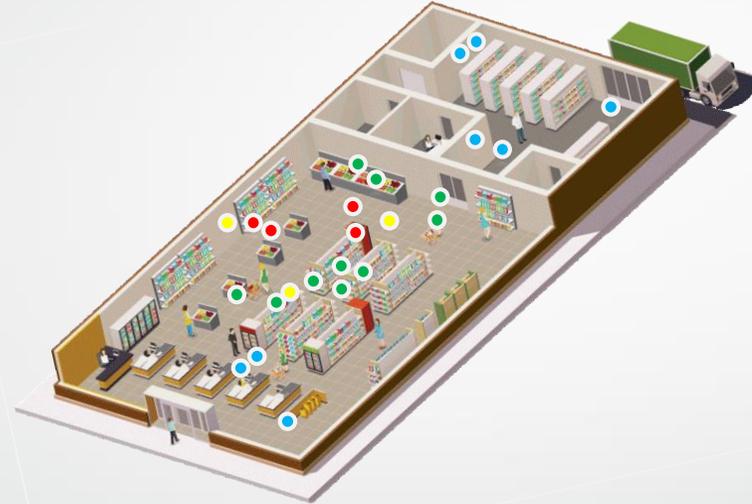# Steepmeadow Solutions

Proximity Awareness

People-Centric IoT – Proximity Awareness

"Based on emerging indoor proximity technologies there is now a complete, versatile, robust and quick to implement solution to optimize processes with minimal infrastructure and fast deployment. The solution can be used to identify precise real-time indoor location of customers as well as store associates. This real-time situational proximity awareness provides an amazing 10+ percent boost in operational efficiency."

Challenges:

