

# PLEXURE

IoT-driven CRM: a new strategy for connecting brands with customers

Traditional CRM systems define customer journeys.



An IoT-driven CRM connects with customers with brands across channels in real time.



# Creating dynamic, reactive customer journeys:



Tim uses the app, and receives a push message reminding him of an offer he favored before visiting the store.



Tina is a new in-store customer with web activity. She gets an offer on a product from her wish list.



Trish is an unknown visitor. She receives a welcome offer and an invitation to download the app.



Tony is a frequent customer. He gets a loyalty status update, price and availability on his favorite items.



Four customers walk into a store...

# The IoT is already a big deal for retailers

**72%** of retailers have IoT-related projects underway



**50%**

retail & related industries use proximity tech in marketing

Retailers will spend on IoT by **2020**

**\$2.5 billion**



**90%** consumers use smartphones while in-store

**73%**

shoppers more likely to buy in-store due to beacon-triggered content & offers



Beacon push messages are

**10 times more effective** than broadcasts

Beacon messages convinced as many consumers to **swipe** loyalty cards





Impact of IoT on retail spending by 2025

**\$400bn - \$1.2 trillion**

Today the reality is that the buying process is a series of engagements that take place in and out of the store with sales staff and via a range of connected devices. It's now very rare that a customer will only engage with brands via one touch point. Every different touch point and device used to interact with the brand is an opportunity to gain valuable information about what the customer is looking for, when they're going to buy, and the best manner in which to engage them. This is where an IoT Driven CRM solution, like Plexure, comes in.

Read more:

<http://bit.ly/iot-driven-crm-marketing>

<http://www.businessinsider.com/internet-of-things-ecommerce-retail-trends-2016-9/?r=AU&IR=T>

<http://www.swirl.com/swirl-releases-results-retail-store-beacon-marketing-campaigns/>

<http://www.emarketer.com/Article/How-Internet-of-Things-Changing-Retail/1013799#sthash.hmMez4al.dpuf>

<http://info.sessionm.com/retail-white-paper>

<http://www.mediapost.com/publications/article/268210/mobile-influence-on-store-sales-tops-1-trillion.html>

<https://www.emarketer.com/Article/More-Marketers-Use-Proximity-Tech-Beacons-Closer-Action/1014428#sthash.3W9HtayW.dpuf>

[www.plexure.com](http://www.plexure.com)

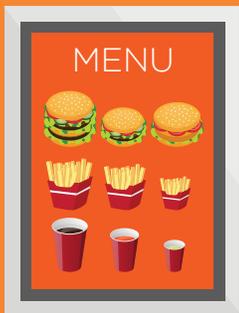
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## Intelligent drive-thru

The intelligent drive-thru experience helps brands increase the amount spent in a drive-through purchase transaction.

### TRADITIONAL DRIVE-THRU



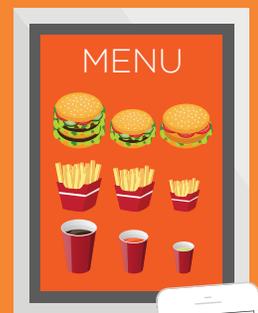
Display standard menu & deals at drive-thru

Recommending premium options to loyal customers who usually purchased value items increased

**average check by 38%**



### THE INTELLIGENT DRIVE-THRU



Display standard menu & deals at drive-thru

Beacon triggers, customer identified



Capture audio & use AI to detect emotion



Connected devices collect contextual data



Send & display personalized up- or cross- sell based on context & emotion





Customer places order



Customer redeems offer, places order

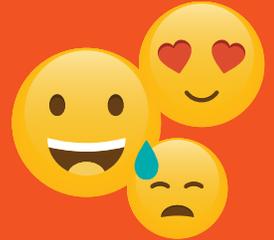
Using **real-time purchases, weather data and current location** we generated a

**47%**

**increase**

in average transaction value.

