



BUSINESS CASE*



YouBeep is an in-store mobile shopping and checkout solution, based on two components, a patented pluggable device, connected to the retailer POS and a mobile app available for free to all shoppers with a smartphone.

The pilots were to evaluate if and how shoppers would respond to the new technology, how it would impact their shopping experience, and collect their feedback.

The results are the outcome of these pilots.

OBJECTIVES

- CUSTOMER ENGAGEMENT
- IMPROVE SHOPPING EXPERIENCE
- INCREASE CUSTOMERS LOYALTY
- INCREASE BASKET SIZE
- OPERATIONAL SAVINGS
- REDUCE CHECKOUT TIME



IMPLEMENTATION

SUCCESS BASED ON JOINT EFFORTS !



TECHNICAL

- LAB TESTING ✓
- ZERO INTEGRATION ✓
- SETUP IN-STORE ✓



MARKETING

- IN-STORE COMMUNICATION ✓
- PROMOTERS TRAINING ✓
- MERCHANDISING ✓



OPERATIONS

- STAFF TRAINING ✓
- DAILY OPERATIONS ✓
- INCENTIVES ✓

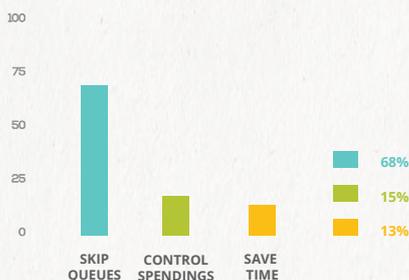


1 MONTH
Ready to go

RESULTS



WHY CUSTOMERS USE YOUNEED?



% STORE TRANSACTIONS

REACHED **10%**

CHECKOUT TIME
3x faster

RETURNING USERS
90%

CHECKOUT EXPERIENCE

97%
SATISFIED

AVG BASKET INCREASE
REACHED **+39%**

CUSTOMER SATISFACTION
91%



ESTIMATED ROI ABOVE

300%

