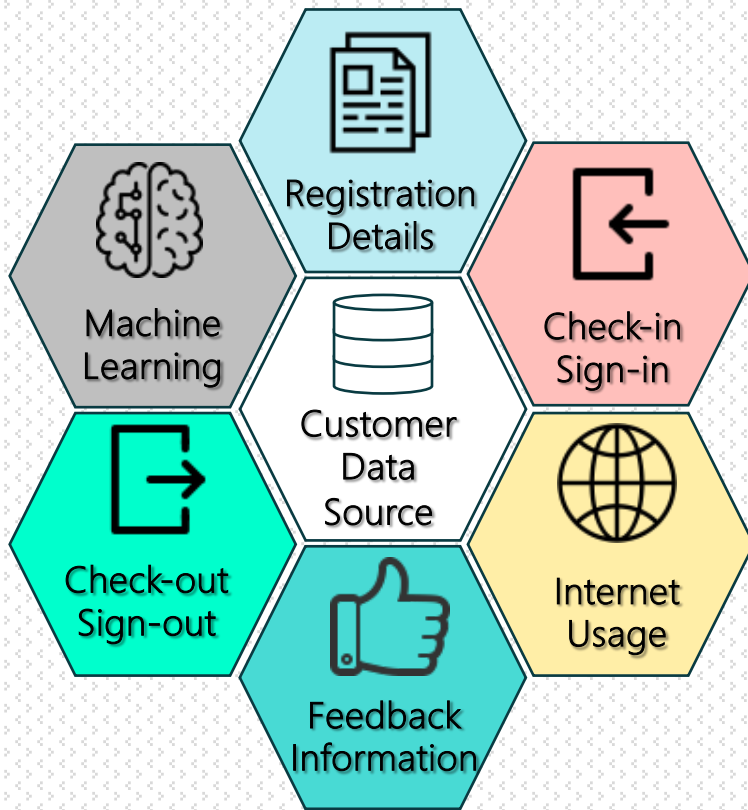


# Hardware Architecture

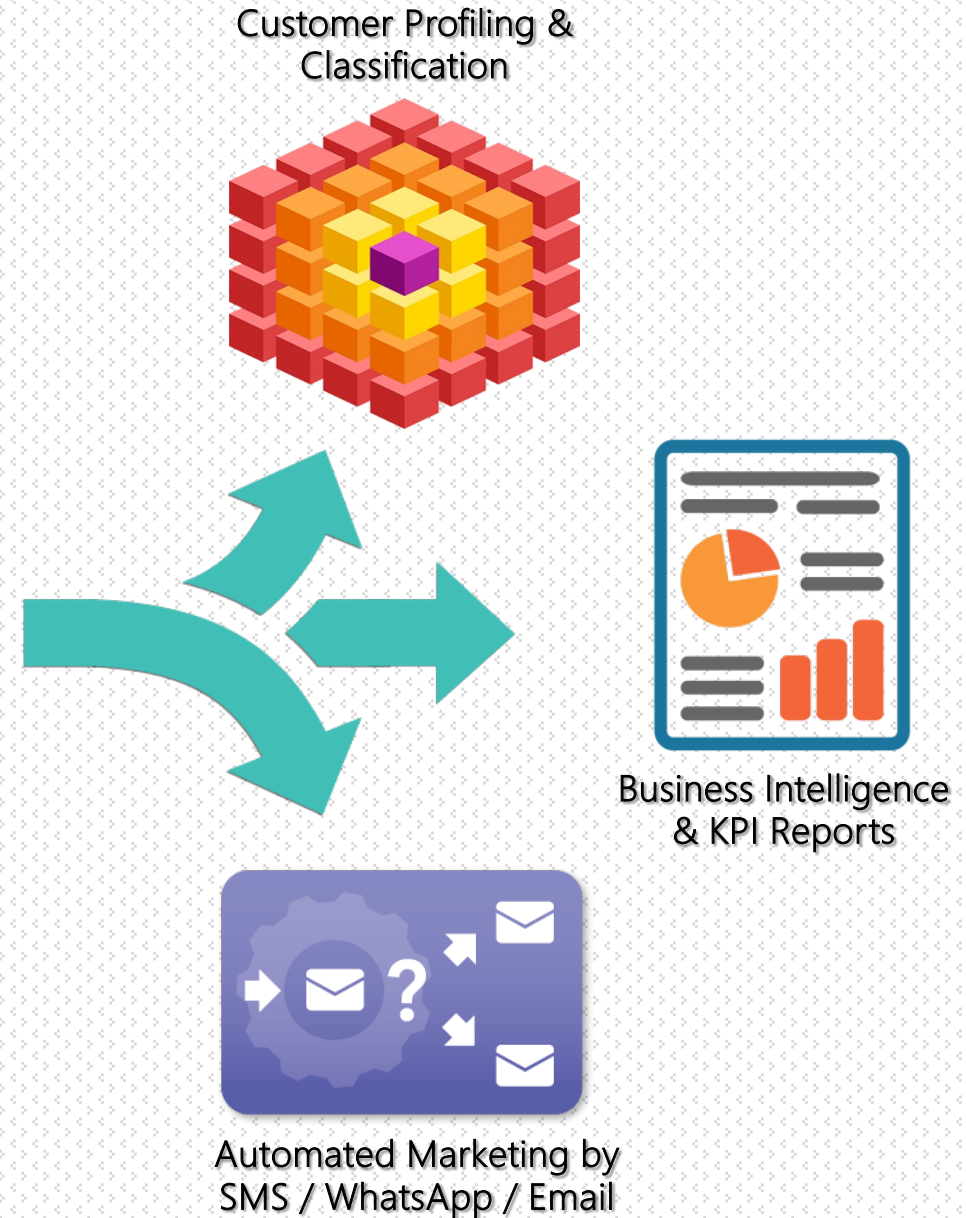




# How Shining Bot works ...

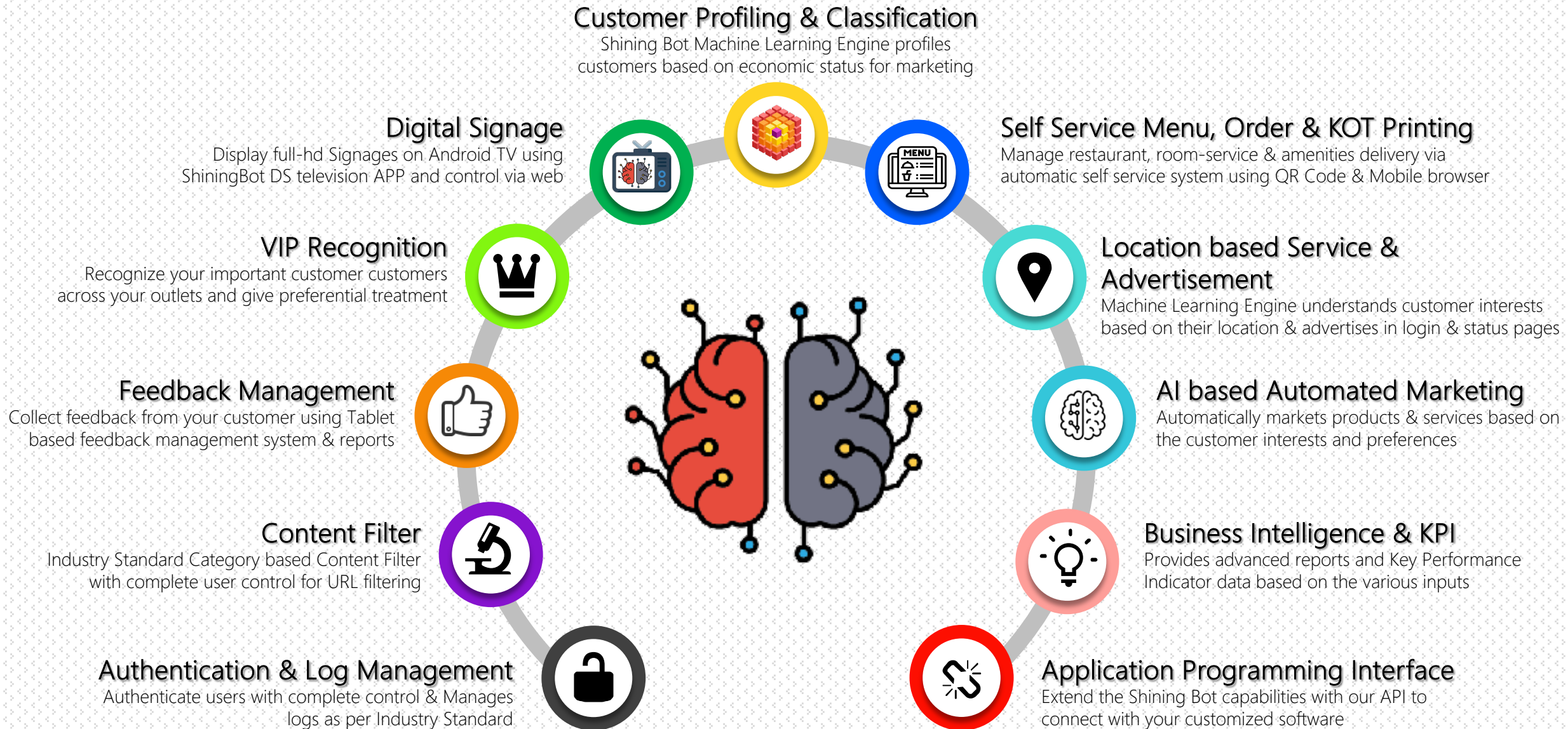


Shining Bot  
