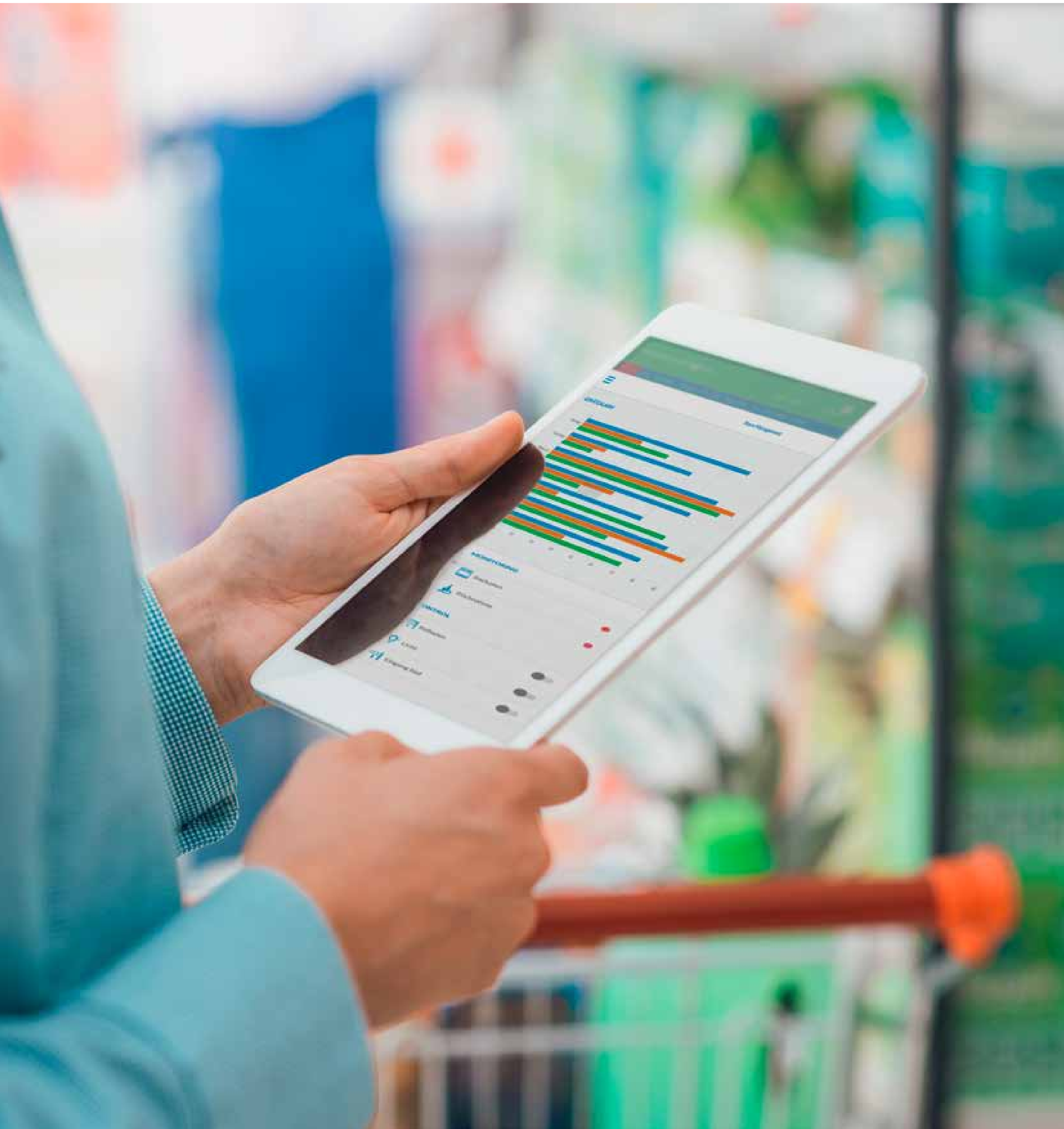
**RETAIL SYSTEMS** | WANZL CONNECT

# wanzl connect®

## Digitalisation of local retail

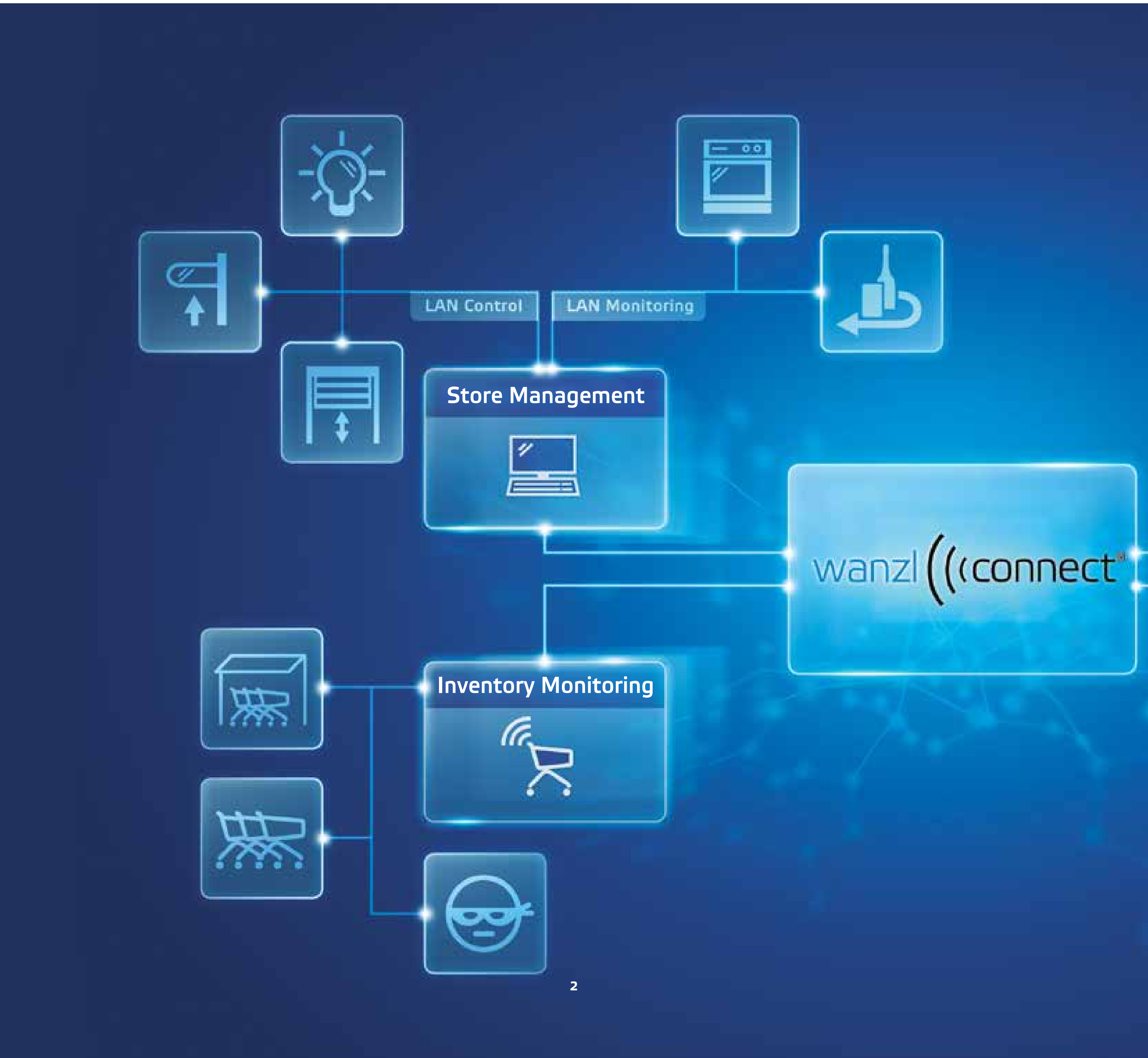


# The shopping of tomorrow begins today

■ What transforms a good retailer into a great retailer? Knowing your customers and their preferences, along with tailoring all processes within the store to suit them perfectly.

