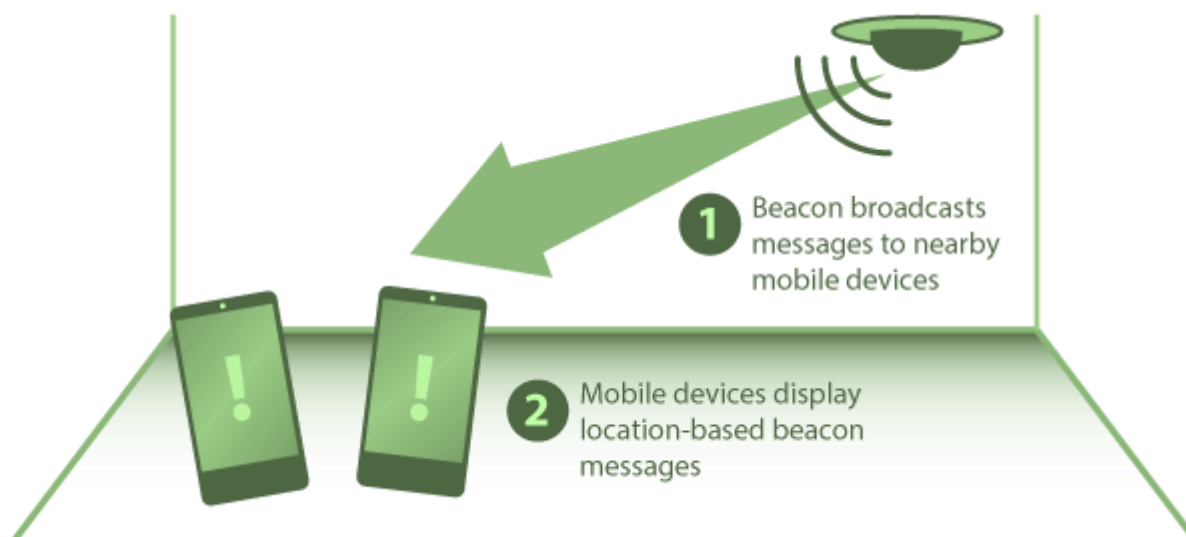




**PSM Beacon Technology** strengthens the buyer-seller relationship and provides data and information to retailers to improve the in-store experience for the shoppers.

For years, retailers considered Near Field Communications (NFC) technology to track the number of **walk-ins at the store** and **customer behavior**. This technology has totally reached its limits, **PSM Proximity Beacons** are leading to deliver a *promising* customer in-store shopping experience.



### How DO PSM Proximity Beacons Work?

The majority of Smartphones, (Android, needs no app whatsoever via *Google Nearby* with some limitations). Apple Smartphones which believe it or not are in the minority by leaps and bounds need an App. Android Smartphones 65+%, Apple iPhone 30.7%.

The Consumer uses a Bluetooth enabled Smartphone and is given a reason to install the Store app on their device to let the **PSM Proximity Beacons** work effectively. Yes, an incentive or call to action. When done, the consumers are ready to grab the super saver deals of their favorite retail stores, including, of course, supermarkets.



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As they are within the range of the store clothing section, the *PSM Proximity Beacon* will send a signal providing all details – price, size, choice of color etc. along with the details of the accessories the mannequin is wearing via (BLE) Low Energy Bluetooth.

*PSM Proximity Beacons* also guides the shopper to the purchase point so that they can get the deal. If customized, it can even send a notification to their Smartphone as a coupon or reminder of the product, which is a re-enforcement to purchase now!

*PSM Proximity Beacon Technology* has proven enormous potential to present a more engaging shopping experience to its loyal buyers. It helps the user to access the information of their desired products with special offers and/or discounts for the shoppers.

In addition, *PSM Proximity Beacons* also provide useful data on buyer's shopping habit, product analysis, and staff activity as well, that can allow retailers to improve and maintain the service standards and operation techniques to benefit both the consumer and the retailer.

### **But why PSM Proximity Beacons?**

Low Cost.

Micro Location Based Technology.

BLE 4.0 – Low Energy For Communication.

### **The Retailer helped by Beacon – How?**

#### *A Comparison with the Mannequin*

The mannequin's display helps to boost customer engagement with a potential customer who is already in the store, but *PSM Proximity Beacons* help them to step into your store in the very first place!



Retailers can install *PSM Proximity Beacons* in their window display to pin promotional notifications to the passerby. It can also be installed near the public communication spots like – bus stops, tube stations to direct the consumer to a specific store near to the spot.

A mannequin can attract a few shoppers to step into the store, but a *PSM Proximity Beacon* can attract more sales in the store. So, *PSM Proximity Beacons* surely are a better option. If you want to boost customer engagement in the store, you need to install beacon in the store.

## **PSM Proximity Beacons – Why?**

Retailers use the *PSM Proximity Beacon* to identify their patrons, fathom-out their daily needs, push the notification accordingly to increase customer loyalty and build a stronger relationship with them.

*PSM Proximity Beacons* finds its use in tracking the total number of visitors in the store on a daily basis. It helps to analyze the departments – where most of the customers like spending the maximum amount of their shopping time, the important dwell time!

It thus helps them to understand which displays are most effective and arrange their store products in that store section. *PSM Proximity Beacons*, thus can study and identify the *pick hours* at the store, and keep their staff active and alert for the increased activity.

Retailers also use *PSM Proximity Beacons* to calculate the number of promotional vouchers or coupons redeemed to monitor the daily conversions.

Monitoring staff in the retail is crucial. Retailers can track how long the staff entertains the customer and thereby keep a record of staff efficiency using a *PSM Proximity Beacon*. The report is used for customer training purposes.

Alerts can be sent via the *PSM Proximity Beacons* to the retail owners when some task is to be carried out inside the store. For example, let us consider an area having a high traffic needs and that is to be restocked. *PSM Proximity Beacons* can be used to monitor how long each staff should take and how they can split their time between the stockroom and store floor.

*PSM Proximity Beacons* technologies are also used to track vendor activity, monitor deliveries, and secure vendor compliance.

Needless to say, with the beacon devices, customers can also get tailored offers and discounts designed to reward their loyalty and engage them in shopping.

Our capability in data collection is second to none, no matter what business you are in, information is 'KING'! Through the use of the Smartphone and all of its content, which is available through the users keying in their own information, we are able to have a vast amount of information that the Smartphone manufacturer gives us access to. Privacy is of the utmost importance and individual names and addresses are blocked by us to maintain that important level of privacy for all.

## **Getting customers Onboard**

No wonder why most of the major retailers are contacting us and heading for installation of *PSM Proximity Beacon* devices in their stores, supermarkets, sporting goods stores, malls, restaurants, bars, museums, hospitals and assisted living/Alzheimer facilities, airports, all means of transportation and even real-estate brokers, but for a successful installation, they must identify who are their potential buyers/users, and make sure those individuals are voluntarily installing the store/service app on their smartphones.



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Yes, there is a real estate battle going on for space in the App section of all Smartphones! Though it is more convenient for a customer to download one app for a number of retail outlets than to download one app for one store, retailers can overcome this by educating the customers about the unique benefits of this technology.

Customers always go for beneficial offers. So, even when challenge persists, if offers and benefits are relevant and profitable, retailers can remain well off from the customer's enhanced engagement and go for further insight into their customer's *in-store behavior* to get a hold of high ROI.

Contact us today!

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