Omicron Engine





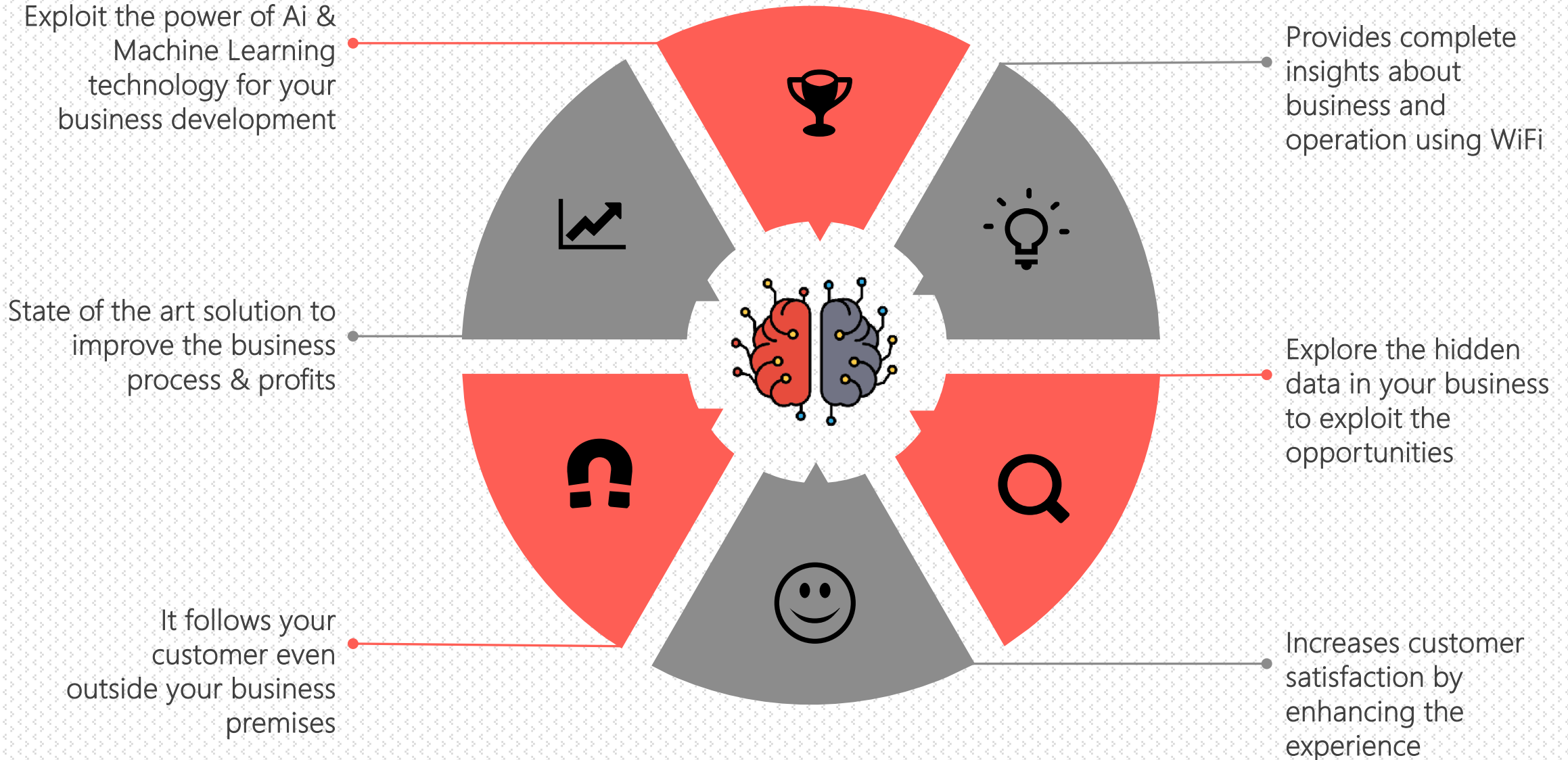
# Product Features







# Why Shining Bot ...



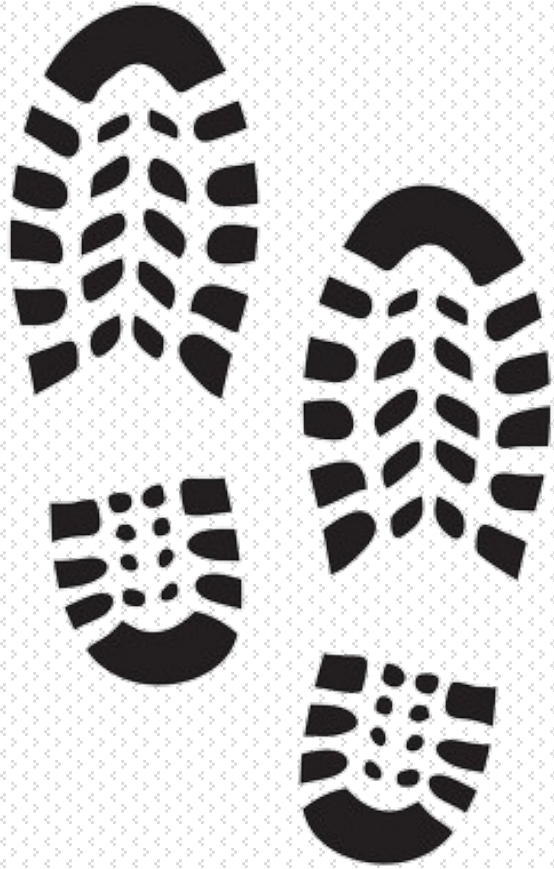


# How we address the challenges





# 