



QRetail Platform

Sell more, know more, do more

When you last checked your business' bottom line – how did it look? Would you benefit from adding an extra sales assistant to your store? Or, maybe you'll find it handy to get some low-cost marketing research to get a better market insight? Or could increased quality assurance improve customer experience?



THEN
WELCOME
TO QRETAIL!

QRETAIL PLATFORM: WHEN SERVICE AND CUSTOMERS MATTER

QRetail enables you to “**sell more, know more, do more**” offering increased sales and productivity, valuable marketing statistics, efficient staffing, brand and advertisement management and improved store operations.

QRetail Platform improves the in-store experience and processes of customers, employees and managers through a more entertaining, informative

and productive interactions. QRetail not only brings the analytical benefits that websites enjoy to the physical store, but it also automates critical processes and increases the shopping experience by helping out customers through the use of automated in-store assistants. QRetail brings back the in-store service to a level unseen before even compared to the days when labor was cheap and plentiful.

SALES

QRetail Platform delivers targeted and individualised messages based on intelligent event-driven technology. By analysing customer behavior, platform sensors are able to determine whether a specific customer is interested in learning about the product and only then provide targeted up-selling assistance. Such event-driven approach to the right person at the right time with the right message turns your digital advertisement from background spam into relevant and helpful information. It identifies customers who will truly be interested in your product and then lets you focus on a highly motivated audience.

Quadrox UP-selling Assistants (QUPA) perfectly complements staff by adding sales power to introduce new products to customers. With an ever expanding product line most stores cannot afford the staff and attention to explain the unique features and benefits that led them to introduce these new products. Due to extensive and fast changing product lines it becomes increasingly difficult for customers to discover new product. Even when product is discovered, few customers

make the next step to understand the benefits it offers them. This leads to poor sales and the frequent failure of new products introduced. Our service understands and addresses the challenge of making new product visible and recognisable. Rather than increasing the rate of new product introductions use our **QUPA** service to draw customer attention to new products and automatically educate them about the new features and benefits. **QUPA** drastically increases your success rate of new product introductions and drives in store sales up.

Sell more with permission marketing:

- Intelligent event-driven sales assistant
- Increased customer satisfaction and knowledge
- Optimised advertisement campaigns
- Cost-effective and revenue driven solution



MARKETING RESEARCH

QRetail Platform delivers affordable near real-time automated store Marketing Research. This is achieved through visual sensors that count visitors when entering and leaving the store. By calculating average visit duration you see to which extend people enjoy their stay in your store. **QRetail** delivers graphical data of aisles occupancy and customer flow allowing in-store product placement optimisation and quick evaluation of the effectiveness of product repositioning to invite new product discovery.

QRetail Platform tracks how many up-selling messages were delivered and measures the receptiveness to these messages by tracking how many were fully experienced. This allows you to optimise the marketing messages until they real-

ly stick. Conversion rates can be calculated by linking the number of messages delivered to the actual sales numbers of the product that is promoted.

Know more with **QRetail** marketing research:

- Improved store operations
- Better customer service
- Efficient staffing
- Adjusted advertisement budget



QUALITY ASSURANCE

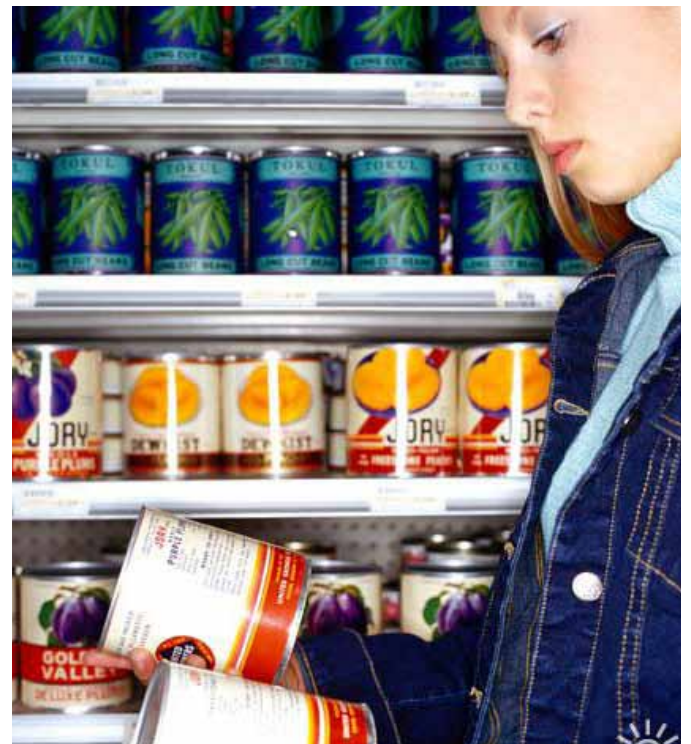
Even the brightest and most dedicated managers are still humans and are just physically unable to assure that store operations are running properly and that customers are getting the best service they should get. **QRetail** allows you to travel over the network rather than over the road. With the speed of light you can move from one store to another. You can even outsource the Quality assurance and receive unbiased examination and quality assurance of your business operational areas ranging from staff interaction with customers to housekeeping.

Through remote analysis of surveillance video you or we create a quality assurance report based on the inspection questions customised to your businesses' guidelines and parameters. Such low-cost service enables managers to evaluate the overall state of the operations and quickly focus on the areas most in need. It also allows educating employees on managers' expectations and

motivating their work by rewarding those who are doing a remarkable job. This solution keeps up with your busy life-style since you can get and review reports remotely at your convenience without being physically present at the location. Using our unique recompression technology you can get remote access over low bandwidth connections even when recordings or live views are generated by High Definition cameras.

Be informed of your store operations:

- Unbiased evaluation at low cost
- Reduced theft and fraud
- Improved customer service
- Improved operations efficiency



SECURITY

QRetail has comprehensive security features since all action in the store is visually recorded. Transaction data like POS data or reactions to in-store service assistants or security alarms are linked to visual information and can be searched in a Google like fashion based on meta data. As automated intelligent service assistants interact with the customers they are reminded of the camera presence and the availability of social control. Auditors or control rooms can remotely access all visual data be it live or in the past. Live view or playback is possible over low bandwidth Internet or wireless connections even when live view or recordings were originally generated in High Definition Megapixel resolutions. QRetail recordings are stored in a standard format and have digital certificates that guarantee authenticity of the recorded incident.

Be secured with Quadrox surveillance system:

- Effective loss prevention tool
- Remote access to visual data
- Low bandwidth streaming of megapixel video
- Reliable standard formats

SERVICE AT EVERY LEVEL



We offer you an end to end solution that allows you to run store operations smoothly and efficiently. QRetail Platform offers you a service with minimum technological requirements in the store. And while you can put your management hat on and enjoy all the opportunities this service brings, we will remotely keep your system operational by taking care of all the technical issues from configuration to management and support at a price for which you could not do this yourself.