Interactive Product Display

SOLUTION BRIEF

Solution overview

Interactive Product Display combines digital signage and interactive technologies, allowing customers to obtain valuable information without having to involve store staff. Customers can easily check information about products by scanning an RFID tag, attached barcode or by lifting the products from an interactive shelf. Product descriptions are displayed on a digital signage screen, presenting information in an attractive and engaging way. The Lift and Learn solution lets customers lift two items and compare information (e.g. benefits, recommendations, related products or other engaging content)

How does it work?

This technology is based on a combination of RFID and barcode technologies. The interactive readers are connected to the Beabloo digital signage circuit. Products displayed on a shelf or on a table have an attached tag/code with a unique ID. Within the Beabloo CMS, relevant information is assigned to this ID, including product description, price, and complementary product information. When a customer scans or lifts a product with a tag/sticker, the nearest digital signage screen displays content related to that product, such as complementary products, special offers and basic product details.

Solution benefits

• Improve the customer experience by giving customers the information they need using simple gestures like scanning or lifting.

• Engage customers with your brand and products by displaying valuable information in an attractive, eye-catching way with video walls, totems, and so on.

• Let customers really understand the differences between products by picking them up and comparing them.

• Increase sales and revenue by cross-selling and upselling complementary products.

Key features

- Professional digital signage platform.
- Various content: images, videos, music, text, and so on.
- Attractive and eye-catching formats: video walls, small screens, totems, and so on.
- Multi-zone templates that enable cross-selling and upselling related products.
- Specific content creation for item comparison.
- Remote content management with a cloud-based CMS.
- Native integration with an RFID-based interactive shelf with a custom frame color and materials.

Use cases

Enhance customer assistance

This solution helps customers discover new products, compare them and gain a better understanding of the product catalog. It gives customers a more personalized overview of the products and helps them find what best fits their needs. It also improves customer reliability and loyalty and alleviates the friction associated with staff interactions.

Boost sales and improve revenue

By cross-selling and upselling, you can increase revenue. Our Interactive Product Display with Lift and Learn improves marketing campaigns focused on specific products or purposes. It also transforms the decision-making process into an experience and makes the purchasing process faster and more fluent. You will be able to communicate your product catalog to the customers more clearly.

Increase store efficiency

This service allows staff to focus on store efficiency and supporting customers during the final step of the purchasing process. By eliminating repetitive manual tasks from the staff's list of responsibilities, this solution empowers staff to focus on the user journey inside the store and on the store's performance.