

Technologie kontekstowe i omnichannel

o zacieraniu się świata online i offline w segmencie Retail

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Zrozumieć i wykorzystać

ROPO oraz !ROPO

**„Omnichannel to zdolność
organizacji do ciągłej zmiany”**

TRENDY

proximity marketing | omnichannel marketing | marketing automation



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Coca-Cola



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~~Online Marketing Automation~~

Online & Offline
Real Time Platform

Cele

- *generowanie i pozyskanie/przejęcie nowych leadów (lead generation)*
- *automatyczne zwiększenie konwersji (lead nurturing)*
- *zwiększenie sprzedaży poprzez nowe źródła przychodu*
- *wykorzystanie nowych technologii (Beacon Technology, RFID, WiFi) dla pozyskania nowych oraz poprawy obsługi klientów*
- *integracja zasobów wiedzy o kliencie – real time*
- *zwiększenie wartości koszyka*
- *udrożnienie ścieżki zakupu*
- *poprawa customer experience*
- *automatyzacja i digitalizacja programu lojalnościowego*

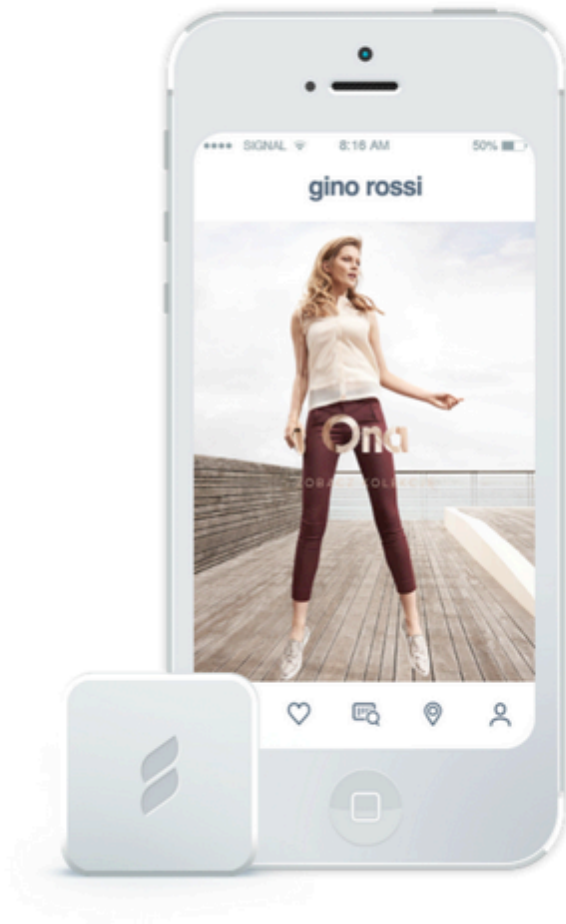
AKTUALNIE TESTOWANE TECHNOLOGIE

NFC | RFID | BEACONS | WIFI | ULTRASOUND

Wybrane działania
Gino Rossi S.A.

Omnichannel **Mobile SDK & API**

We believe that proximity technologies will revolutionize customer experience only with comprehensive software solutions



Core features:

- Full support for beacon (BLE agnostic) technologies
- WiFi integration ready
- Indoor location flow - way-point navigation
- Compatible with iBeacon and non-iBeacons standards
- Business Intelligence algorithms for context marketing automation rules
- Demographic, social & location based triggers
- Automatic lead nurturing via micro&geo location algorithms (machine learning)
- Proximity Campaign Manager
- Store locator
- CRM for mobile users analytics
- Product management and e-commerce real-time integration (e.x. Magento)
- Push notifications (In-app notifications & In-app content serving with segmentation)
- Data point for analytics with mobile tracking codes (proximity campaigns KPI rates dashboard)
- Mobile loyalty scenarios (promotions, coupons, stampcards)
- Gift Cards API
- In-store products scanner
- Authorization API with SSO
- Product real-time availability module
- Scoring system for mobile programs
- Monitoring of online user activities (social media, web tracking codes, forms data collection)
- In-app payment (**soon**)

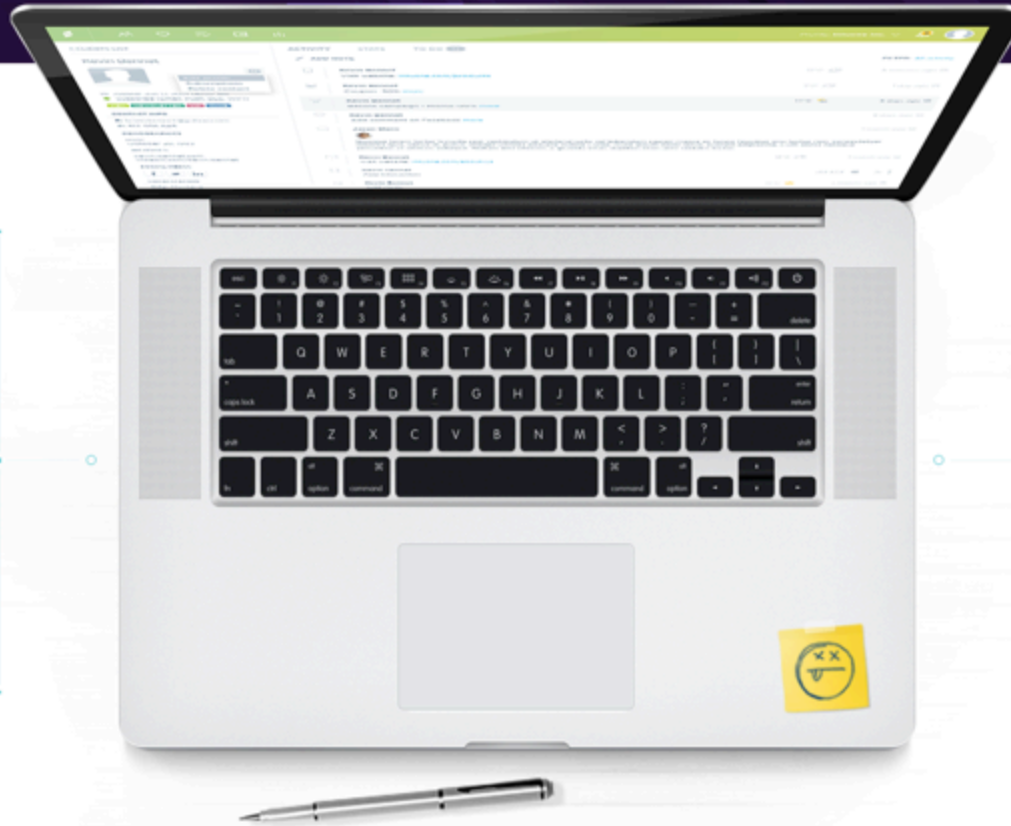
You can **create Your own APP** or just give a shot to our team to **create one** in our development department

