



Next Generation Intelligent Shelf Displays for Your Store

Background

The retail industry is undergoing a big digital revolution & changing the way they interact with their clients. One of the applications in the forefront of the digital transformation bandwagon is the way shelf displays appear in a retail store. Retailers are slowly moving towards intelligent shelf displays that can be managed in person or from a central location delivering accurate details across all displays & minimizing manual interventions. The Smart Shelf Display Solution contains a combination of digital displays, sensors & a centralized web-based software. Smart displays are not just changing the shopping experience for customers but also making it more personalized for them.

The Challenge

A leading departmental retail store hosting over 1000 brands was looking at boosting its revenue and at enhancing the customer engagement experience. Few major factors identified as affecting sales were as follows:

- Manual update of content across store displays which was tedious & prone to errors
- Traditional displays that failed to hold the customer attention span rate for long
- New products, promotions etc. failed to grab eyeballs with paper displays

The store leveraged on GCR's comprehensive intelligent shelf solution to not just boost their sales but also to make the shopping experience a rewarding one for customers.

The Solution

GCR's intelligent shelf display solution is designed to enhance the shoppers experience in an innovative way. The solution comprises of displays that come in various sizes and configurations which are controlled by an intelligent content management software that delivers accurate and engaging content across all displays. A facial recognition camera is used to read and understand consumer buying patterns and demographics. The smart shelf system includes the following:



High definition displays



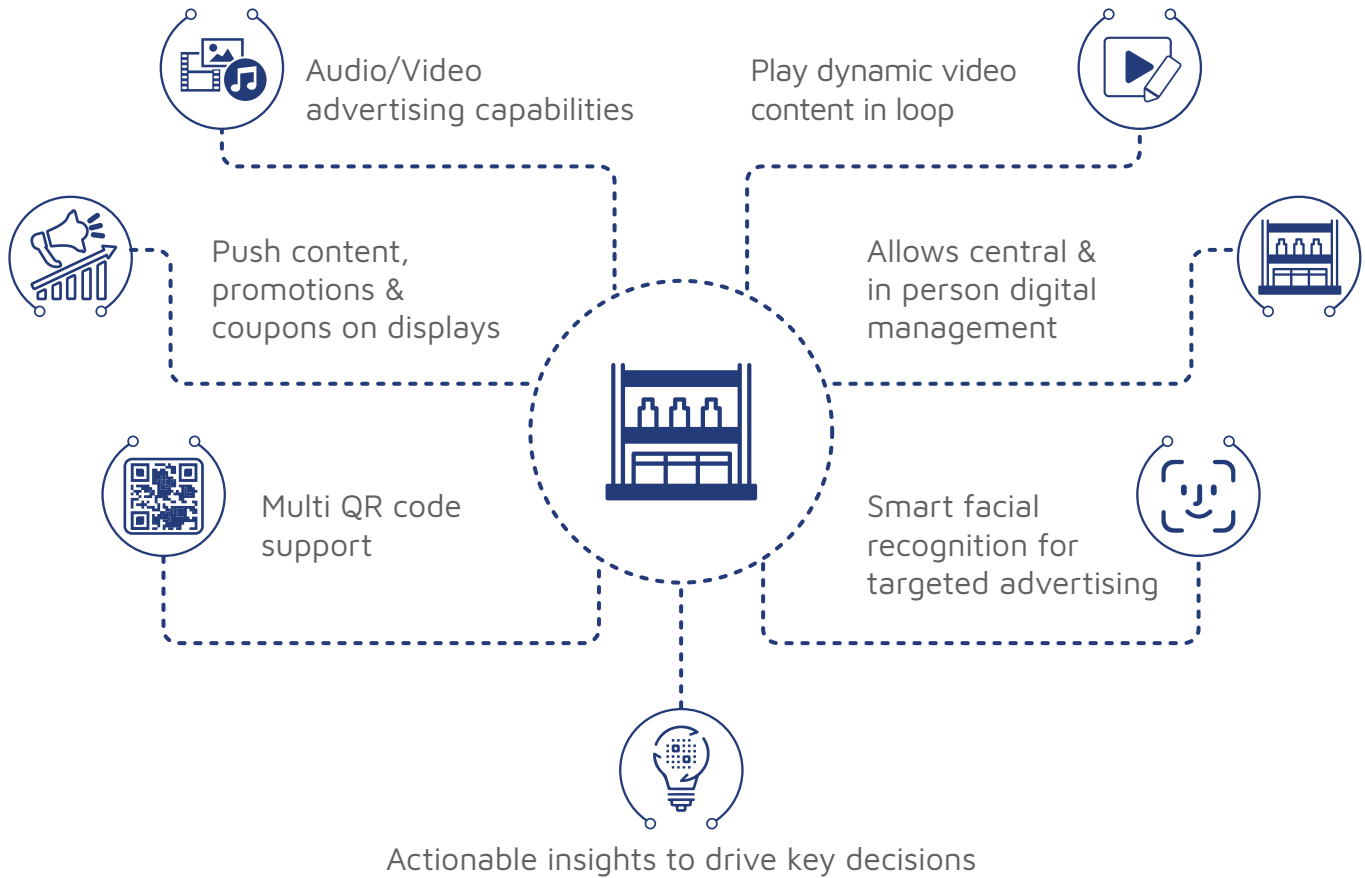
Optional facial recognition camera for targeted advertising



Content management software for multiple shelves & branch management from a central location

The entire setup is synchronized with backend database to update the displays with accurate product & pricing information making the system 'intelligent'.

Key Features



Benefits



Retailers

- Increase new product success rate
- Greater impact due to video-based presentation
- Monetizing every inch of shelf space



Customers

- Intuitive & personalized shopping experience



Brands

- Raises brand awareness

About GCR

We are a digital transformation enabler and provide value to an enterprise by bringing together Technology providers and Implementation partners to deliver solutions that build an impact on an enterprise's business. We are the world's preferred multi-industry IoT services platform. Our operations cover 7 countries and offer 500+ solutions to diverse enterprises.

Contact

Global Channel Resources India Pvt. Ltd. (A Subsidiary of Global Channel Resources Pte Ltd, Singapore.)



+91-22-25501007 / +91-9324031818



sales.india@gcrcloud.com



www.gcrcloud.co.in

