Fully Integrated
Retail Solutions

Retail

An izone Africa Brand

Retail

Industry Insights

In today's rapidly evolving business environment, marketing and retail managers realize that customer experience matters. Customers want to enjoy more than just your products and services, they expect a memorable and lasting experience.

Developing a remarkable customer experience is profitable. Customers who had the best past experiences with brands spend considerably more and are more likely to make favourable referrals.

In a fast changing business environment driven by technology, digital revolution and varying customer needs, businesses are in need of bespoke retail solutions...

Retail+

The Solutions

Retail+ is an expansive suite of solutions which can be integrated with database driven web and mobile applications.

These solutions increase the customer's shopping experience, making the shopping trip convenient and quick by making product information easily accessible.

Our bespoke Retail+ solutions offer include:

- Product Showcase Applications
- Digital Shelves
- Digital Shelf Talkers
- Lift & Learn
- Self Service Kiosks
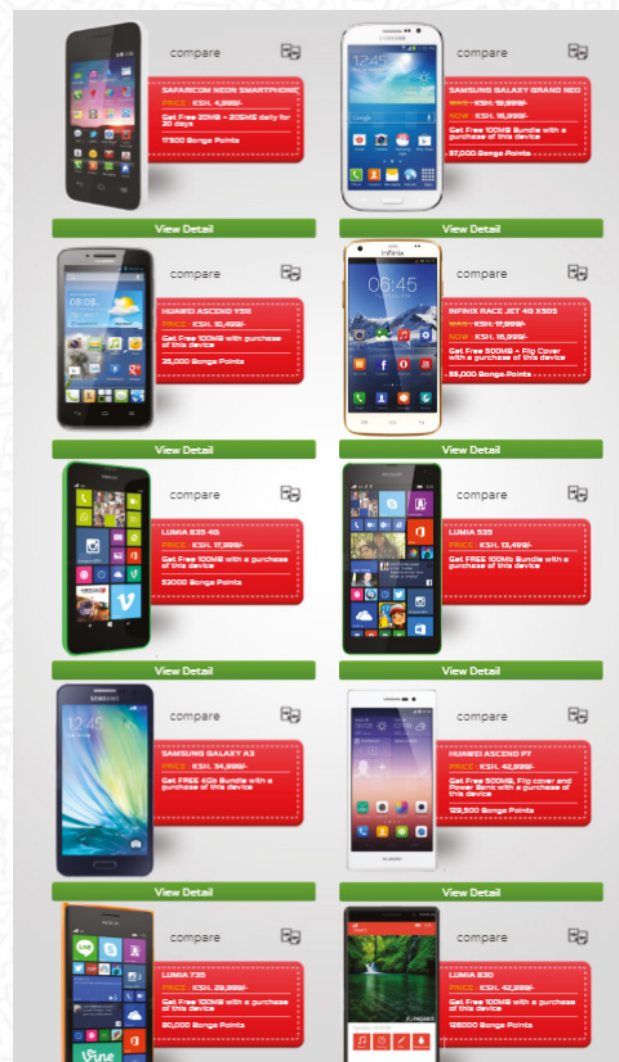- Virtual Dressing
- Smart Posters
- Smart Box

Retail

Product showcase Applications

Modern consumers want to be able to shop whenever they want, wherever they are. Customer-centric retailers and businesses must devise a winning omni-channel strategy if they want to connect to more customers, and retain their old ones.

Successful businesses must make themselves available to their customers through multiple touch-points, and communicate with them on a personal level through all of the channels.

These enable you to:

- Open your doors to your customers anytime, any place

- Manage your e-commerce platform

- Mobile inventory management

- Outstanding customer service, across all sales channels

- Superior customer service

- Increase retention with the loyalty apps

The future of the shopping experience is here with us today. Picture a world where your customers are active participants in, not the target of, your communications.