iOS, Windows Phone, Android Support in-Synerise house included



SYNERISE

Bringing online & offline together



.loyalty

Engage your users



.analytics & insights

Draw conclusions and automatically explore insights



.mobile

Give Your customers perfect experience



.marketing

Build your customer journey campaign



.crm

Understand & track Your Clients

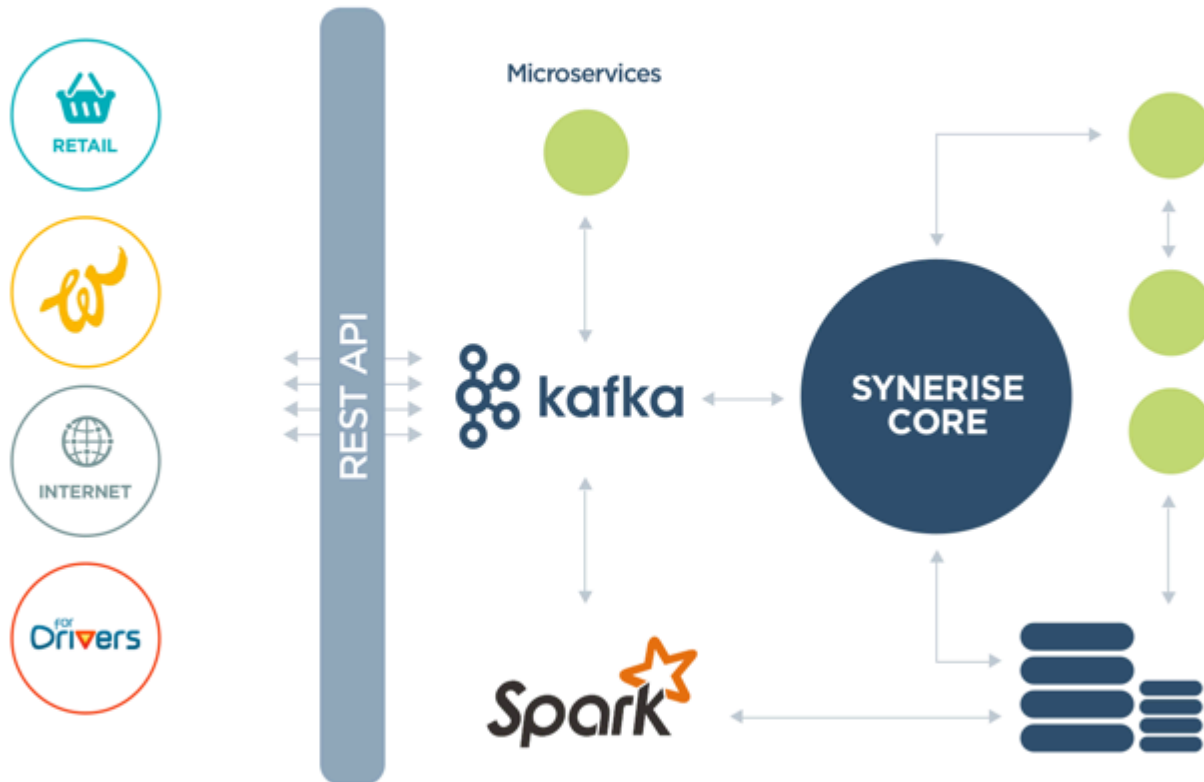


.task

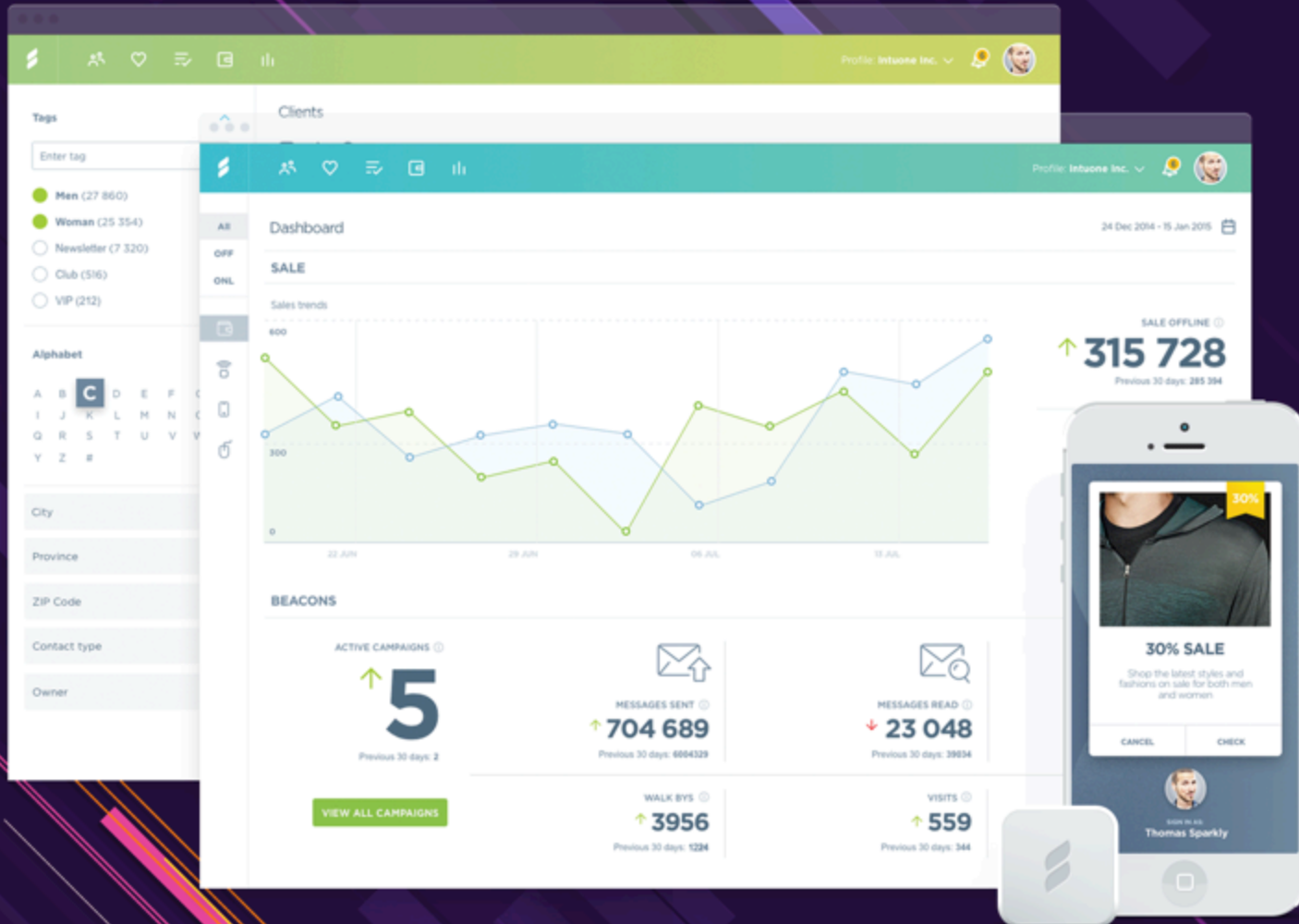
Manage your daily marketing and sales work

Now to run your day, manage team, create sophisticated campaign you need just one **Ecosystem**

