

About our client

Our client is a Cloud-based real-time, personalized consumer mobile engagement platform, utilizing beacon (IoT) technology, enabling optimized retail analytics, that facilitate discovery, drive footfall, and enable the delivery of personalized content in any physical space.

Scope

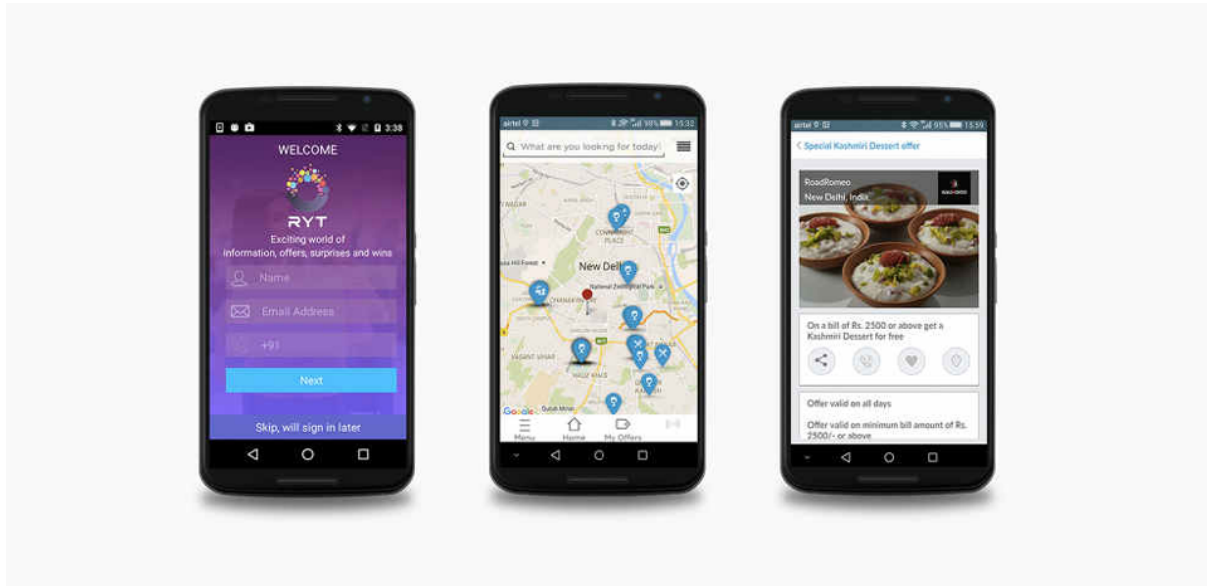
The platform allows brick & mortar stores (malls/ apparel brands/ restaurant chains/ cinemas/ banks etc.) to understand and engage with customers in real-time just as online stores do. With the ability to gauge customer preferences (real-time), our platform will help you innovatively market your products with the added value of relevance and need, thereby making you the preferred brand for your customer demographic.

The problem

Scanning of beacons for multiple vendors at a time.
Navigation and tracking the indoor locations of the customers and staff.
Building and validating the SDK formats.
Multiple vendors for beacons f.e Sensero, Estimote sticker beacons etc.

Solution

The beacons were scanned using the SDK files for beacons (both ibeacons and android beacon SDK) and various SDKs available from beacon manufacturers. We resolved the issue of tracking and navigating the indoor locations with the help of Google Maps and other indoor map navigation solutions available.



Results

Separate customized applications were created for both the customers and the staff. The staff could view all the details of the customers and could provide individual offers for privileged customers. Android and IOS consumer applications are made available in the Google Play Store and Apple App Store.

Technologies used

Front End - AngularJS, Bootstrap, Ionic

Back End - NodeJS, Vert.X

Android - Android Kotlin

iOS - Swift