To make this even easier in the future, Wanzl has developed wanzl connect – a software-based solution via which all processes within the store can be controlled.
It optimises processes within the store and allows you to deploy your staff where they are most needed – at the customer's side.

A further advantage is that, although bricks-and-mortar retailers know their customers personally these days, they still know less about them than any anonymous online shop. With wanzl connect, you can collect information via the customer's smartphone that will help you find out what a customer wants before he or she enters the store. This makes it possible to tailor offers directly to the customer.



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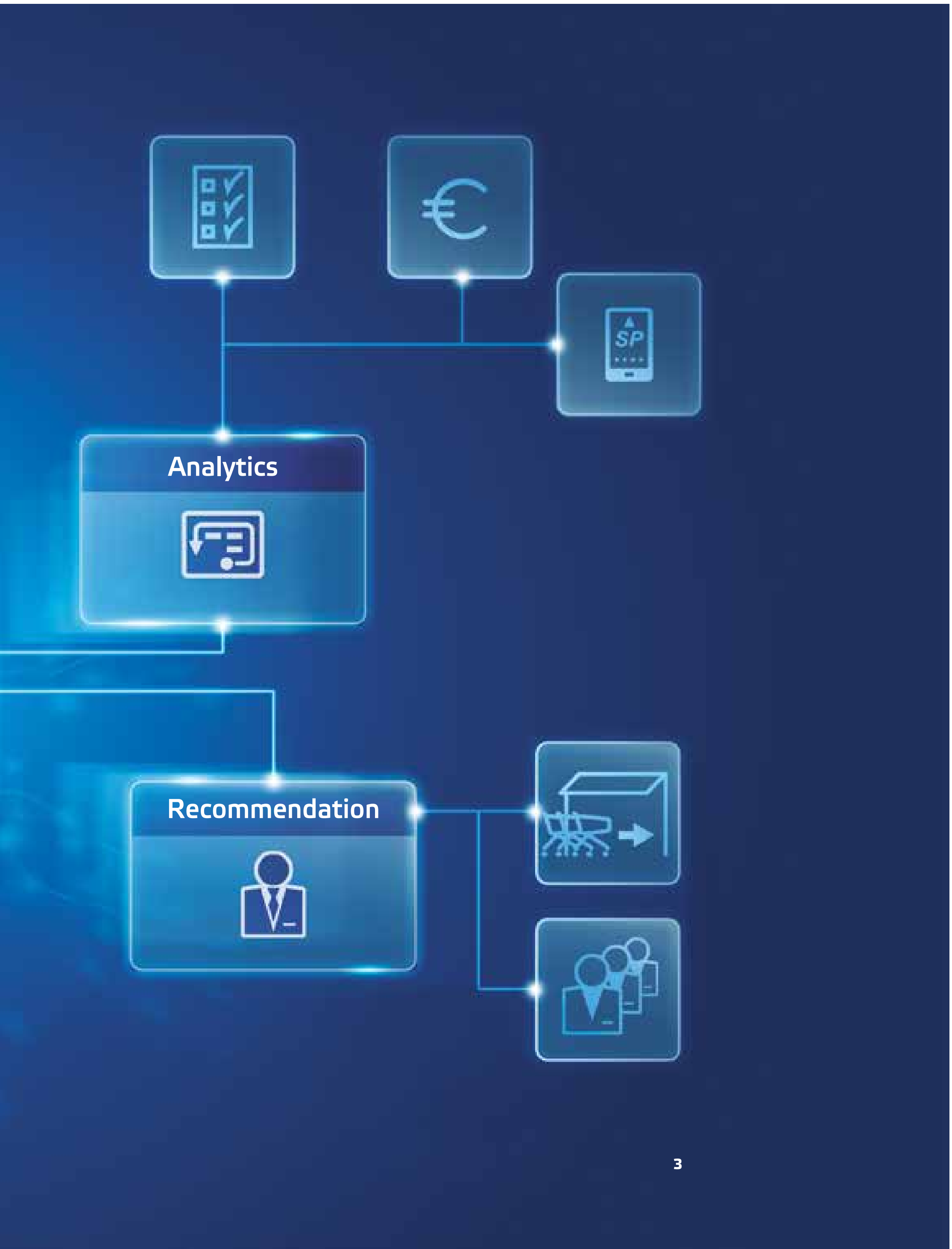