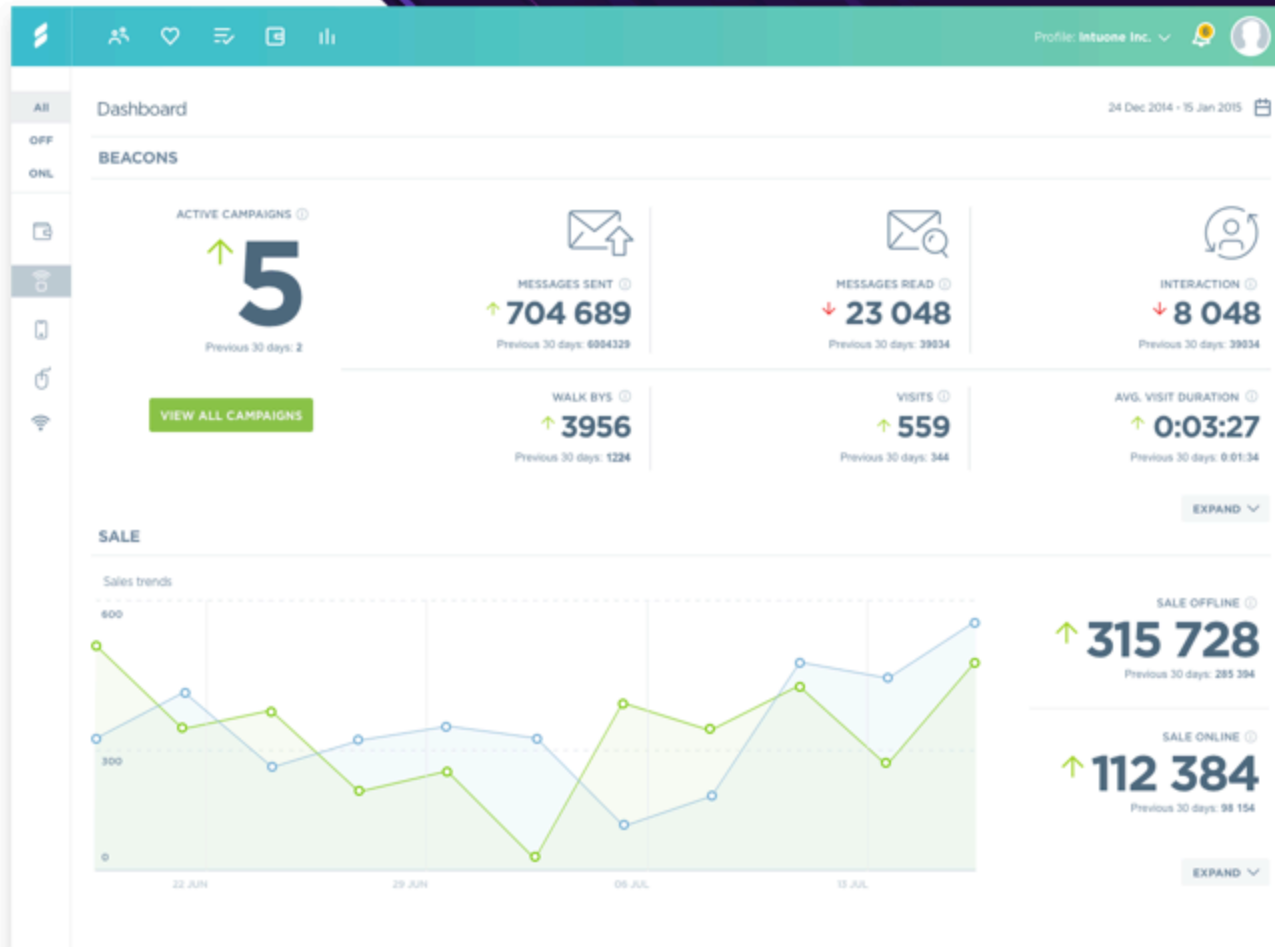
Synerise Cloud



The most comprehensive **omnichannel platform** that has ever been invented