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



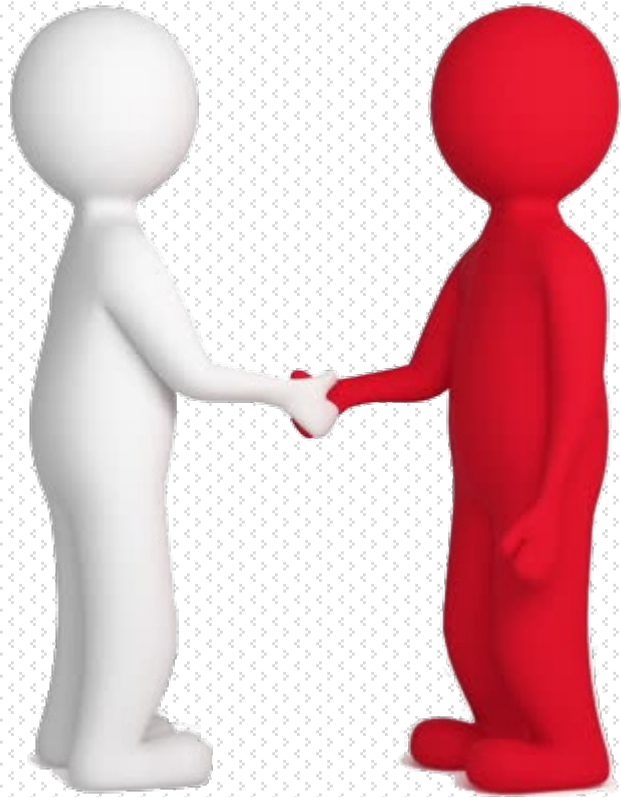
# Making you more aware of your customers/visitors



- 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



