FUTURE STORE BY WINS

The new "future store" concept answers the new identity of consumers in the omnichannel era: "everywhere, anytime, from any device". Compared to the previous years, this year saw a growth of both InfoShoppers – people who use digital touchpoints only to gather information – and eShopper – people who complete their purchase entirely through the internet. This trend underlines how importanti t is for a dynamic retailer to have an active presence on the web: paramount is the final customer, with whom the retailer interacts through different channels, yet communicating a consistent idea of the company.

In Wins vision of the "future store" a whole environment of solutions was brought to life in order to manage the current situation and nurture future changes: a scalable, dynamic offer, growing together with the retailer.

Details of each module will follow
DIGITAL STORE MIA
MIA INTELLIGENT LABEL
QRCODE EVOLUTION & ANALYTICS
MIA VIDEOWALL
CRM STORE & CAMPAIGN MANAGER
STORE B2C & APP STORE B2C
WINS SURVEY & REVIEWS MANAGER
INTELLIGENT PAMPHLET
WINSERVICE CUSTOMER

DIGITAL STORE MIA

The platform increases the amount of available products without affecting stocks, integrating the point of sale products range with external suppliers and e-commerces. It can be installed on any device (kiosk, tablet, smartphone, videowall) to offer the best user experience to both the final customer and sales personnel.

The solution can synch with the retailer loyalty card system, where present, and with CRM store, to welcome the final user to a private, reserved area where they will find dedicated promotions and communications. The card RFID code can be read with devices integrated with the hardware or through a manual input.

In its tablet, sales assistant version, MIA app is installed on the personnel in-store device. If the retailer set up a tablet together with a kiosk, the latter can activate the "call assistant" function, through which the final customer can seek the assistance of sales personnel. The sales assistant will be notified with the request on their own device, showing which kiosk is asking for help.

Wins software brings together both the potential of internet and the services of brick-and-mortar: an ever-increasing number of references, potentially infinite, mixed to the competence of sales personnel, makes the best customer experience.

MIA LABEL

Wins intelligent label. In "static" mode shows product sheets, availability, prices, promotions and pictures/videos relevant to the product, while in "dynamic" mode shows alternatives in the same product line by the same brand which are not available in store. MIA LABEL offers several functions directly from the tablet, such as: direct sale, the chance for the customer to receive the product sheet on their private device, the purchase of a product which is not in store with a home delivery and a loyalty card management system.

QRCODE E ANALYTICS

Through this web-based platform it is possible to create dedicated QRcodes, to reach a deeper interaction with final customers. In the future store many can be the ways to use QRcodes.

- Transfering product sheets to any available device: kiosks, videowalls, other tablets or the final customer's very own device.
- Pick & Pay pamphlet, both printed and digital, through which customers can complete the purchase through their smartphone.

The software provides a complete analysis of any products which has been browsed or selected through QRcodes, becoming a useful profiling tool.

MIA VIDEOWALL

Promotions, videos and other multimedia contents can be shown on any screen installed inside the store. Once files are uploaded, the software manages everything automatically. As mentioned above, all the devices on which MIA is installed are integrated, hence product sheets can be sent to videowalls and displayed either.

CRM STORE & CAMPAIGN MANAGER

Specifically created for stores, CRM Store is a powerful tool for sales personnel. Sales assistants need to interact with more and more diverse customers: the software stores final users' data and preferences, as it tracks every activity made by the customer both online and in-store (browsed products, orders, searches, used devices, etc).

The add-on Campaign Manager module manages automatically promotional campaigns and their periods of activity and prices, choosing any communication channel.

Campaign Manager uses its own "statistic brain", through which, anaylsing previous campaigns data and comparing different user profiles can automatically reschedule an older campaign.

STORE B2C & APPSTORE B2C

Future store e-commerce is a public website through which the final customer can see the same products found in MIA digital store, finalizing orders on the go and choosing between home delivery or in-store pick-up. The difference from your usual e-commerce is the detailed profiling this module can offer: when the user logs into their reserved area, they will find tailor-made offers, promotions and suggestions. If the user is not logged in, the website will not provide any information.

MIA is a software thought for the final user, hence offers a series of functions regularly found on any e-commerce platform: browsing, comparing and buying products, or just logging into one's private area.

WINSURVEY & REVIEWS MANAGER

Knowing your customers' opinion can be useful to enhance their experience in every aspect and consequently increase sales.

WinSurvey is a handy, simple tool to create and send surveys via e-mail to a selected group of users. The survey can be quickly prepared online and all the related statistics will be monitored.

Through a personalized access the user can create and manage surveys as well as visualize results and relevant data linked to current and older surveys. These can be linked to all stores or just a cluster of them. Moreover, it is possible to set criteria in order to achieve more detailed clusters (brands, prices, areas).

Through Reviews Manager, inside the single product info sheet, customers' product ratings are aggregated (data are collected via WinSurvey). Such a tool is cross-functioning on every device using the same product sheets: mobile apps, e-commerce websites, kiosks, tablets, videowalls, etc.

INTELLIGENT PAMPHLET

In order to optimize the creation of promotional pamphlets, our vision is to leave the classic concept of general promotions. What we envision is a pamphlet made of hundreds of products which, in its final digital version, automatically adjust to the single final customer, depending on the customer's profile. Through QRcodes the pamphlet gives the user a chance to instantly purchase any product, choosing the preferred delivery method.

WINSERVICE CUSTOMER

If the retailer wants customers to be the centre of their business, customers must be loyal to the brand. Integrating loyalty cards is strategic: inside their private area customers will find a "services" function, as more and more often a purchase is decided upon a series of additional services offered by the retailer. "Buy the new Bosch oven and book an in-store cooking class", "24 hours assistance", "book your in-store visit with a dedicated sales assistant"…

For Information: marketing@wins.srl - tel. 02 48376108