

# Boosting Brick-and-Mortar sales Through Mobile Interactive Emerging Technology

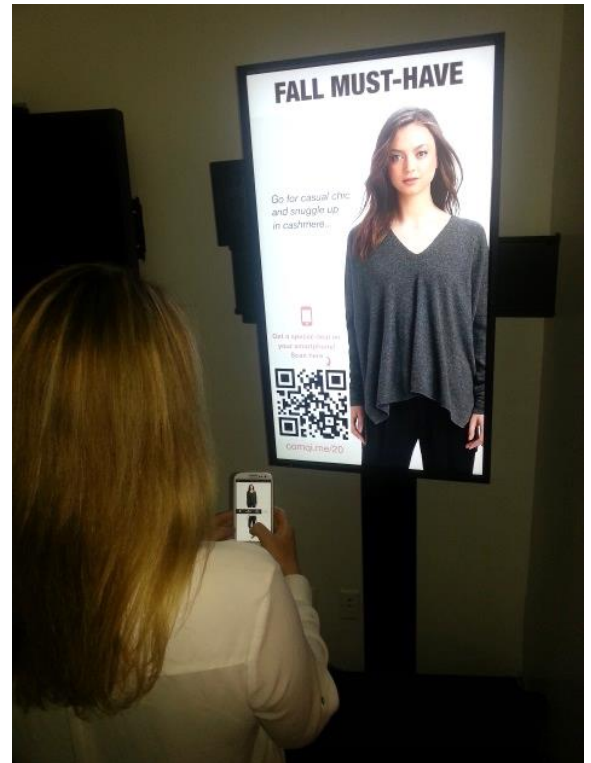
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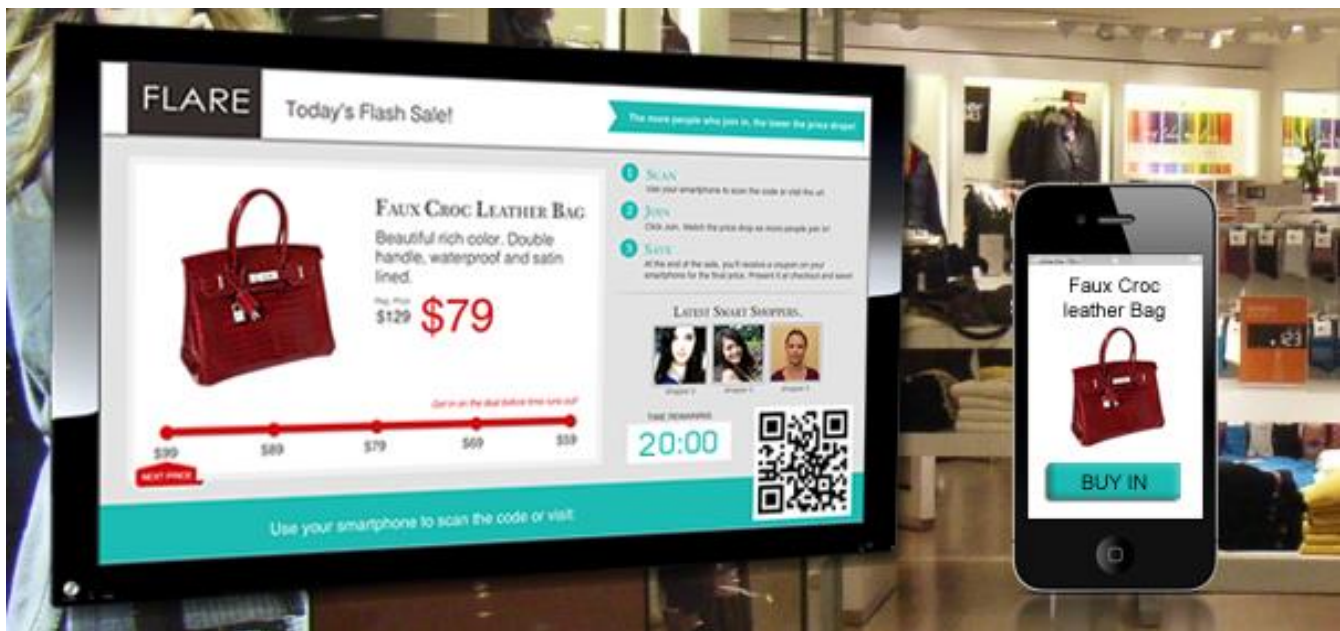
Thanks to smartphones **consumers have unprecedented access to boundless shopping options** conveniently placed at their finger-tips. Retailers are now facing the challenge of how to bring the attention back to their Brick-and-Mortar (B&M) stores and revamp their sales. However, through an innovative and brand controlled mobile experience, the retailer can expect increased customer engagement, enhanced loyalty and boost in sales.

Brick-and-Mortar stores are still by far the top revenue generators, accounting for 94.2 per cent of total US retail sales in Q2 2013 – a staggering \$1,052B according to US Department of Commerce. The retailer's goal is to marry the off-line and on-line sales for increased total revenues and EBITDA.

The solution lies in Customer Engagement which is the connection between a customer and a company or brand. Providing a positive, interactive sales experience coupled with a quality product and on-demand convenience is essential. Being synonymous with sales and attrition, it is well known that retailers who invest in Customer Engagement enjoy premium ROIs. Based on a study conducted by PeopleMetrics, companies with the highest customer engagement levels were found to yield an annual ROI increase of 8 percent above the industry average, while companies with low engagement levels saw a ROI 23 percent below the industry average.

**The disruptive technology** for in-store customer engagement is a real time, two way mobile interactive communication channel between the shopper (smartphones and tablets) and the brand (through the store's digital displays); It is a cloud- based SaaS technology platform incorporating mobile, web, digital signage, social and video.





ComQi's underlined technology - **Passport**, is complimentary to digital signage and social media marketing. It provides a dynamic experience that includes two-way mobile **Interaction**, **Personalization** and **Influence** to the shopper. Customers are stimulated and feel valued because they are getting tangible rewards and emotional gratification, which leads to future purchases and increased loyalty towards the retailer.

Further integration with the brand's POS, inventory and loyalty programs leads to a seamless storefront structure: ultimately, customer engagement at its best. The consumer gets custom discounts, instant product information, availability, price comparisons and reviews, access to online forums and a registry to the brand's loyalty program for additional benefits. The retailer successively collects the social identity of the store visitors and can converge it with the analytics derived from the on-line platform for creating unified retailer's shoppers Big Data, improving future marketing efficiencies.

We live in a technology-based, interconnected world, and consumers are entering Brick and Mortar stores with smartphones firmly in hand. They are more informed than ever, and have clearly defined expectations of retailers. Luckily, they are more willing to interact with brands and products in totally new ways. With in-store access to detailed product information, personalized promotions, and an expedient way to shop, customers are experiencing the brand as envisioned by the retailer. ComQi's Passport provides a 360 customer engagement vehicle. Passport supports the customer's journey and the retailer's longevity in the competitive and digital retail environment.