Electronics, clothing, food, beverages, virtually anything one would require from a conventional retail store is now just a finger swipe away. It's an amazing experience they'd instantly share across their social media platforms, a powerful and cost-effective way of making them your brand ambassadors.
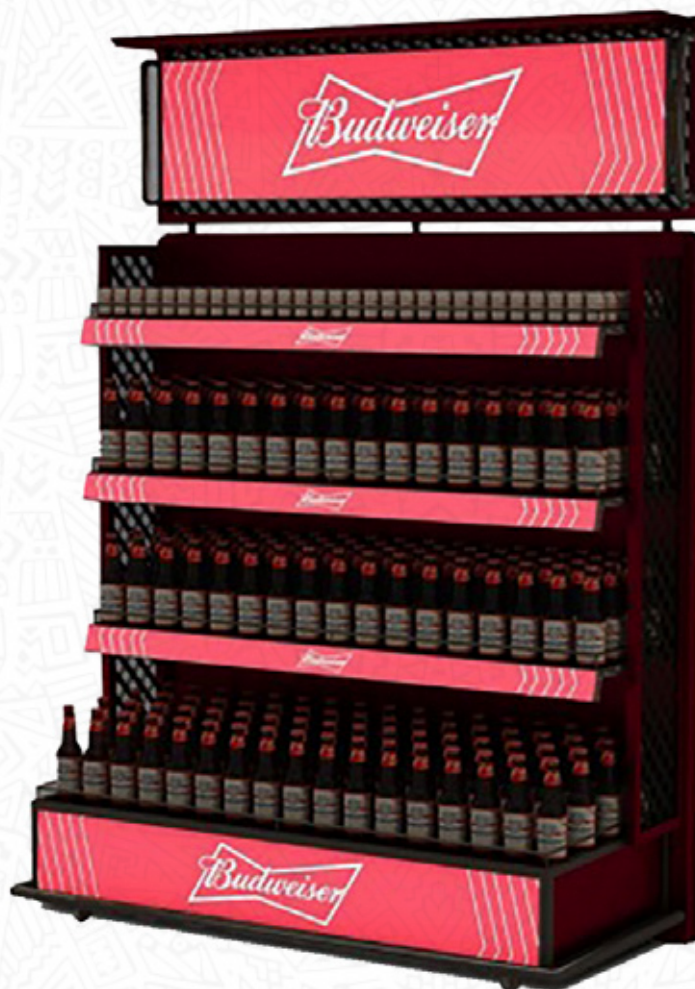
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Digital Shelves

They are ideal for digital shelf advertising in retail stores. They can be attached on any gondola design and can display any media content that you want. You can even synchronize them to play the same content, or to have each one display something different.

The digital shelves can also connect online, and that gives you the capability to change their content all at once easily, through the software that we provide to you.

Benefits

- Replacing messy paper labels with digital shelf displays keeps shelves clean and tidy

- Showing video ads on the screen is a more effective way to stimulate buying desire

- One stretched screen can gracefully display information and prices for multiple products

- Digital content can be updated via network to save labour and material costs

- Fancy screens make stores and products look more advanced and attractive

- Digital shelf displays show more product types, models and advantages

- Well-designed digital content can get customers' attention and improve conversion rate

- Lift and learn solution enhances interaction with customers to optimize the brand experience

Retail

Digital Shelf Talkers

These enable the audience to sample, experience and get information about the products displayed on the shelf. The shelf comes to life every time a physical interaction takes place with the product.

This gives the customer any form of information that you might want to convey, thus creating a whole new interactive and engaging shopping experience.

Features

- **Enables immediate price reaction**
  Save time and labour with automatic price updates

- **Real-time pricing**
  Ideal for quick store updating

- **Implement 'Happy Hour', demand-based price changes, or seasonal/promotional/strategic pricing**
  This was initially difficult, or impossible, to implement with traditional price labels

- **Improves customer loyalty with reliable pricing**
  Faster checkout lines thanks to enhanced accuracy

Benefits

- Reduces loss from unpriced goods

- Reduces operating costs, more cost efficient than paper

- Launch marketing campaigns at any time

- Answer stock questions on the spot (stock status on hand)

- Modern, seamless technological integration with the stores' environment

Juggling a shopping basket, calculator, notebook and pen is most inconvenient, especially if the totals at the till do not match yours. Welcome to an experience where you're 100% sure that what you see, is what you get; especially with a neat tablet at your disposal, showcasing your product of choice or interesting you in another that may have slipped your mind.

