



***Solutions For Effective
Customer Engagement and
Store Inventory Management***

*NFC in Warehouse Management and Improving
Customer Experience*

***George Jones , Senior Business Analyst, LogicNEXT Inc.
4/13/2011***

CASE STUDY

NFC Tags based solution for better customer engagement and business process management

Customer : A leading eye care products company in UK

Customer Background

The customer is a high end manufacturer of sunglasses, contact lenses and other eye care products based out of UK. They required a customized NFC based solution to track and control warehousing, inventory, sales and implement newer advertising/marketing ideas to attract more customers and have a better customer connect.

Implementation Goals

When the customer approached LogicNEXT, they were trying to evaluate a solution that would not only help them in tracking and planning inventory but would also involve better customer engagement and interaction during sales. This dual requirement needed a sensitive business process evaluation and marketing idea related discussion. LogicNEXT consulted the client by proposing a dual impact NFC based solution which would help in achieving their goals. The proposed solution consisted of a NFC based interactive system, where the customer could check the various products using the mobile app and NFC tags combination. The solution also tagged inventory using the mix of barcode and NFC tags. This approach helped the store managers to see what kind of products impacted the customers the most.

After a quick evaluation and series of discussions, the business consulting team at logicnext drew up a plan and set the following implementation goals

- Store managers should be able to put NFC tags in key areas, including feedback inviting posters to track customer feedback
- Various new launches could have videos linked to it and when customers read the NFC tags, they could be taken to view the product videos inside the app.
- The tags have to be programmed to support the offers and discounts based on customer profiles
- Purchases and inventory tracking needs to be enabled using the NFC and barcode technologies
- Marketing promos need to be programmed into the tags
- The mobile application needs to be developed for Android and Symbian to allow NFC based interactions , NFC support will be enabled for iOS also , but we would still wait for the device to be released into the market by Apple.
- Cloud based servers applications would assist in hyper-,local store offers

Solution Approach

LogicNEXT developed a custom mobile application, tag control software and cloud based app that brought control of customer interaction, inventory and order management into the hands of the client. Using the specially designed mobile app, the company could now provide offers, show product videos and provide latest and hottest launches right inside the application. The floor managers could better track inventories and the product placements based on inventory and customer feedback. The mobile apps also allow the client to show the end consumers the mobile shop where orders could be made from the mobile phones itself. Some of the features of the solution are listed below:

- The user using the NFC enabled mobile phones could get all the information related to an eyewear/other products by using his mobile app to interact with the tag.
- The app also allowed people to create a wish list. This wish list could be granted during "special promotions" based on reading contest tags.
- Inventory management and order management systems were implemented
- A complete cloud based app to support the management of campaigns, inventory etc was developed

Business Benefits

- ✓ Proximity marketing campaigns enable content to be downloaded to customers (NFC) Near Field Communication devices. It enables businesses to engage and connect with consumers
- ✓ Promotions and better branding strategies helped in acquiring 23% new customers
- ✓ Due to better consumer connections, the sales soared by 19%
- ✓ Better placement of products based on purchase tracking
- ✓ Potential buyers got converted to actual buyers due to great product demos on the mobile device