

2019

SAP Forum for Retail

Individualized Customer Experience
in Omni Channel Retail



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Guided Tour “Customer-centric Retailing”

The “Intelligent Glass”

retailsolutions was represented again in 2019 with a booth at the SAP Forum for Retail. The "Class Meeting of the Retail Industry" took place on May 28th / 29th at the Congress Center in Frankfurt.

This year, everything focused on "intelligent retailing". We are happy that retailsolutions was able to create a remarkable showcase with the "Intelligent Glass". As part of the Guided Tour "Customer-centric Retailing", we presented a live demonstration of how advertising communication can be precisely tailored to the specific interests of different target groups.

Using the so-called "intelligent glass", we were able to demonstrate on site how you can offer your customers target-group-specific offers. In the stores, this glass can alternatively be placed either directly on the sales floor, at the point of sale or integrated directly into the shelf.



Your Customer in Focus

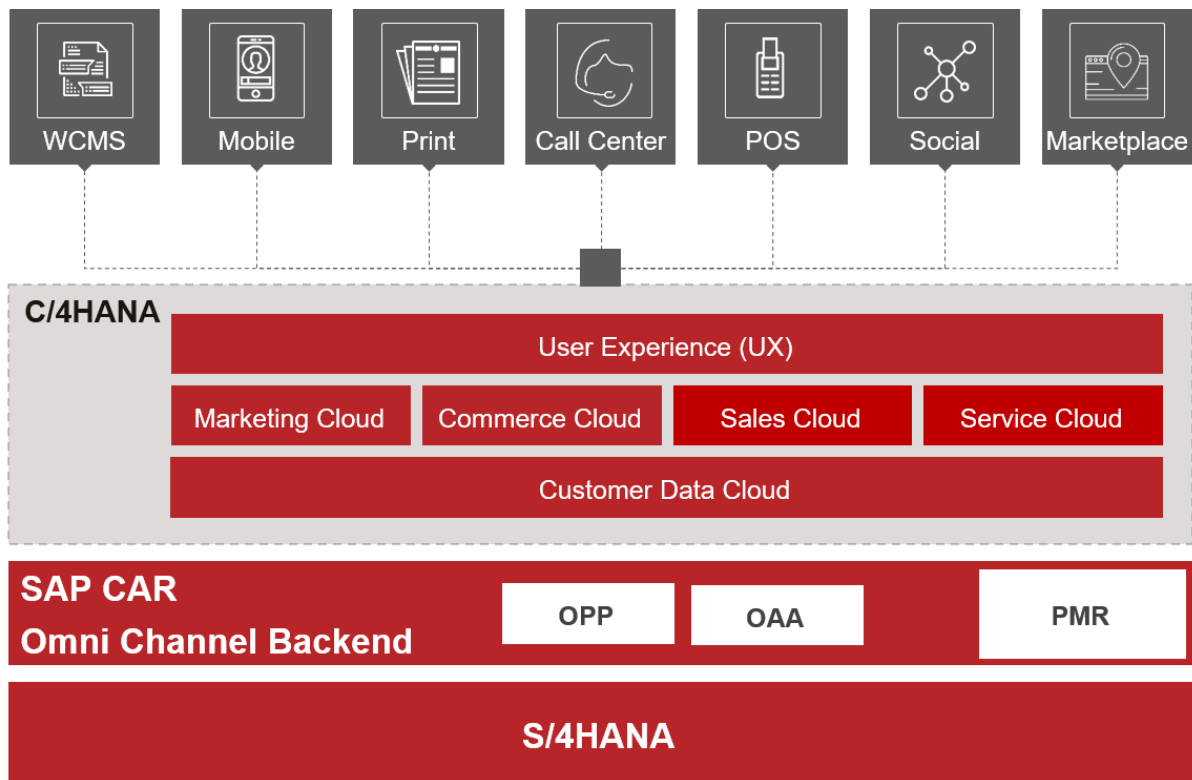
- » Individualized Customer Experience
- » Suitable offers for every target group
- » Innovative shopping experience
- » Seamless integration of all sales channels

How does this work?

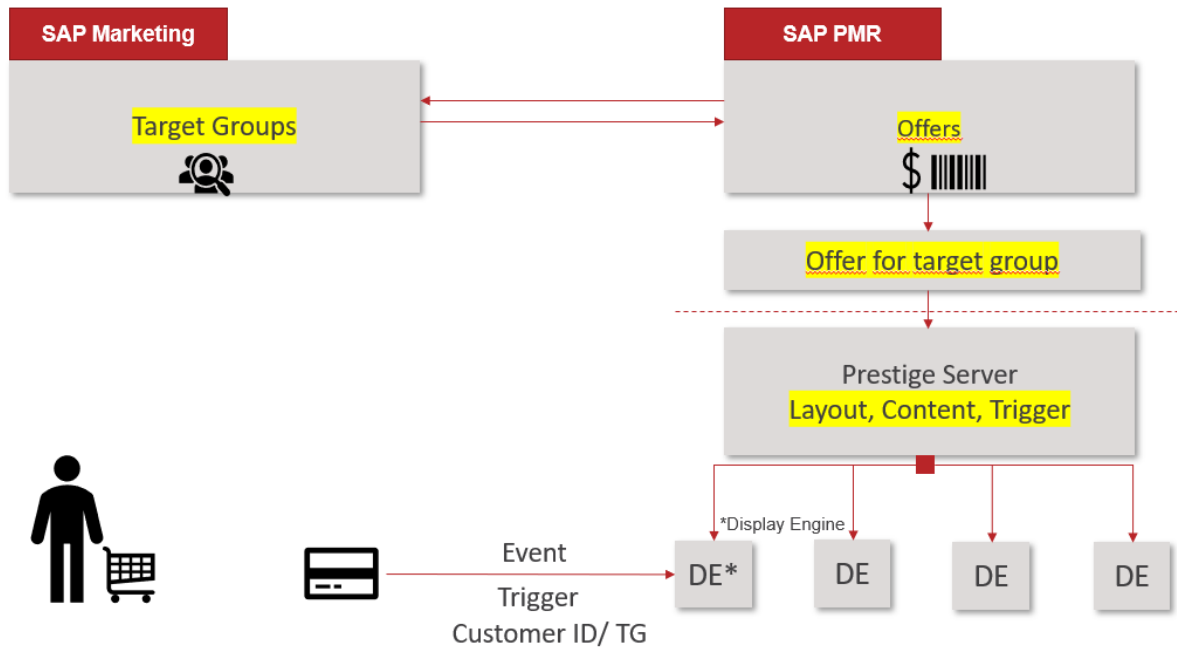
The customer is identified on the glass and assigned to a specific target group. A suitable offer is automatically presented to the customer. This innovative process in Omni-Channel Marketing is rounded off by a personalised approach and the possibility of ordering this offer also online.

The interaction of SAP Marketing and SAP PMR enabled us to define this omni-channel process and to implement and present our scenario at the Retail Forum using the necessary hardware.

The Omni-Channel system landscape:



Our szenario at the Retail Forum:



You want to learn more about the Intelligent Glass?

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