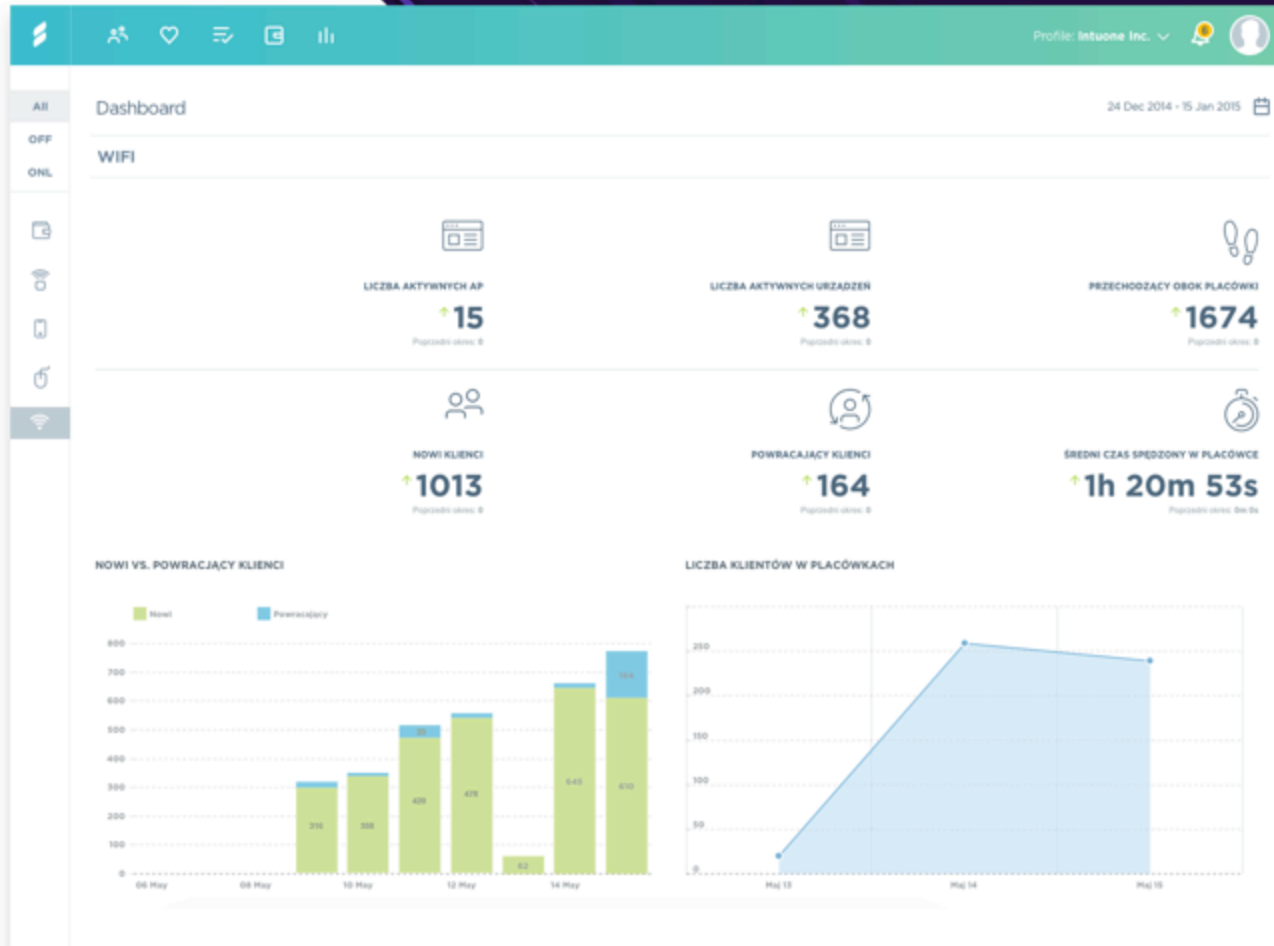


BLE agnostic technologies



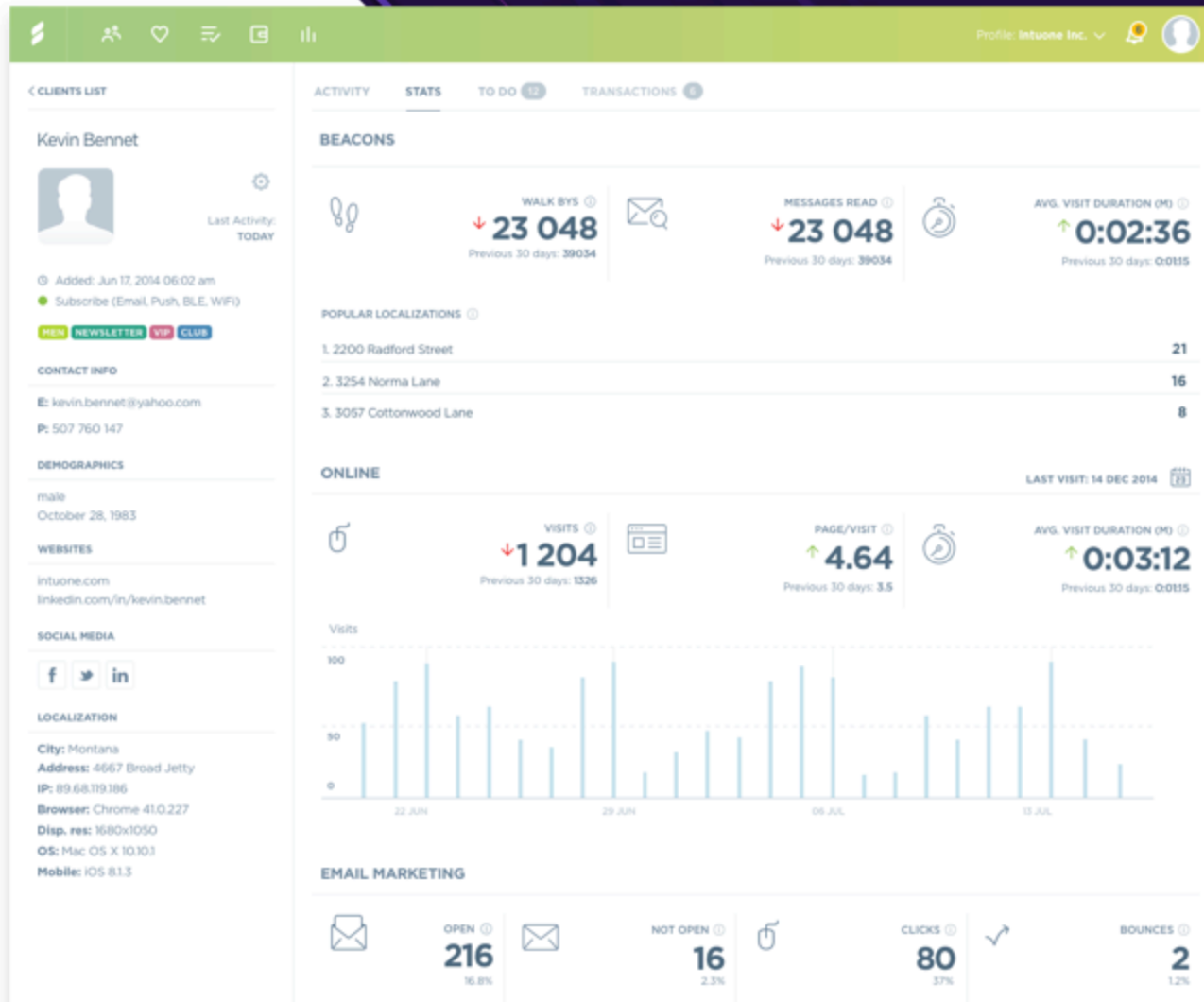
26 000 checked mobile scenarios / 100 venues

