



Success Story

# Virtual Assistant for Enhanced In-Store Experience

The story of how one of the largest apparel retail brands in Asia improved customer acquisition and engagement by going mobile.



With the growing relevance of smartphones, large retail companies are constantly exploring mobile technology to enhance customer acquisition and engagement. Shoppers visiting large stores can benefit from such technologies to get accurate information and prompt assistance. Virtual Store Assistant guides shoppers through aisles and product displays, transforming the overall shopping experience.



The client is one of Asia's largest clothing retailers with more than 2,500 stores across the globe. The company operates in segments such as manufacturing and sale of apparel in the domestic and overseas markets.

## Business Challenges

- Opportunity cost of untapped mobile technology
- Inability to engage smartphone users at the store
- Empowering shoppers to make right choices
- Lack of personalized approach in customer service
- Driving brand engagement and in-store sales

Modern consumers are increasingly looking for a better and more personalized shopping experience.

## Business Transformation

The Virtual Store Assistant is a handy tool that helps retail stores deliver a personalized shopping experience based on customer-specific information. The solution promotes product discovery through targeted content and merchandising techniques, while helping shoppers easily navigate the store.

The solution provides a set of options and functionalities based on shopper location. If the customer is in the store, the notification focuses on in-store promotions.

Alternatively, if the customer is not at the store, the focus is on driving a visit by displaying the latest offers and promotions. The tool can be accessed using a short link or via Wi-Fi while at the store.



Higher conversions and minimum product returns

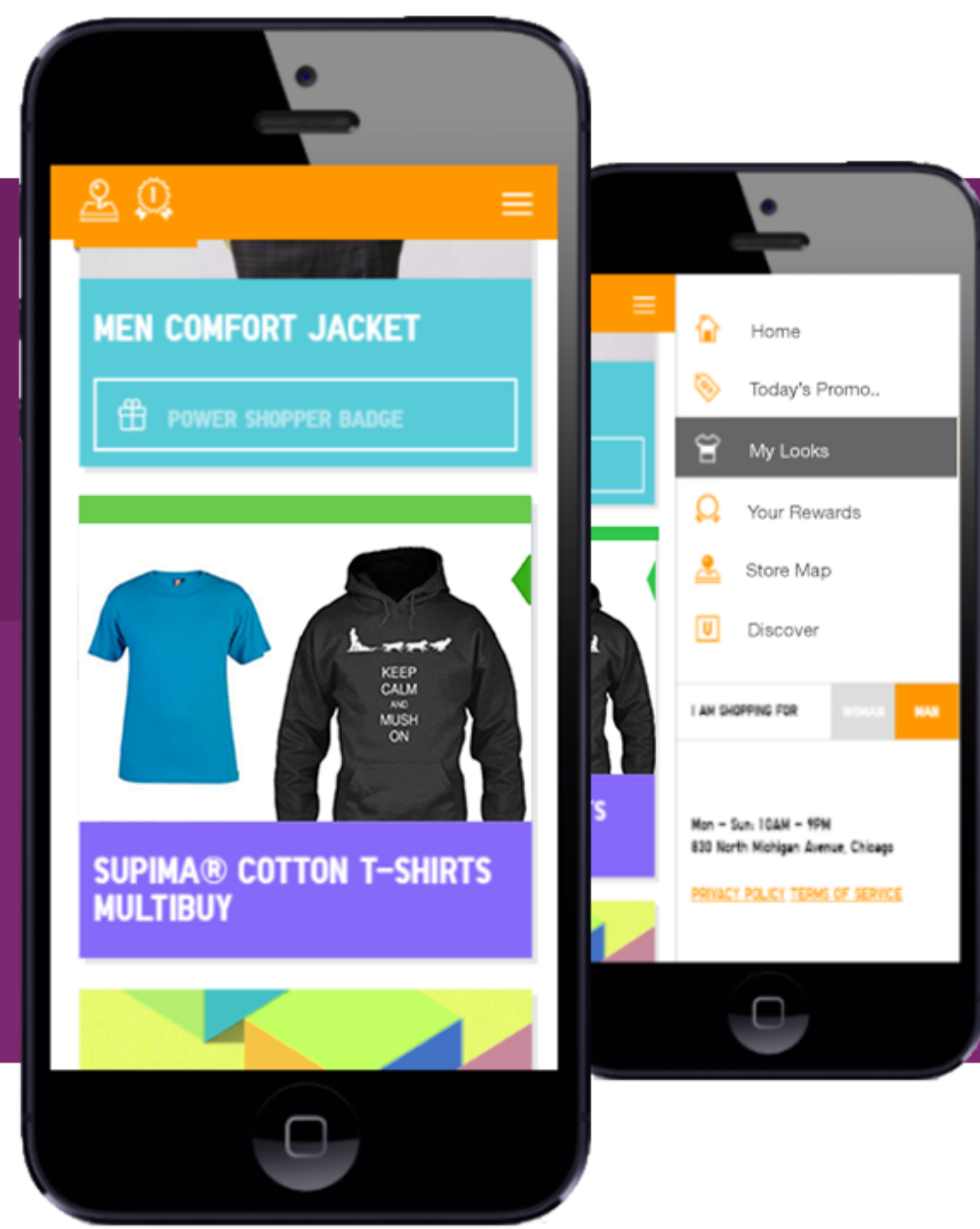


Highly personalized shopping experience



Increased footfall





Pop-up browser on Wi-Fi login

Product recommendation engine

Display of latest brands/arrivals

Offers and promotions

Loyalty program

Social-media share

Store map

Newsletter

## Business Benefits



Sustained customer engagement as a result of highly personalized shopping experience



Improved business efficiency and quality of service



Increased customer satisfaction and sales



Store image transformed to a modern and innovative enterprise

## Technologies





USA | UK | POLAND | UAE | INDIA | SINGAPORE | AUSTRALIA

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