

CASE STUDY



# BLE Beacon Retail App



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## Project Overview

Develop an App to leverage the power of beacons to enhance the shopping experience of a customer. App will help retailers in better understanding of the needs of the customer and serve them better and help to increase the sale. App will provide the offer and personalized coupon. App will provide the navigation of various section.

## About The Client

The client is a leading retailer across the globe.

## Case Survey

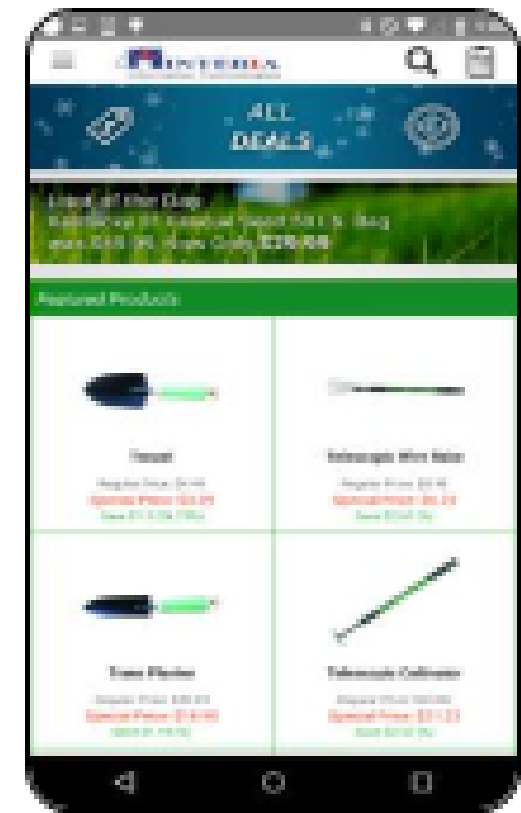
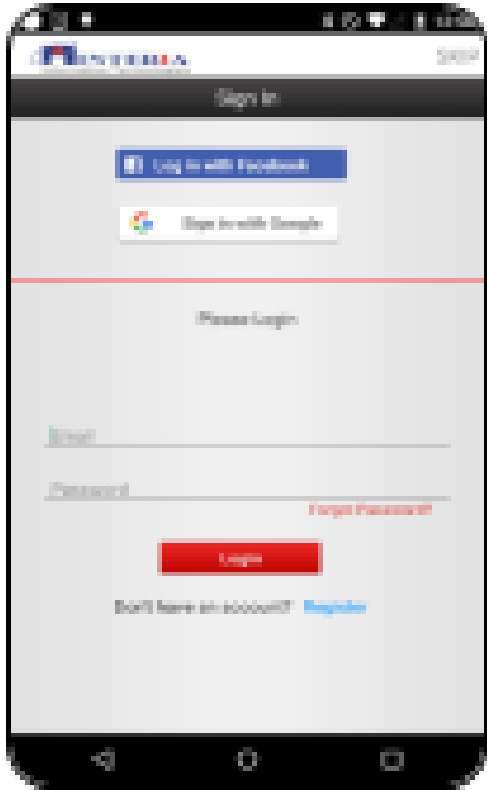
The client required the following:

- Enhance the shopping experience of the customer
- Help in better understanding of the customer needs
- increase in sales

## Technology



## Detailed Flow



## Our Solution

- Use iBeacon to detect user location, send notification or offer
- Use Augmented Reality based location service for navigation
- Create the shopping list
- Provide personalized app and coupon
- Facebook or Google+ based login

## Business Benefits Delivered

- High Click through rate
- Cost effective marketing with excellent ROI
- Online re-targeting with Facebook and Google Ad-words
- Measure offline analytics and customer behavior

## About InterraIT

InterraIT is a global IT consulting & services company providing business software solutions that improve operational efficiencies, address organization's unique business needs, and manage information at lower TCO & faster ROI. Established in 1996 & headquartered in san Jose, InterraIT is an ISO 9001-2015 SEI-CMM level 5 assessed and certified organization with world class delivery.