INTERNET OF THINGS USED IN RETAIL

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OVERVIEW

- *Internet of Things, or IoT in retail is considered to be one of the major game-changing elements for the way business is done today.*
- *The way in which things are connected is only expected to continue to be a major factor for the future of business.*
- One of the major concerns of retail companies is how they can become more profitable and efficient within their stores.
- Handling internal processes more quickly means a lot in retail and here is how IoT can help achieve this.

FEATURES

- A typical, modern mobile user who is connected will have many expectations from a retail store when it comes to customer experience. They will want good service, accurate information, quicker delivery, and so on. There are many logistics that play an important role when it comes to companies being able to provide all of these things to their customers.

- Not only this, but retail companies also rely on the Internet of Things application development to improve self-checkout, digital signage, and other valuable technologies that help provide users with a better experience. The IoT creates an infrastructure and provides devices that allow data circulation throughout the buyer's cycle more efficient.

- By implementing IoT solutions, retail organizations are able to solve a lot of problems customer experience. Such problems may be caused by inefficient data analysis or collection.

- *Retail companies have always been trying to improve the way people navigate through their stores. The IoT allows adding advanced digital tools to this process, thus improving it drastically.*
- *Instead of having a person monitoring traffic patterns and then trying to find a connection with trends, utilizing on microphones, beacons, and smart cameras, IoT can simply give more accurate and detailed data to retail companies about how their consumers behave.*
- *There are big companies that have even started using various IoT technologies to monitor their consumers and see how their traffic levels behave. These firms are joining hands with IoT mobile app development companies to know the behavior of their clients. Some NFL teams have even started using cameras to see where their fans spend most of their time, how they behave, and where they are concentrated the most.*
- *Allowing the delivery of coupons and promotions on time*
- *Traditional brick and mortar retail stores have a lot of disadvantages. One of the areas where they are really falling behind from online retailers is to deliver the current demand quickly, recognize what customers need, and upsell and cross-sell products effectively.*

- *Newly developed beacons and sensors are giving brick and mortar retailers a glimpse of what this technology can provide them with. Some retailers have tied their customer experience data using beacons which allowed them to customize the content they push into their stores or on the displays of their customer's smartphones. This type of targeted content has allowed them to engage customers in a better way and drive more sales.*
- *Simply put, IoT has offered traditional retailers with a brand-new opportunity of giving their potential customers promotional materials that are shaped towards the current demand. This is only the beginning, as retailers are looking to develop even more sophisticated interactions with their customers through these measures.*

- **THANK YOU**