SP
Analytics
Recommendation

# Inventory Monitoring

■ In the future, the shopping trolley or basket, as the customer's constant companion instore, will be equipped with an RFID tag and will not only transport goods, but also provide retailers with important information concerning the customer's position in the store and usage behaviour. This includes average shopping times, the length of time spent in front of particular shelves, maintenance recommendations and much more. As well as generating user data, the tag can also be used to prevent the theft of products or even the trolley itself.

Thanks to the connection of the shopping trolley to the smartphone, customer-specific information can be gathered and personalised coupons redeemed in-store as a purchase incentive. This allows the retention period for specific product groups to be measured and compared with data from the cash register system to determine how interesting an item actually is to customers. A further advantage is that the number of trolleys in trolley shelters can be monitored by means of the RFID tags, so you can ensure there will always be enough trolleys available for customers.

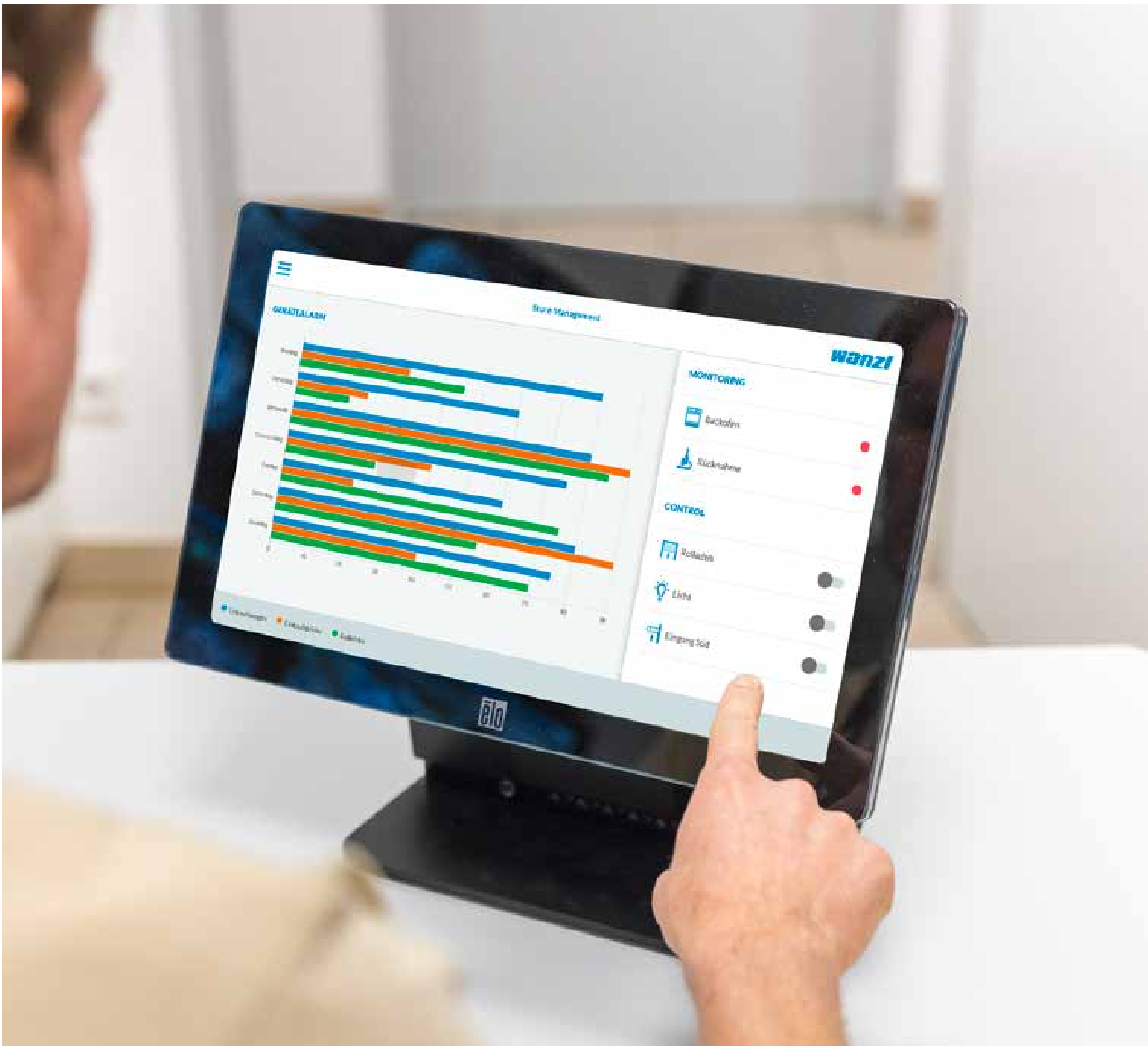