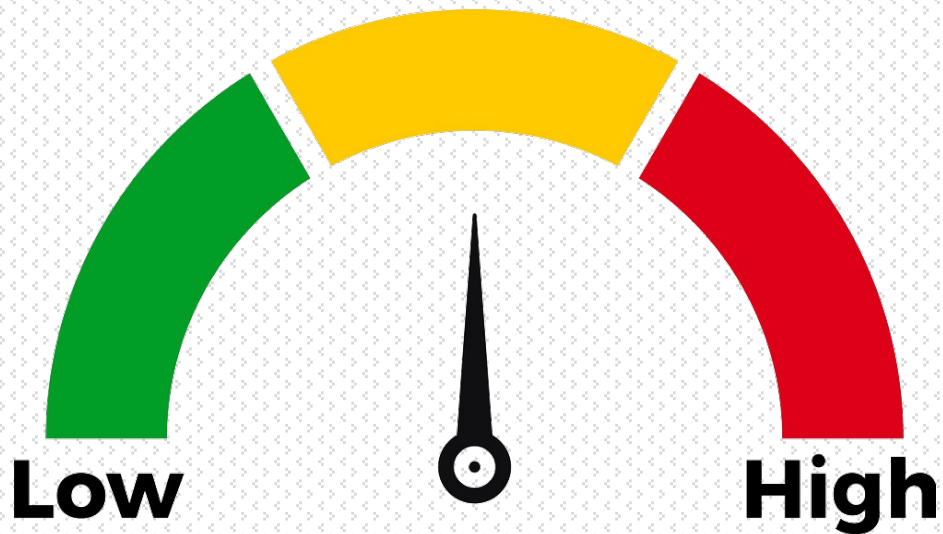
# Increasing Customer Loyalty



- 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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