WiFi tracking

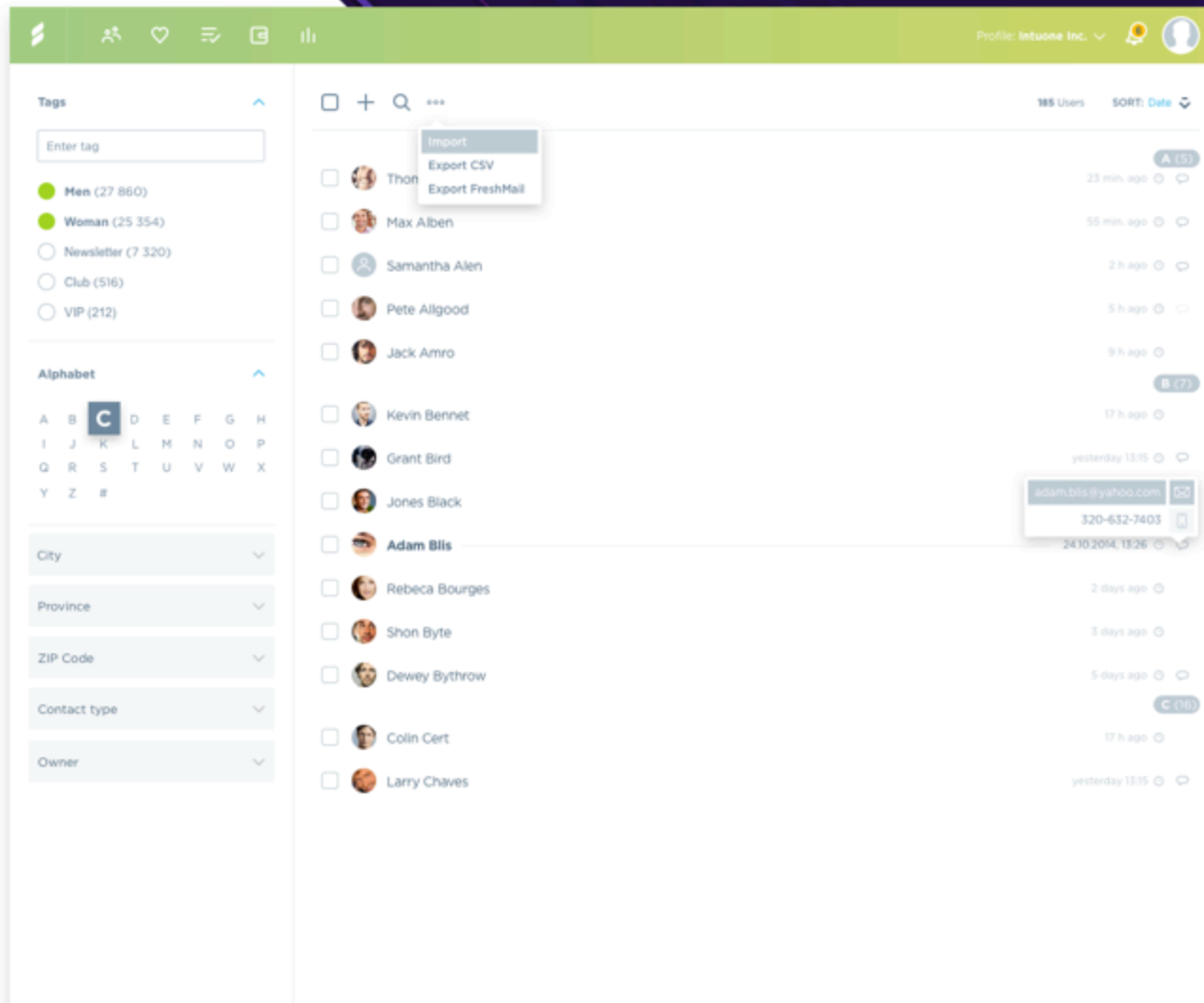


mobile conversion / mobile marketing automation

360° Customer View



Omnichannel behavioral engine



Push **notifications** (In-app notifications & In-app content serving with segmentation)

Machine learning: user profile

The screenshot displays a user profile for Kevin Bennet. The profile is divided into several sections:

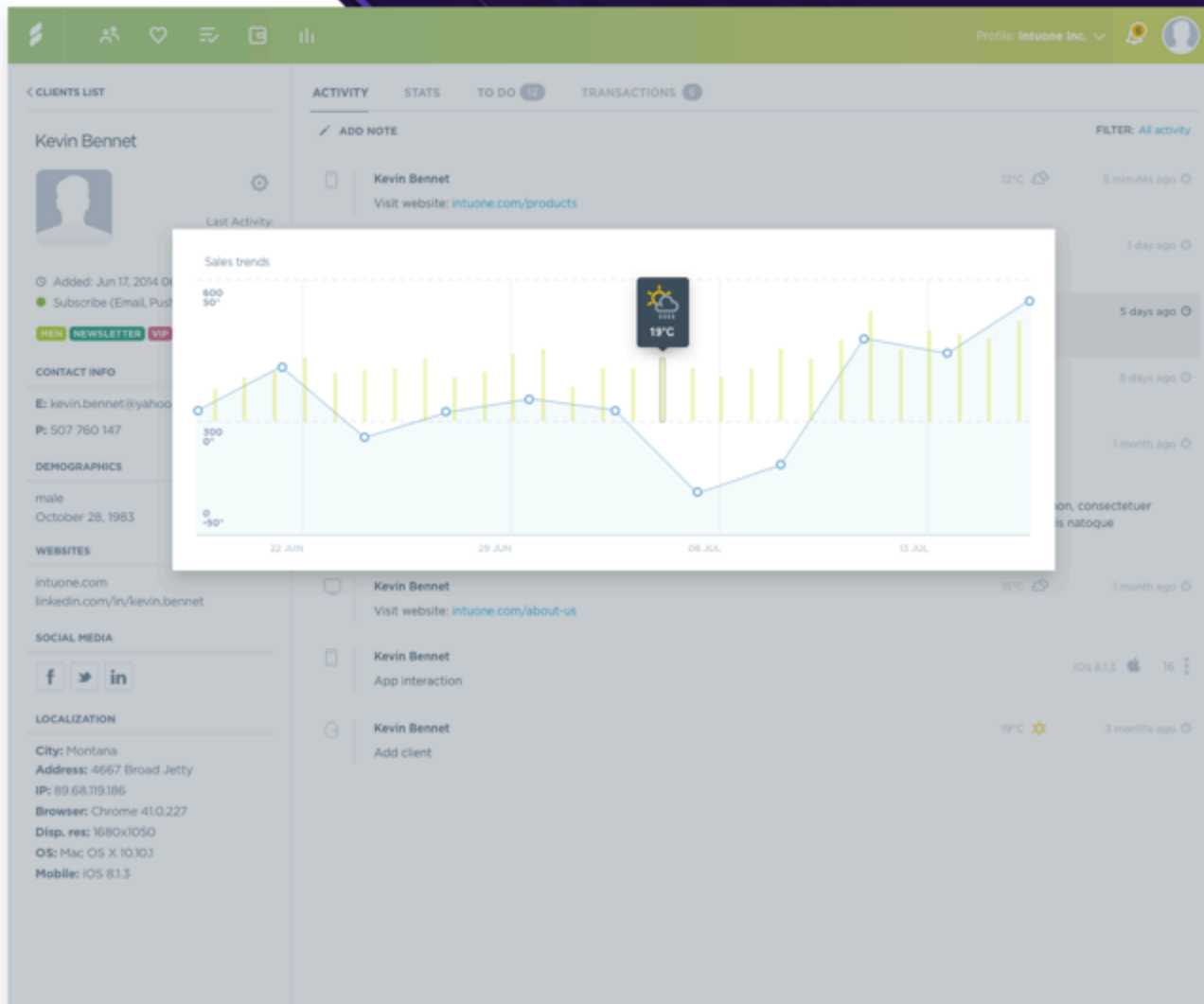
- Profile Summary:** Name: Kevin Bennet, Last Activity: TODAY, Added: Jun 17, 2014 06:02 am, Subscribe (Email, Push, BLE, WiFi), and tags: MEN, NEWSLETTER, VIP, CLUB.
- CONTACT INFO:** Email: kevin.bennet@yahoo.com, Phone: 507 760 147.
- DEMOGRAPHICS:** male, October 28, 1983.
- WEBSITES:** intuone.com, linkedin.com/in/kevin.bennet.
- SOCIAL MEDIA:** Facebook, Twitter, LinkedIn.
- LOCALIZATION:** City: Montana, Address: 4667 Broad Jetty, IP: 89.68.119.186, Browser: Chrome 41.0.227, Disp. res: 1680x1050, OS: Mac OS X 10.10.1, Mobile: iOS 8.1.3.