FLEISCH
wanzl ((connect®

# Trolley Return

In addition, wanzl connect makes it possible to eliminate the coin deposit system, since trolley return is controlled by means of a bonus system. This system could be based on one of several reward models: a donation to a worthy cause, a printed coupon for the customer's next purchase or entry into a prize draw. The trolley is electronically recorded by an RFID reader once it has been returned to the trolley shelter or docking station.

Machine
with ticket printer

# Store Management & Analytics


Store Management
GERÄTEALARM
wanzl
MONITORING
Backofen
Rücknahme
CONTROL
Rolladen
Licht
Eingang Süd

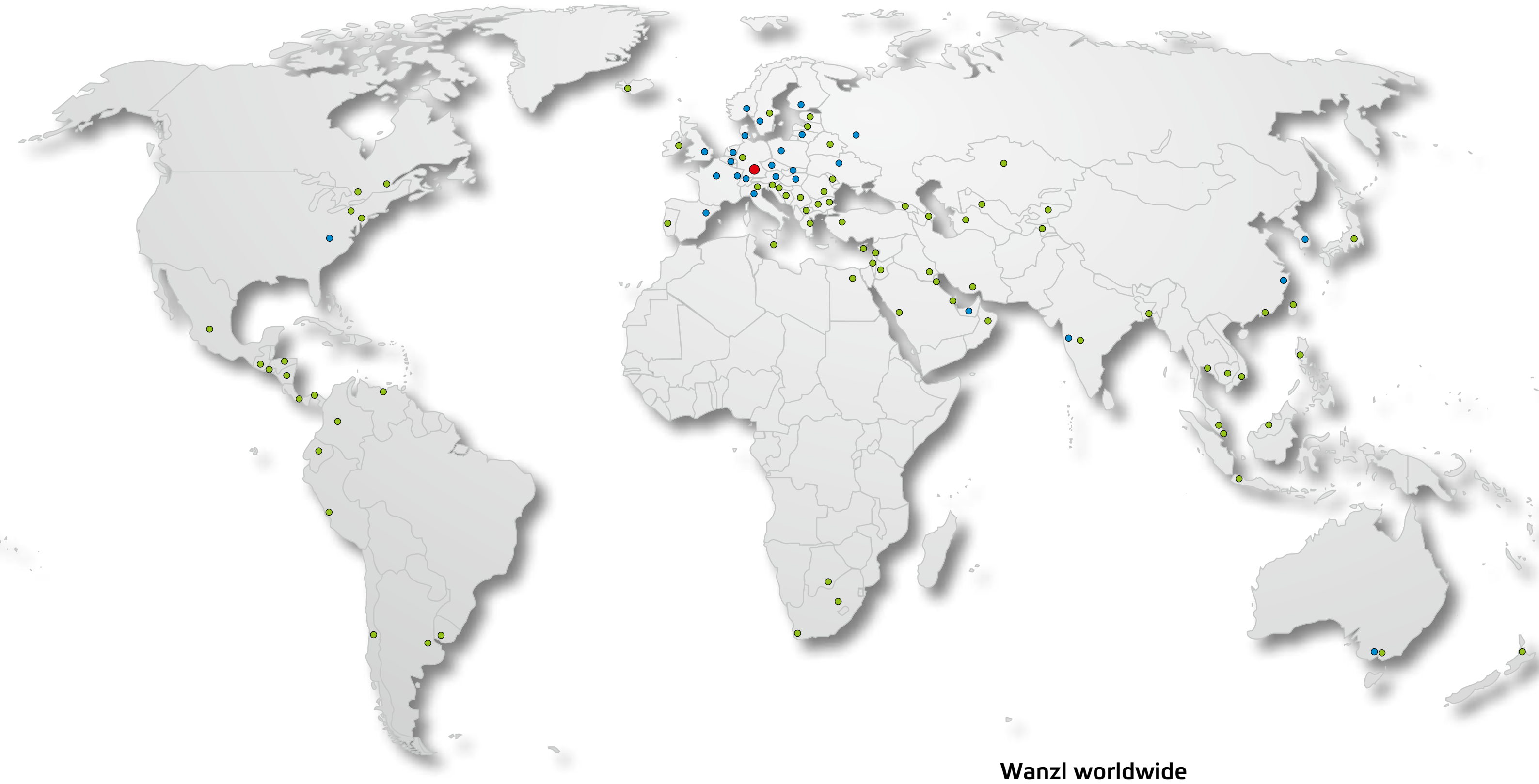
The wanzl connect solution also includes the "Customer Connect" module, a software component that can be integrated into existing customer apps: smartphones have become an integral part of everyday life. Customers communicate and gather information via their smart device before, during and after their trip to the store. With a software module that can be integrated into existing retail apps, specific functions can be used to increase customer loyalty to the respective retailer.