Record emotion data



Record context data, app & marketing interactions



Record POS data



Record POS data



Use data to report value of non-optimized transactions

Use data to report value of optimized transactions



See the intelligent drive-thru in action  
<https://vimeo.com/172996869>

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## The connected store experience

Increasing the conversion rate for a promoted product by using mobile & the IoT, proving the influence of optimization on revenue.

### IoT Data Drives Insights



Recognition software



Location



Time of day



Weather



Local events



PoS data



Customer profile



Digital footprint



Audience



Wearables

Lisa, 25  
Last visit 11/11/16  
Loyalty member

Customer visits retailer's website,  
downloads the mobile app



Customer clicks on a targeted product ad in the app



In-store the app triggers a beacon when the customer nears a digital sign



Connected LEDs track movement and dwell time through the store.



Store associates can be notified of customers & their needs

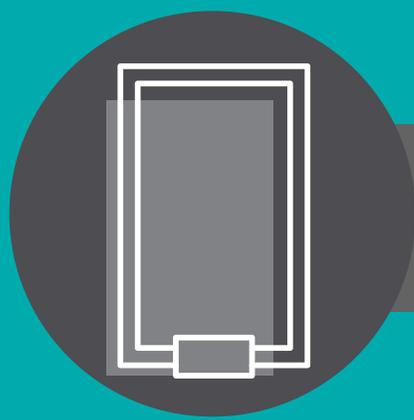


**Digital signs**  
**34% more**  
**effective**  
**than traditional**  
**signs for the**  
**same ad**



The digital sign retargets the customer, showing them an ad for the featured product

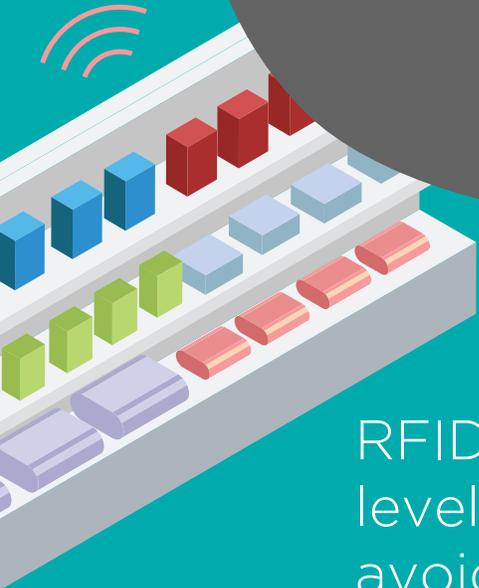




Anyone who didn't click on the ad won't trigger the beacon or display this ad



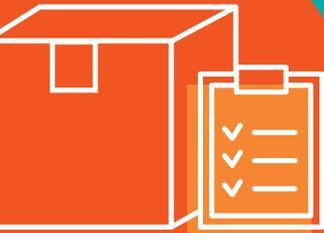
The customer is directed the relevant aisle via push message



**Push messages double the number of redemptions**

RFID tags keep inventory levels updated in real time, avoiding out-of-stocks





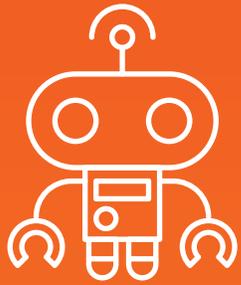
Additional items can be recommended based on in-store and in-app activity

**Retargeted customers bought the suggested product 18% more often**

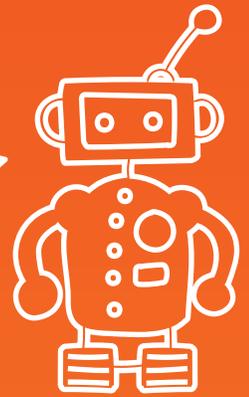


We can ID people who saw the ad and bought the product (and others) and reward customers personally

<http://about.van.fedex.com/newsroom/global-english/fedex-office-survey-stand-out-signs-contribute-to-sales/>  
[http://www.capitalnetworks.com/media/pdf/CapitalNetworks\\_OLG\\_Digital\\_Signage\\_Study.pdf](http://www.capitalnetworks.com/media/pdf/CapitalNetworks_OLG_Digital_Signage_Study.pdf)



# CHATTING WITH BOTS



Online conversations are good for business in the real world

Jane contacts the brand via messaging app with a request for assistance.