The **ACTIVITY** section shows a list of events:

- Kevin Bennet: Visit website: intuone.com/products (12°C, 5 minutes ago)
- Kevin Bennet: Coupon -50% more (7°C, 1 day ago)
- Kevin Bennet: Beacons campaign - Promo -20% more (14°C, 5 days ago)
- Kevin Bennet: Add comment on Facebook more (8 days ago)
- Jason Stern: [Profile picture] Quisque lorem tortor fringilla sed, vestibulum id, eleifend justo vel bibendum sapien massa ac turpis faucibus orci luctus non, consectetur lobortis quis, varius in, purus. Integer ultrices posuere cubilia Curae, Nulla ipsum dolor lacus, suscipit adipiscing. Cum sociis natoque penatibus et ultrices volutpat. Nullam wisi ultricies a, gravida vitae, dapibus risus ante sodales lectus (1 month ago)
- Kevin Bennet: Visit website: intuone.com/about-us (15°C, 1 month ago)
- Kevin Bennet: App interaction (iOS 8.1.3, 16 (1 month ago)
- Kevin Bennet: Add client (19°C, 3 months ago)

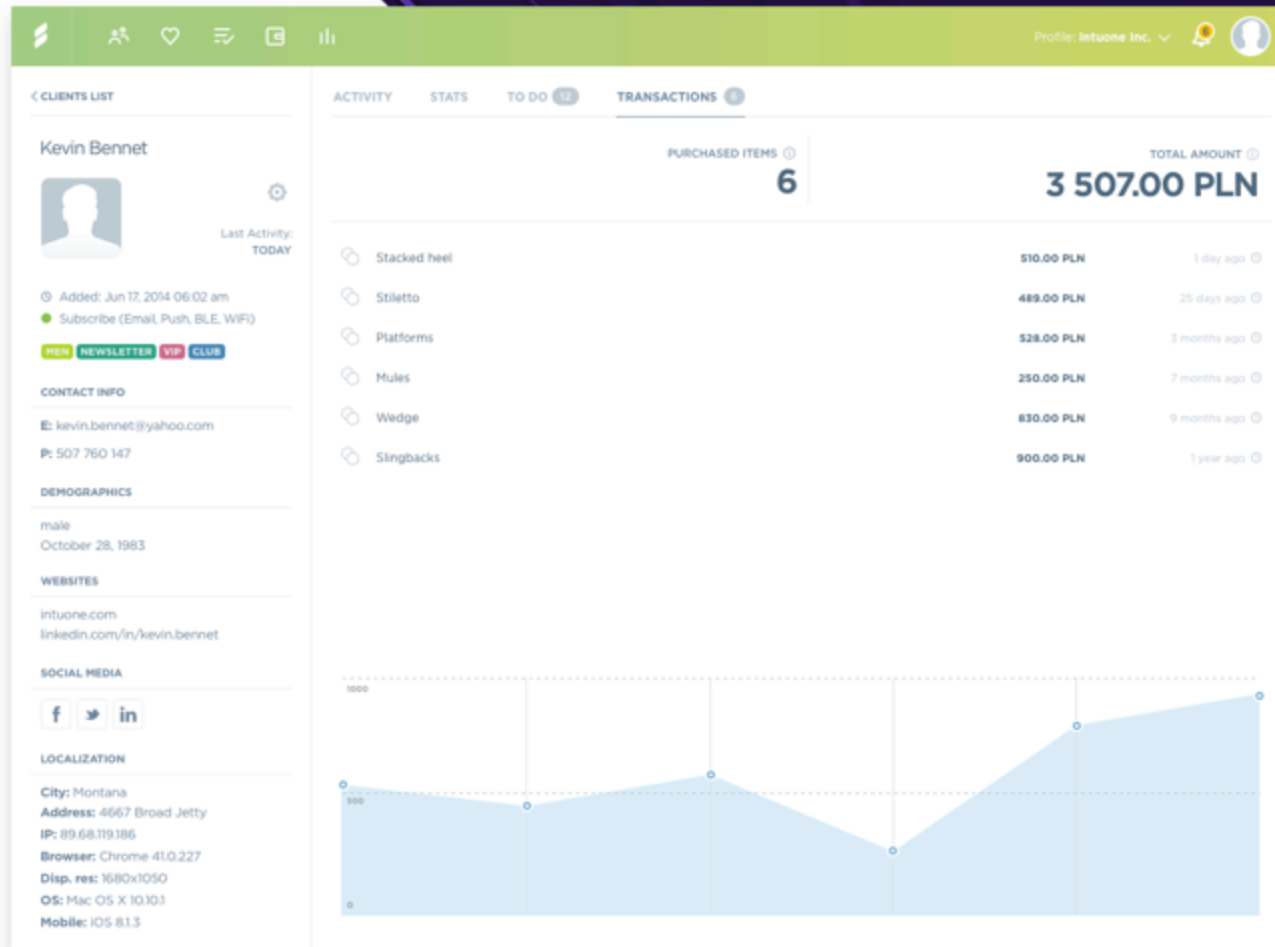
approx. 50 000 events generate per user each day