- Customer Dissatisfaction
  - Trouble finding item
  - Long lines
  - Price/coupon confusion
- Staff Efficiency
  - Constantly answering questions
  - Constantly changing role per customer demand / lines
- Store Profitability
  - Missed revenue opportunities
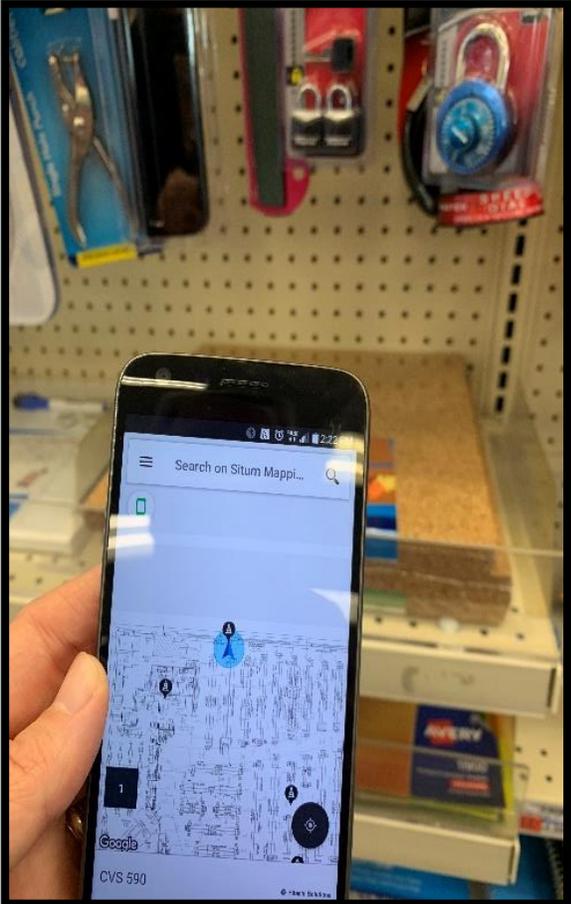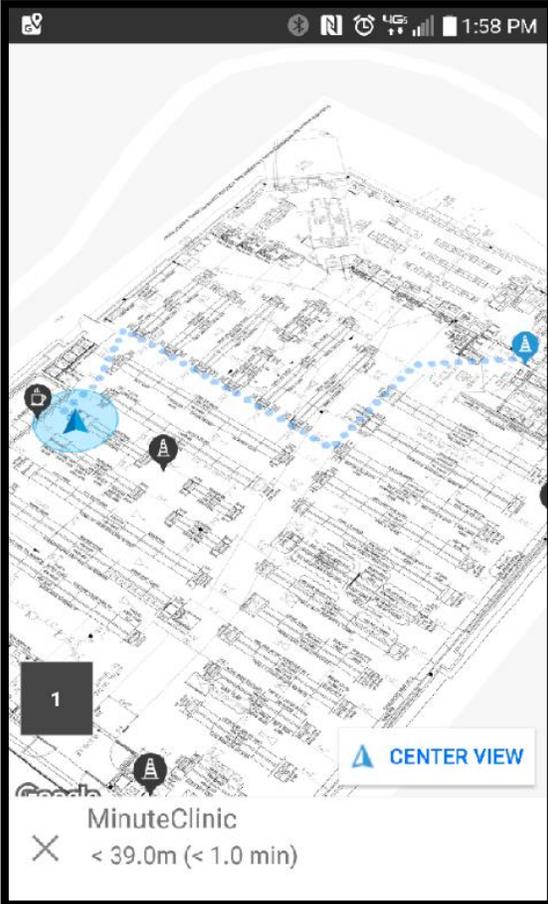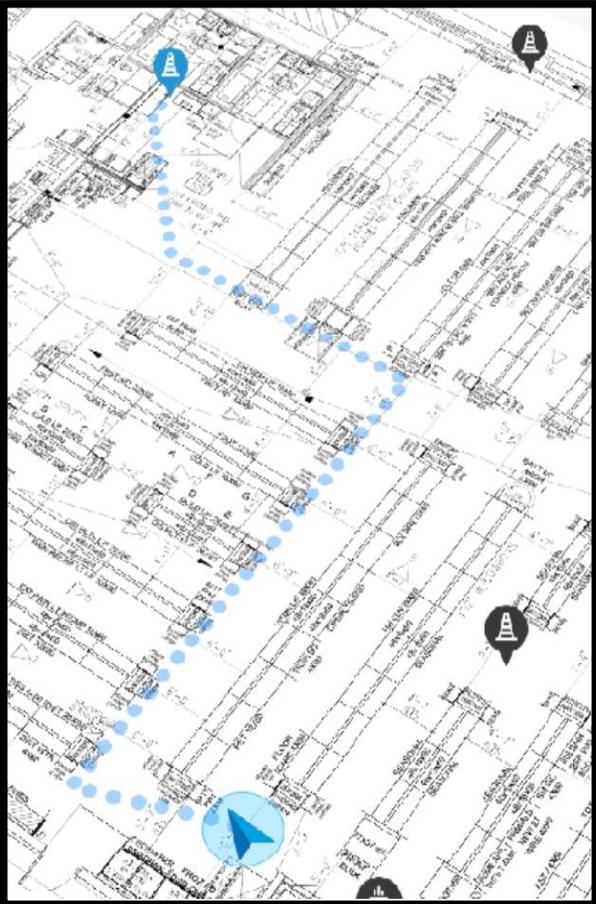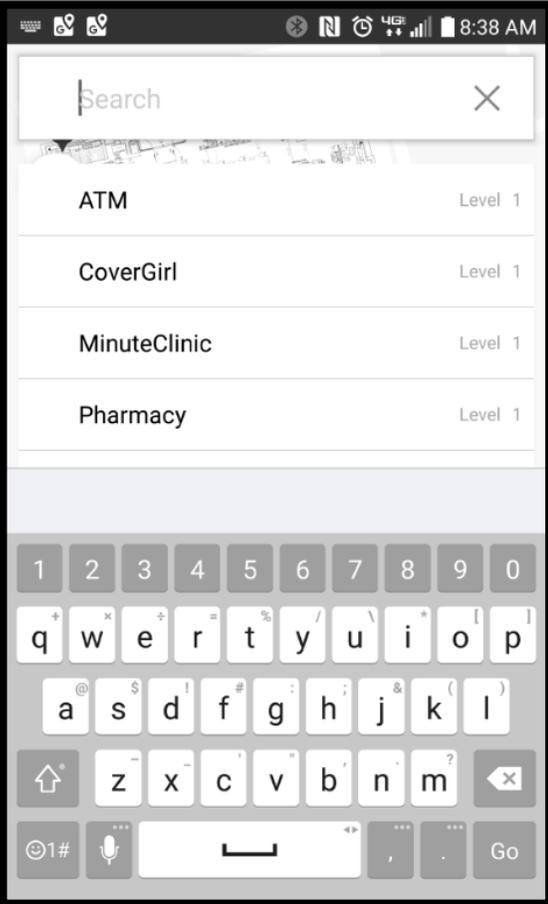 - Increased comps
  - Loyalty decrease

Outcomes:

