



RFID enabled personal assistant for brick mortar retail stores

By Kurt Bischof, December 2013



Retail Reality Today

- De-coupling of consumer interaction phases



- Consumer seeking for the best deal at each phase separately



Retail Ideal Situation

- Catch them during Consider Phase
- Keep them during Buy Phase
- Delight them during Deliver and After Sales Phase
- RFID will play a big role in each phase



Catch them during Consider Phase



NFC enabled Smart poster guides to the nearest store.



Cool !

Where did you buy it ?

I get 10 % discount in this restaurant chain using the RFID label in my jacket as a voucher

Keep during Buy Phase

- How can I get global best deal for this item ?
- RFID enabled interactive screens in stores provide the answer
 - Offer bundle deals for matching items
 - Price reductions related to sum of today's purchase
 - Display complementary service packages
 - Show additional sizes/colors from the same type and brand



Delight during Deliver and After Sales Phase

- Show accompanying service options in a tick box



Complementary tailoring



12 month repair package: xx\$



12 month dry cleaning package: xx\$



Pack and store for later pickup



THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR

TASHAKKUR ATU
GOZAIMASHITA
EFCHARISTO

GRAZIE
MEHRBANI
PALDIES

YUQHANYELAY
SUKSAMA
EKHMET

BIYAN
SHUKRIA
BOLZIN
MERCI

DANKSCHEEN
SPASSIBO
SNACHALHUYA
NUHUN
CHALTY
WABEEJA
MAITEKA
HUI
YUSPAGARATAM
DHIANYABAD
ANBIA
ATTO
MERSI
SPASIBO
DENKAUJA
HEHACHALHYA
UNALCHEESI
HATUR GU
EKOJU
SIKOMO
MAKETAI
MINMONCHAR
MAAKE
LAH
KOMAPSUMNIDA
SANCO
MERASTAWHY
GAEJTHO
AGUYJE
FAKAARUE
BAINKA
TAVTAPUCH
MEDAWAGSE
TINGKI