EINSTONE Smart Retail - Digitalization along the Customer Journey



- 1 The EINSTONE Beacon sends a signal to a customer's Bluetooth enabled smartphone app.
- 2 The customer receives a push message on the smartphone.
- 3 Personalized vouchers based on the customer's purchase history boost sales.
- 4 An app-based customer loyalty card connects offline purchases with digital customer account.
- B Retailers benefit from a 360° view and deep customer understanding.