

Global Logic: IoT solutions for enhanced 'In-Store' experience

Client: A US based retail firm with >2,000 physical stores in the US

Phase I:

- Transformed existing hybrid app to an ultra-modern, responsive and modular native mobile app on iOS and Android
- Redesigned android tablet app to an enhanced, world-class design with a speedy time to market for omni-channel solution
- Opened up the path to redesign all channels for the partner to adopt the omni-channel strategy
- Introduced features like list and registry, image search, voice search, etc.



Enhanced 'In-Store' experience

Phase II:

- In-store beacon based personalized offers and notifications to premium consumers
- Indoor navigation maps to products shortlisted in online cart
- Proximity-based consumer interaction (smartphone/wearable) in the aisle
- Kiosk/endless aisle concept being implemented
- Integration of POS and mobile app for smooth contactless auto-checkout



- Revenue from mobile channel boosted by 300% in season II of 2015
- App ratings moved from 1 to 4 during season I and is maintained
- Helped customer move from a laggard to a leader in retail industry