

# RFID enabled personal assistant for brick mortar retail stores

By Kurt Bischof, December 2013



## **Retail Reality Today**

De-coupling of consumer interaction phases

Consider Buy Deliver After Sales

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

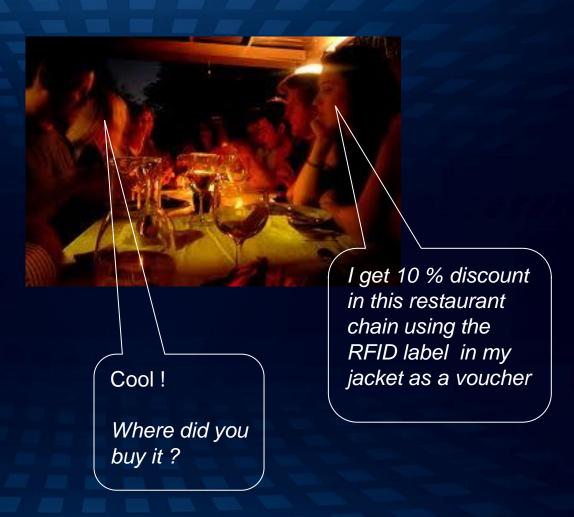




## Catch them during Consider Phase



NFC enabled Smart poster guides to the nearest store.





### **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



- 12 month repair package: xx\$
- 12 month dry cleaning package: xx\$
- Pack and store for later pickup