Retail

Lift & Learn

How it works

- As the customer approaches the screens, a video (attract loop) will play dynamic content related to the product displayed at that station

- Once at the display fixture, the shopper can visually review the products available

- When a product of interest is identified, the customer will be instructed (via the attract loop), to lift the product to learn more

- When a product is selected / picked from its stand, the display screen will begin playing content that is specific to that product

Lift & Learn provides the benefit of handling a product in-store along with the level of information normally only available online. When a customer picks up a product, it triggers an information display that presents the main features and benefits.

Customers can interact to access more detailed information while still physically holding the product – creating real engagement.

This added information is essential to the purchasing process. If two or more products are picked up at the same time, the display can show comparative information allowing the customer to really understand the product differences - and identify the perfect one for their needs.
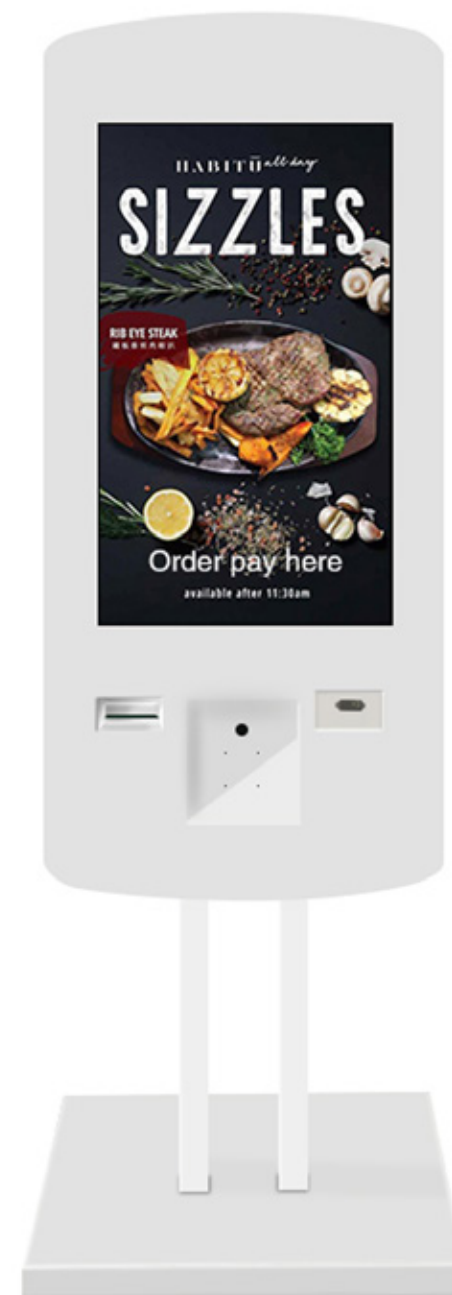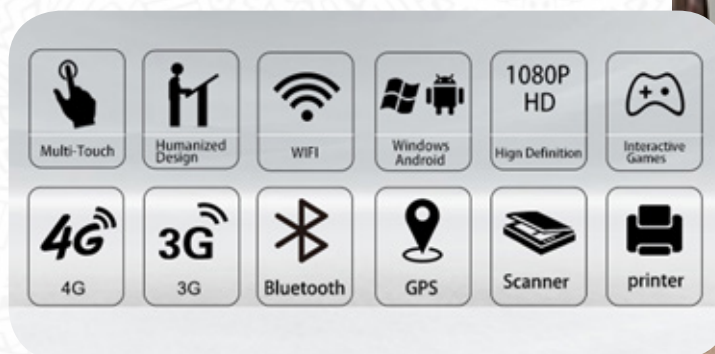
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Self Service Kiosks

This machine is widely used in public areas like restaurants, cinemas & malls where people can order and pay by themselves, leaving out the need to rent out shops or hiring staff.

They come in 32 inch touch-screen, self service payment technology, with thermal printer / POS

The kiosks can be easily customised to your specifications to include additional features like NFC, cameras, cash receiving etc.

