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BRICK and MORTAR **1-to-1 MARKETING**

Today, many stores and shopping malls are experiencing a significant drop in sales as shoppers increasingly make purchases from the convenience of their homes or offices.

Furthermore, while spending significant money on mass marketing to attract people to come to their establishments, once the consumer arrives, there is no follow-up conversation or closing of the campaign loop.

Therefore many commercial center parking lots are full, but the retail outlets been reduced to showrooms that allows prospective customers to window shop, browse or try before they buy online. Instead of fighting back, many are converting their space to become pickup-dropoff spots for online purchases and returns, while their stores represent an underutilized marketing channel.

Eye-In Media's **Eye-Intelligence** cloud based suite of Customer Relationship Marketing (CRM) applications **brings to brick-and-mortar establishments the methodology and technology of 1-to-1 marketing** that has been enormously successful in influencing online purchases. It offers robust analytics and marketing tools that enable retailers to respond in real-time to the shopping habits, return frequency and unique profiles of each shopper in their establishment.

Eye-Intelligence collects information from multiple data sources: your Wi-Fi network, social media networks, surveys, customer service interactions, newsletters, contests, as well as online Chat and SMS; and provides you with valuable information about each shopper's preferences, needs, habits, demographics and contact information, as well as when, how long, and how often they visit.

Eye-Intelligence is the missing bridge between your online or e-commerce platforms and your customer’s in-store experience. It can be integrated with your loyalty programs, point of sale systems and multimedia touchpoints from iBeacon, Quick Response (QR) code, Radio-frequency identification (RFID), image recognition, motion detection, and traffic count systems.

With Eye-Intelligence, all in store marketing communications and shopper interactions are amalgamated into one customer database providing marketers with a 360° view of their shoppers within an integrated suite of tools that go beyond traditional marketing strategies. By capturing and extracting the profile of your audience in real time, customized content can be shown on visitors’ mobile devices according to their membership in specific target segments.

NO APP REQUIRED

Before a retailer can have any interactions with any shoppers through an APP, the shopper must initiate three processes which are beyond the control of the retailer: 1) The shopper needs to have downloaded the APP to their mobile device; 2) The APP has to have been launched by the shopper once they enter the establishment, and 3) The shopper must ensure their device has Internet connectivity.

Because process three is a prerequisite to processes one and two, and there is no way to ensure that shoppers have downloaded your APP, or launch it every time they visit, we simplified the process into one step. Shopper’s simply connect to your Wi-Fi network and are immediately linked to Eye-Intelligence CRM.

By individually recognizing each connection, Eye-Intelligence provides you with an instantaneous two-way 1to1 communication channel. You can tailor promotions, loyalty programs, and contests to different segments of users, or help them discover sales, events, restaurants, or promotional kiosks; our platform offers you unprecedented marketing capabilities.

INTEGRATION with **DIGITAL** SIGNAGE

To entice shoppers who are unaware that connecting to your Wi-Fi has benefits beyond just internet connectivity, you can promote on large format display screens and video walls incentives to connect.

The seamless integration of Eye-Intelligence with Eye-In Media’s Eye-InSpire cloud based suite of Digital Signage applications extends your communications channels allowing you to further customize the customer in-store experience.

Eye-InSpire can also trigger on-screen content based on specific targeted profiles that are detected as being in the physical store.

Our cutting edge content authoring tool, Eye-In Storyboard (EIS) enables you to easily and rapidly create dynamic content and playlists blending your existing media (images, animation, and videos). Using simple drag-and-drop, you can embed into your design information from external data sources such as: Excel Spreadsheets, RSS Feeds, Tweets and Blogs.

EYE-InSTORYBOARD “HTML5 by DESIGN”

Marketers can use EIS to design different messages, promotions and incentives for different target segments. It automatically generates HTML5 code from your design, making it portable to multiple platforms (screens, web and mobile) and allowing you to leverage your artistic freedom without programming constraints.

COMPLETE **CRM** SOLUTION

There exist many disparate online tools that allow companies to connect with their customers. There are various tools for conducting online surveys, emailing newsletters, leveraging social media networks, customer service and online chat. Each of these individual point solutions creates a silo of customer data in incompatible formats. With Eye-Intelligence all of your marketing data is on the same cohesive platform, making it easier to manage within the same toolset and providing you cross-application insight.

DASHBOARD

Eye-Intelligence's dashboard offers a real-time overview of key information and statistics. It helps you understand key metrics such as: how many shoppers are currently in your establishment, how many have frequented earlier in the day, the proportion that are newcomers versus repeat visitors, their average shopping time versus their time spent on-line, and what mobile devices they used to connect.

You can easily identify the peak traffic hours versus slower periods, as well as day of the week trends. You can view summary data or drill down to individual users to view their unique customer profiles and activity.

CUSTOMER SEGMENTATION

Customer segmentation allows you to specify criteria for categorizing your customers into target groups that share similar characteristics. The customer segmentation feature removes all the guesswork and updates your groups or subscription lists in real-time. The first time a customer self-identifies on your network, their profile will automatically update the appropriate target segment. As further information collected and based on subsequent visits, these groups will dynamically update.

Since permission marketing is incorporated in the Wi-Fi login process, users can subscribe instantly on the spot with no delay or possibility of losing interest. Opting-in, real-time eliminates the possibility of forgetting to answer your email by the time they are connected again, leading to a richer subscription base.

