

# A personalized, frictionless shopping experience

See how Interact Retail Indoor navigation software enriches the aswaaq REACH loyalty app, creating a personalized and frictionless shopping experience.

“Having our loyalty program and generating the data that is required to give customers a personalized experience is good, but having the application where you can navigate through the store is even better.”

Affan Al Khoori, Deputy CEO at aswaaq

## Customer challenge

As one of Dubai's leading supermarket chains, aswaaq is a local store with international standards. Innovation is embedded in the DNA of the company, which is why when aswaaq looked for a smart, connected retail experience to enhance their shopper experience, they turned to Interact Retail.

aswaaq wanted to increase brand loyalty and offer better customer service, and they wanted to provide a more personalized and convenient shopping experience for their customers.

## Solution

aswaaq was able to address their requirements with Interact Retail indoor navigation software, which is capable of delivering a wide range of location-based services to customers.

Interact Retail fit with the aswaaq brand's innovative philosophy. It offers patented visible light communication (VLC) technology embedded in high-quality LED luminaires that enables reliable and hyper-accurate location-based services. By collaborating with Aisle411 on the floorplan and routing, as well as with aswaaq's app development partners AlphaData and ValueLabs, aswaaq now has a state-of-the-art shopping experience powered by Interact Retail software.

## Interact – Location-aware lighting

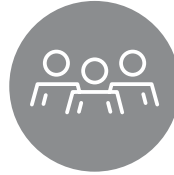
How can an app and light fixtures deliver real-time location information to customers in store? With VLC, each Philips luminaire sends a unique code using the LED light beams themselves. The front-facing camera of a smartphone receives this code. The Interact Retail

software then identifies it, pinpointing the location of the phone on the map of the store, making it location-aware. Location accuracy is less than a meter, letting retailers know exactly where customers go and what they look at in the store.



### Stress-free shopping

With Interact Retail Indoor navigation at aswaaq, shoppers can simply open their app to receive optimal route guidance, be alerted of nearby discounts, and even receive recipe suggestions all based on their shopping list and location, making shopping a more pleasant, personal, and stress free experience.



### Better management

The advantages of Interact Retail for aswaaq's management are plentiful, including an increase in app usage, brand enhancement, and additional spend per basket. aswaaq can now capture real-time data to perform analytics on shopper traffic and behavior, optimize operations, and accurately measure the impact of their marketing.



### The future of retail

Mr. Affan Al Khoori, aswaaq's Deputy CEO, is optimistic that Interact Retail Indoor navigation will lead to many more successful advances for aswaaq. aswaaq is paving the way for the future of retail, and is well on its way to becoming the most innovative and customer-focused retailer in Dubai.



### Indoor navigation

Using visible light communication (VLC) embedded in high-quality LED luminaires, indoor navigation software enables reliable and hyper-accurate location-based services via an app. Generate rich data about customer traffic flows, preferences, and habits to improve efficiency, enhance customer experience, and drive staff efficiency.

## Project details

- Visible light communication supports hyper-accurate (sub-meter) indoor positioning
- Collaboration among several partners, including Aisle411, AlphaData, and ValueLabs

 Find out how Interact can transform your business

[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)

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