Multi-Touch	Humanized Design	WIFI	Windows Android	1080P HD High Definition	Interactive Games
4G	3G	Bluetooth	GPS	Scanner	printer

Retail

Self Service Kiosks

Retail

Virtual Dressing

This is a fully customizable, powerful and easy to use augmented reality 3D fitting room system.

Our innovative technology allows shoppers to virtually try on various clothes and accessories, giving the chance to preview products without trying them on physically.

Features

- Intuitive gesture controlled user interface
- Social sharing features
- Cloud database technology, unlimited products catalogue
- Immersive environments
- Real time cloth physics
- Real 3D product models based on high resolution photos

The excitement of trying out new outfits heightened now that you can try out as many as you want without struggling in and out of the many options available. In addition, you don't have to impatiently queue outside the changing room. Now that's an experience that makes shopping worthwhile.

Retail

Smart Posters

One of our most versatile LED products and the revolution to the traditional printed roll-up. Easy to install, since you plug it in and its ready to play, and can display any media content.

You can even synchronize multiple ones to play the same content at once, since it can connect online, and you can even connect them together and create a big screen out of them, all with the help of software that we provide to you.

Benefits

• Lightweight and hence very easy to move around or place on a different locations

• Easy to use, that is, it is virtually a plug and play device

• Colour and sharpness is very evident especially when used in quiescent state

• Ability to control static images a lot better, thereby allowing you to avoid fast or slow image change

• Intelligent cloud remote control system, which will enables to publish content anytime and anywhere

• Eliminate roll-up banners
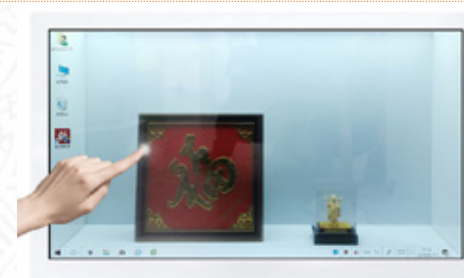
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Smart Box

Discover the breathtaking showcase opportunities, along with digital touch media. Whether is high-end products in showrooms, at trade shows or in stores.

The Smart Box is like a smart window. The transparent multi-touch display introduces an amazing new way of product presentation.

Its based on a transparent display, which enables the viewer to see the real product inside the showcase, while digital content is shown on the see-through LCD screen.

Retailers have been offered a lifeline to their merchandising efforts in being able to display products in an innovative and exciting way. Offering a visual effect that is so different, audiences will have to take notice of such a display, helping to frame your product – and indeed your business – in a cutting edge, positive way.

What's more is that these screens can even be interactive, offering the ultimate in engaging and innovative displays. The Smart Box is the ideal specialist display that audiences can interact with as if they were living in a sci-fi movie, allowing them to have control over what content they are being shown. In this context, it is not hard to imagine the augmented reality applications, overlaying colours or features onto displayed products to help customers visualize different versions or combinations.

Retail

Retail+ Verticals

Modern Trade

Lifestyle Stores

Showrooms

Restaurants

Banking halls

Electronic Stores

Retail

Benefits

Add a competitive edge to your retail business by taking advantage of:

Wider Reach
Retail+ enables you to provide relevant information directly to your target audience, generating higher brand awareness and sales uplift

Cost effective
You no longer have to rely on printed catalogues

Versatile
The platform enables one to change content easily

Enhanced product promotion
Digital signage offers another way for them to reach customers directly, closer to the decision point

Greater Product Visibility
With the swipe of a finger, customers can access details and specifications of all the various products available in store by name, price and description
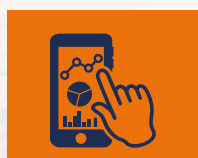
Retail

Before

Clutter

High cost of production

Slow turn around

Limitations

The Retail+ effect

Dynamic & diverse content

Interactive & personalized customer experience

Real time analytics and data collection

Sales lead generator

Flexibility to change products and prices with ease

Ability to remotely schedule and manage content

Easy to integrate with POS software

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Talk to us today!

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