The chat bot responds immediately, while getting to work in the background.

The chat bot looks up Jane's information, discovering products she's previously purchased and items she's checked out in-store and online. It also queries prices and current promotions so it can present Jane with enough information to make a decision.



**56%**



Of customers are more likely to buy if the experience is personalized.

**36c/\$1**



Digital interactions influence over 1/3 of every dollar spent in a brick & mortar store



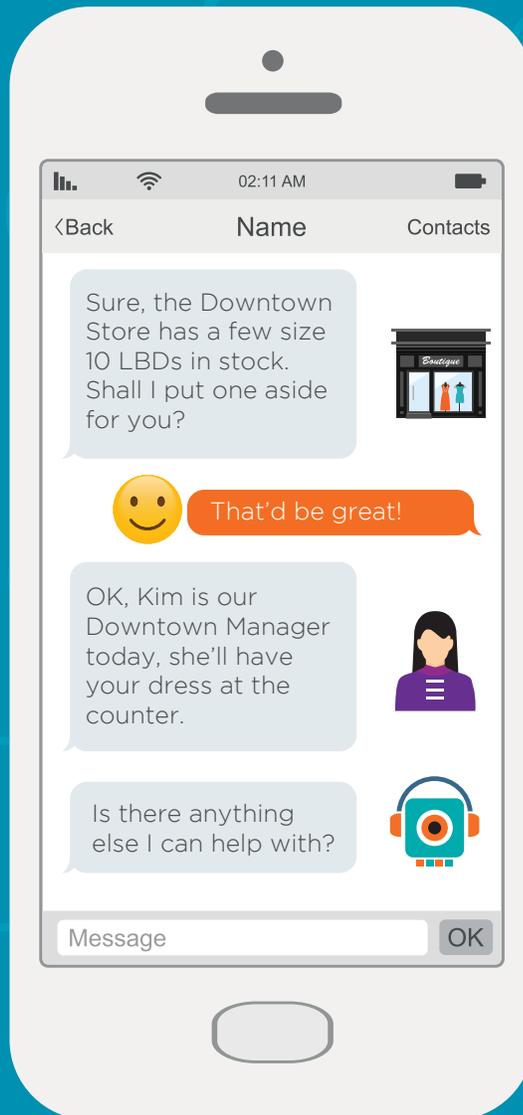
**>80%**



Of U.S. shoppers want the ability to check for nearby product availability.

Jane has bought items before, so the brand has a record of both her preferred store and her sizing information. The bot looks up inventory information for Jane's preferred store and provides real-time feedback on stock levels.

The bot lets Jane know who to ask for in store, and the store manager also receives an alert to hold the dress for her.



**55%**



Of online shoppers would prefer to buy from a merchant with a physical store presence over an online-only retailer.

