Transforming Canadian Digital Shopping Behaviour with Retail IoT

What is driving Canadian retail business these days? A need for retailers to find new and innovative ways to engage with customers and drive greater loyalty. That's where the latest IoT innovations are making the greatest impact on the customer shopping experience.

Customers are experiencing less hassle, faster time to purchase and ease of solving purchase decisions with IoT innovations. Retailers in Canada can now offer pinpointed savings to their customers through discounts and promotions that their customers really want. In turn, customers are engaged and more loyal.

What are examples of new Canadian Retail IoT Customer Experiences?

Revolutionizing the customer shopping experience with Beacon technology
As soon as a customer enters a store, retailers can talk to new and returning visitors while they are shopping offering promotions and savings through targeted push marketing activities using Beacon technology. Beacons transmit small amounts of data via Bluetooth Low Energy (BLE) up to 50 meters. Retailers can now use a Beacon in a location that can communicate with the store's app on a customer's phone to display special offers or additional product or service information that the company is currently offering. By activating Beacon technology that supports a vast library of mobile devices, and combining it with key software analytics, Canadian retailers are now able to enhance their customers' shopping experience better than before, increasing sales and customer satisfaction.

Increasing Operational Efficiencies with Video Intelligence
Imagine knowing the "hot zones" in your store where customers most frequent. Determining these key zones enables the best placement of in-store promotions, increasing sales. Retail IoT innovations now enable location tracking and analytics tools to identify dominant traffic patterns in a store. Retailers can pinpoint the best product positions and determine general strategies for product placement – making smarter merchandising decisions. The latest Retail IoT innovation uses a single, easy to use video platform that integrates with existing or new surveillance systems. Automated video analysis now replaces the time-consuming tasks of monitoring video feeds or sifting through recorded video to access data. Retailers can make decisions that optimize staff allocation, space utilization and traffic flow. It all adds up to decreased costs and increased revenue for Canada's retailers.

Leveraging New Business Models with Guest Kiosks
What if you could help your customers faster while providing the most expert advice? It's possible with the new Human Kiosk. This IoT solution enables the use of live agents to simulate face-to-face conversations with customers, expediting purchase decisions. Kiosk "calls" are routed to your best service representatives or "agents" based on key specialities such as language, product or service requests. The cloud-connected media players, all-in-one displays, and kiosks make deploying and operating a network remarkably simple, flexible and secure raising the bar for the Canadian retail experience.

How can IoTA CAN deliver Retail IoT?

IoTA CAN is committed to leading the way for Canadian retailers through its alliance member solutions. The critical combination of hardware, software and industry expertise that leverages IoT innovation is what is required to transform the Canadian digital shopping experience.

It's time to realize the IoT potential for Canadians. Join IoTA CAN - Big ideas. Big data. Big possibilities. Big country.