With our Marketing Campaigns feature, you can build, send, and manage email based campaigns and newsletters and follow up with customers after a visit, or purchase, to recommend other products and services of interest to them. You can also surprise your best customers with a coupon triggered by their shopping behavior.

MARKETING CAMPAIGNS

Using a simple drag and drop editor, you can design inviting marketing communications while ensuring consistency with all your other marketing tactics. There are many pre-seeded templates that you can tailor to your audience. You can customize the colours, background and add your logo to ensure all of your elements are professional looking and match all of your visuals for seamless advertising campaigns.

You can also customize communications based on customers' profiles and pre-determined filters enabling you to send different campaigns to different customers based on their unique profiles. By targeting consumers based on their real-time information, you ensure more relevancy when re-engaging them.

You can also analyze data collected from your previous campaigns in order to ensure follow-up emails are viewed. Learn which day/time/subject line lead to the highest open rate and which templates your subscribers are receptive to. Moreover, you can easily analyze aggregate statistics, such as click rates for weblinks you embed in your communications.

PUSH NOTIFICATIONS

With Eye-Intelligence you can leverage customer segmentation and marketing campaigns to push content to mobile device's login pages as well to smartphones through SMS or MMS messages. Furthermore, because mobile browsers support push notifications, you can engage with your shoppers in real-time irrespective of the website they are browsing. Push notifications provide high-visibility and catch people's attention in a subtle and minimally intrusive way, ensuring your message is viewed and incentivizing a call to action (CTA).

Surveys are a simple cost-efficient means of gathering information from customers for targeted 1-to-1 marketing. As such, Eye-Intelligence offers you the ability to have your Wi-Fi users complete a brief survey on whatever type of information you want to collect before they connect to your network. Insights from survey responses make it easier to capture and analyze the missing information you need, allowing you to act accordingly.

SURVEYS

Studies show that surveys and questionnaires that are well designed and that convey easily recognizable brands garner higher response rates, as well as higher quality responses. With our survey solution, you can choose your questions, colors, add your logo, as well as images you would like to incorporate.

With 70% of people answering surveys within their first login, surveys ensure efficient dependable information that is instantly integrated into their user profile in real-time. The survey responses add a richer level of details to their profile, enabling you to market to your customers directly in the best way possible that speaks to them.

**INTERACTIVE
CUSTOMER
SERVICE**

Your Customer Service kiosk now goes mobile. In our ever changing world, 44% of consumers now prefer real-time chat on their phones to alternative communication channels*. Eye-Intelligence's interactive communications tools allow your customer service team or offsite sales associates to engage, inform and guide customers who are in your establishment through their mobile phone.

Through our Webchat, In-App chat, or SMS you are providing shoppers with a mobile sales assistant. Your agents can provide directions, tips and promotional information to your shoppers. For example, in a commercial mall, a shopper may want to know where the nearest shoe store is or how to get to the food court. Or, they may want advice on the perfect gift for that someone special.

Conversations become contextual, leveraging the shopper's profile in the Eye-Intelligence CRM database. This provides your agents the insight, tools and information they need in order to engage, support, and convert shoppers into consumers. In addition to knowing who the shopper is and whether they are a first-time visitor or high-value returning guest, their demographics and preferences assist you in helping them more effectively, delivering the highest form of customer service on the market. You are building customer loyalty while giving shoppers a productive and memorable visit.

In addition to detailed text replies, you can send rich content such as coupons or product recommendation images to improve their experience and build customer loyalty. It can also be used as a tool to cross-sell by offering products which customers may not necessarily find spontaneously; thus, increasing sales. Proactive engagements can drive up to 40% of revenue and can increase sales by 30% or more*.

The Eye-Intelligence Kiosk includes three complimenting Chat channels:

Webchat: You can add this chat option directly to your login page. The benefit being, your customers can see your chat option from the moment they log onto your Wi-Fi with their device, and do not need to download an App to initiate communications with you.

In-App Chat: Allows you to easily deploy Eye-Intelligence Kiosk in any mobile App, while leveraging the device's geolocation to pinpoint the shopper's location. The App can also contain your store directory, hours of operation, mall events, loyalty card functions as well as customized coupons and promotions.

SMS Chat: Gives you the power to exchange SMS messages with your customers who are not online or have not downloaded your App. This makes it practical for users that want quick on demand answers. You can choose a vanity number that is memorable and easy to share.

With these various forms of chat, the conversation does not end when your customers leave your center. For example, if they are home and would like to know your hours of operations, all they have to do is text your customer service agent, from the comfort of their own home.

To take this concept even further, you can add a link to the Webchat to your website and Internauts including even people who have never been to your center before, can ask your agents anything i.e. "what exit from highway 15 do I get off at to reach your mall?" or "do you have a pet store?" or "which parking lot and entrance is closest to Zara?". This builds a loyalty and adds an unparalleled access to your center.

Eye-Intelligence's Customer Service Kiosk is more than chat; it's a global platform with a database that collects users' questions and concerns. This builds "smart answers" that recognize previously asked question or keywords to answer your customers more quickly and efficiently; speeding up response times.

You can also monitor your customer service and see how your agents are doing through their ratings they receive from users, while keeping logs of all conversations to reference at a later date. It also updates customers' profiles which can be used for targeted 1-to-1 marketing and communication.