

# interact

## Perfect light, precise location

Improve customer convenience, drive staff efficiency and gain insights on store usage with hyper accurate indoor navigation via LED lighting



A brand of  
 Signify

Retailers are looking for ways to unlock the value of their offline stores versus online competition; to offer a better shopper experience, get them to be more inspirational while making them as transparent on shopper behavior as online stores.

### Interact Indoor navigation

The Interact LED based Indoor navigation solution is the most accurate and best scalable indoor location solution on the market for which the hardware investments will be returned through energy savings. Smartphones and scanners can be located with 30 cm accuracy allowing retailers to run location-based services for their shoppers and staff and gain hyper accurate insights in how their stores are used.



### Why customers use Interact Indoor navigation

- Increased sales by improving customer convenience and avoiding lost sales
- Improve staff productivity
- Optimize format and operations with better insights in store usage

### Increase sales

- Drive #baskets with improved shopping experience
- Drive basket size by avoiding lost sales

**Up to 5% sales increase**

### Drive staff productivity

- Improve order picker productivity with optimized picking routes
- Save time with less product search questions

**Up to 15% profitability increase**

### Optimize formats and operations

- Improve store lay-out, assortment choice and in-store marketing with granular understanding of shopper flow and dwell time

**Opening the store "black-box"**

*"The possibilities with this new technology from Signify are endless."*

- Steven de Kroes, Format Developer, Ahold