Weather



weather conditions are important


Full POS Integration






800 000 shoes / availability notifications / loyalty programs / transactions / since 2012



Smart task management

The screenshot displays a task management application interface. At the top, there is a navigation bar with icons for home, search, and other functions, and a profile dropdown for 'Intuone Inc.'. Below the navigation bar, a list of tasks is shown, each with a checkbox, a star icon, and a category tag. The task 'Define budget' is selected and highlighted in blue. To the right of the task list, a detailed view of the 'Define budget' task is shown. This view includes a title, a priority level (NORMAL), an assignee (Thomas Sparkly), a status (In progress), a progress indicator (7/12 H), and a due date (16.12.2014). Below the task details, there are tags for 'API' and 'BACKEND', and a description of the task. A comment by Thomas Sparkly is also visible, along with an 'Add comment' input field.




Profile: Intuone Inc. 

SEARCH: SORT: Created at FILTER: Non defined   


- ★ Report system defects
- ★ **CSS** Style the input
- ★ Script to load data
- ★ **Define budget**
- ★ **API** Database schema
- ★ **SEO** Open Graph
- ★ Google Ads integration
- ★ Script to load/refresh data
- ★ Graphics for progress and sliders
- ★ **UI** End-to-end UI tests
- ★ Show Error if attachment is too large
- ★ Simple hashtable index

#138 > #38 John Brown 35 minutes ago  

Define budget


  

PRIORITY NORMAL

ASSIGN TO **Thomas Sparkly** 



STATUS **In progress**

PROGRESS **7/12 H**


DUE DATE **16.12.2014** 

API **BACKEND** + ADD TAG

Define a detailed project budget that include all external costs such as licences, third party services, consultants, consumables, etc.

 **Thomas Sparkly** 5 minutes ago 

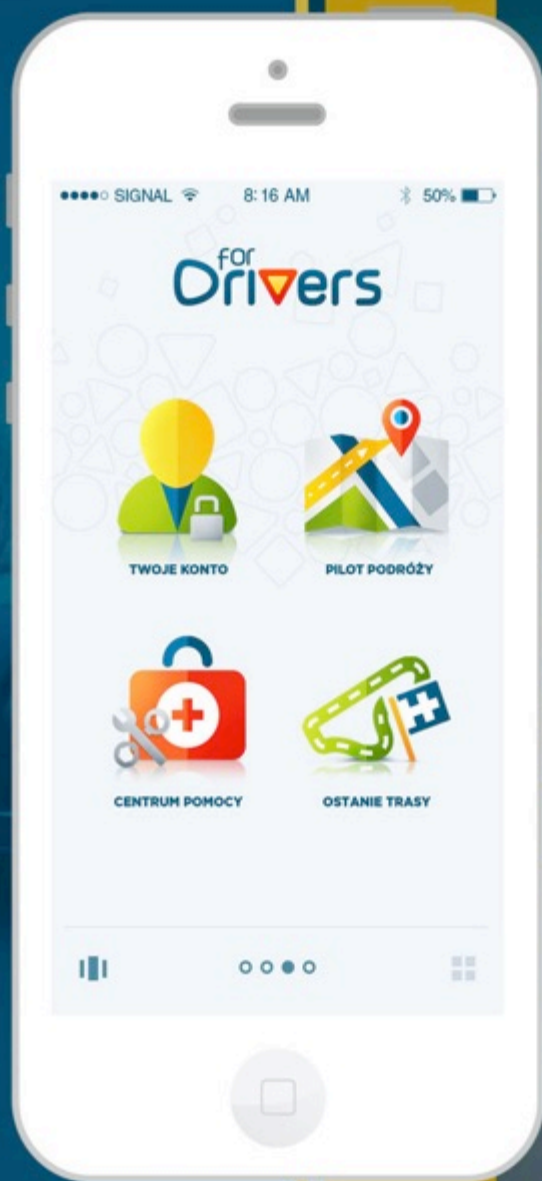
#1 I developed an investment plan that describes the acquisition process with reference to the feasibility study. Let me know if You need me to attach it.

 Add comment



AMBIENT

Intelligence





Powered by
**SYNERISE +
WOOLET**

BEACONVALLEY.IO

Open Public Beacons Infrastructure



Trochę rezultatów

- 350% wzrost grupy lojalnych (aktywnych) klientów w ciągu 16 miesięcy
- retencja nowych mobilnych kanałów dostępu do klienta: push via beacon: CTR - 85%, retention rate: 98,5%
- 4-krotnie wyższy poziom zaangażowania (czas w aplikacji) klienta w mobile niż w web
- poprawa jakości obsługi klienta (dostępność produktów) - skrócenie czasu obsługi o 300%
- kampanie e-mail marketingowe (40% CTR / 80% OpenRate)



Bringing online & offline together

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hello@grupahexa.pl