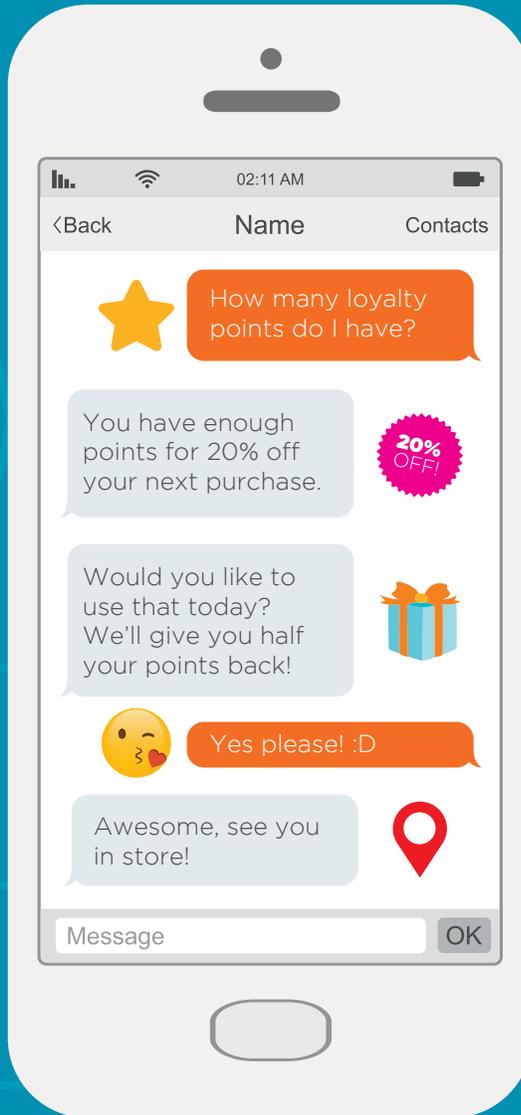
**44%**



Of shoppers are more likely to purchase online if they can pick up in the store.

Because Jane belongs to the brand's loyalty program, this information is tied to her profile in the database. The bot can return current information on her points balance and any rewards she can redeem.

The bot can continue to help, can be programmed to offer random (surprise and delight) rewards, offer to engage Jane's social network, give her an update on her order or loyalty status, or a number of other connected functions. The end result should be a frictionless (and awesome) conversational customer experience.



**75%** 

Of consumers say loyalty programs are part of their brand relationship

**73%** 

Are more likely to recommend brands with good loyalty programs

**77%** 

Of smartphone users said surprise points or rewards positively impact brand loyalty

**65%** 

Of shoppers add to their orders when collecting in-store

See intelligent chat bots & more in action  
[plexure.com/product](http://plexure.com/product)

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## Why grocery stores are adding IoT to the shopping list



Connecting technology gives brands potential access to huge amounts of data on customer activity during a grocery shop. This can then be used to create a personalized customer experience that both makes customers happy, and increases each individual's value to the brand.

## Online grocery shopping is growing in popularity

US online grocery  
in 2015

\$7bn

\$18bn

by 2020



# But most grocery purchases are still made in stores



57%

think going grocery shopping is a fun family day out



61%

think a trip to the grocery store is an enjoyable and engaging experience



## Shoppers are willing and able to use mobile & connected tech



49% use digital coupons in-store



23% scan QR or bar codes to compare prices

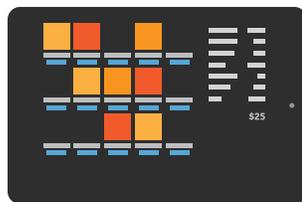


21% use in-store item locators



63%

willing to download a retailer or loyalty app



65%

willing to use a self-checkout



66%

willing to log in to store wi-fi to receive info or offers



70%

willing to use handheld scanners as they shop



An IoT-driven CRM supports and extends traditional CRM-based marketing by opening up a whole new world of real-time data, on the individual level. For more examples of this in action, check out:

<http://bit.ly/grocery-iot>

<http://www.nielsen.com/nz/en/insights/news/2015/bricks-and-clicks-global-grocery-shoppers-want-a-blended-experience.html>

<http://www.fmi.org/docs/default-source/webinars/fmi-2016-us-grocery-shop-per-trends-overview-webinar5ce7030324aa67249237ff0000c12749.pdf?sfvrsn=2>

<https://www.statista.com/topics/1915/us-consumers-online-grocery-shopping/>

[https://www.nielsen.com/content/dam/niensenglobal/vn/docs/Reports/2015/Nielsen%20Global%20E-Commerce%20and%20The%20New%20Retail%20Report%20APRIL%202015%20\(Digital\).pdf](https://www.nielsen.com/content/dam/niensenglobal/vn/docs/Reports/2015/Nielsen%20Global%20E-Commerce%20and%20The%20New%20Retail%20Report%20APRIL%202015%20(Digital).pdf)

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