- Decreased customer complaints
- Increased revenue
- Increased staff efficiency & satisfaction
- Staff identify and interact with customers based on a real-time map along with recommended actions
- Increased customer service via proximity powered experiences
- Predict customer movement patterns
- Provide customers with wayfinding directions to points of interest
- Real-time alerts for staff deployment including specific areas needing attention
- Personalized upsell & cross sell
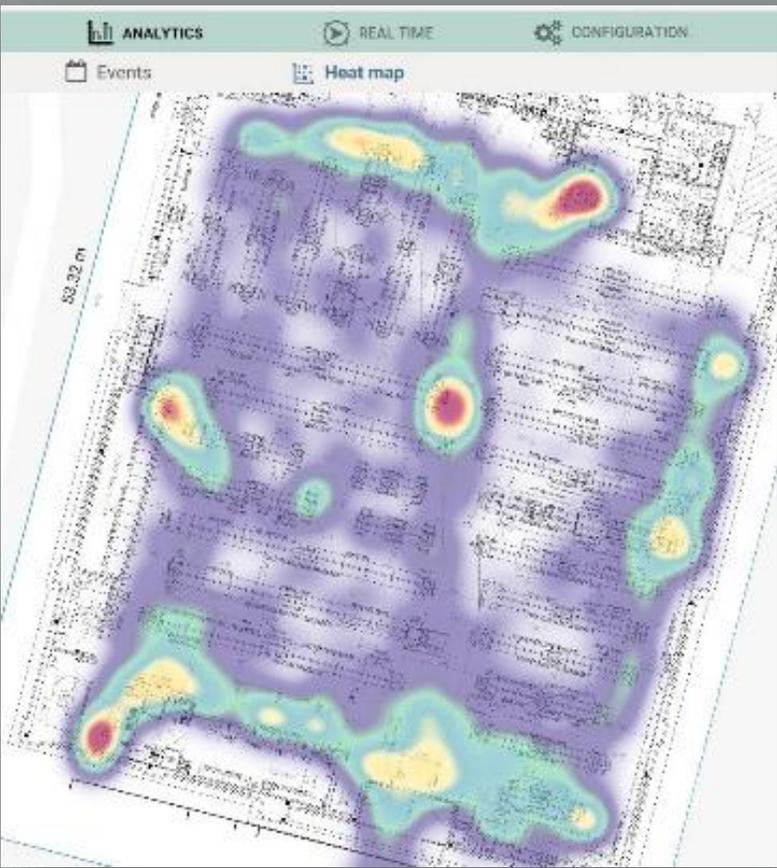- Immediate Return on Investment

Solution Features:

- Unique infrastructure-free solution for indoor positioning
- Enables a customized digital, interactive multi-step customer engagement experience
- SDK (iOS/Android) – doesn't require new app
- Integration with store systems
- Operational dashboards plus analytics including real-time & heat maps
- Searchable Points of Interest
- Wayfinding and proximity tracking
- Geo-marketing & Geo-fencing
- Lowest setup cost with the best accuracy

Search and Wayfinding

Heatmap Insights – Azure Data Platform
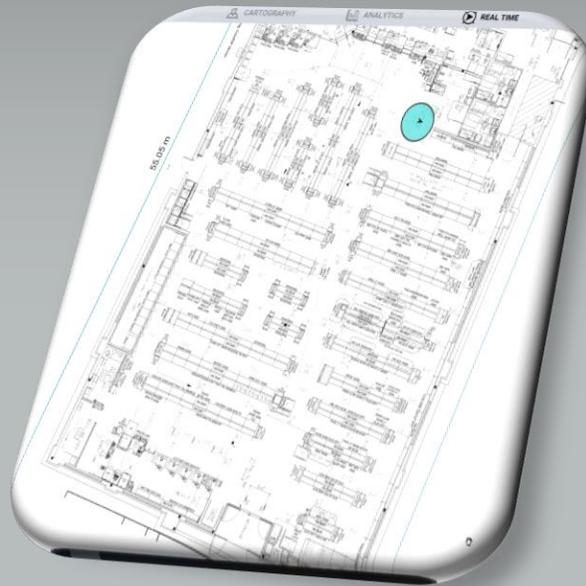
Proximity Awareness Business Value

Business Value	Use Case	Stakeholder
Advertising Uplift	Real-time Contextual Advertising - Product Talking to Customers	Marketing
Contextual Recommendations	Real-time Contextual Recommendations via app or store associate	Marketing
	Customer Context Updates to CDP	Marketing
Dynamic Promotions	Dynamic CPG Promotions	Marketing
	Dynamic Healthcare Promotions	Aetna & MinuteClinic
	Real-time Proximity-enabled Gamification	Marketing
Labor Efficiency	Customer pickup alert – Pharmacy	Pharmacy Operations
	Staff optimization - queue management	Front of Store
	Reduced time answering customer questions via wayfinding	Front of Store
Loyalty Uplift	Real-time Contextual Customer Experience Moments	Marketing
	Real-time Proactive Coupon Recommendations via app	Marketing
Merchandising Insight	Real-time Merchandising Insight	Merchandising
Awareness Impact	Awareness scenarios including out of stock algorithm support	Front of Store

Proximity Tracking – Store Demo

This slide has embedded videos of an actual demo - run in presentation mode to see video replay

ATM to Seasonal

MinuteClinc to Computer Supplies

Beauty to Checkout to Exit

Entrance to MinuteClinic

Steepmeadow Solutions

Steve Sharpless   👤

512.730.9883   📱

ssharpless@steepmeadow.com   ✉

https://steepmeadow.com   🌐