Their customers' shopping process is more straightforward and less time-consuming: from creating a digital shopping list, to indoor localization which allows shoppers to find goods more easily, right through to cashless payment. Depending on their shopping preferences, customers can display coupons or promotional videos on their smartphones using Bluetooth Beacons.

# wanzl connect®

■ More information for better decisions.
With its software-based solution, wanzl connect offers
a modular building kit for management, control and analysis
of all in-store processes.

| wanzl connect | |
|---|---|
| **Product** | Prod. no. |
| **Inventory Monitoring** | 98.77071.00-0010 |
| Trolley Management | 98.77071.00-0011 |
| Secures sales and revenue. Proactive management results in constant shopping trolley availability. Supplies data relating to the routes, positions, time and number of shopping trolleys in use in and outside the store. | |
| Trolley Return | 98.77071.00-0012 |
| Greater customer comfort and retention. Coinless return system for shopping trolleys. Shopping trolley return is managed via a bonus system which can take the form of various reward models. | |
| Antitheft Goods | 98.77071.00-0013 |
| Reduces retail shrinkage due to shoplifting. Suspicious behaviour in the checkout area is identified and reported immediately. | |
| Antitheft Basket | 98.77071.00-0014 |
| Stops theft of hand baskets. An alarm is triggered if shoppers exit certain areas of the store with hand baskets. | |
| Basket Management | 98.77071.00-0015 |
| Secures sales and revenue. Proactive management results in constant shopping basket availability. Supplies information on where, when and how many hand baskets are in use in the store. Not yet available. | |
| **Store Management** | 98.77071.00-0020 |
| LAN Monitoring | 98.77071.00-0021 |
| A better overview. Constant monitoring of connected equipment in store, such as freezers and reverse vending machines, provides a quick overview of equipment status and allows targeted action to be taken in the event of a breakdown. | |
| LAN Control | 98.77071.00-0022 |
| More control and comfort. Controls a variety of devices in store from physical access systems, to roller doors, lighting systems, music and Checkout Manager. | |
| **Analytics** | 98.77071.00-0030 |
| Customer Flow | 98.77071.00-0031 |
| Reliable data on footfall for marketing campaigns and optimal personnel allocation. Generates key information on footfall, such as absolute customer numbers and average numbers, comparison of visitor numbers, visitors according to time of day, average time spent in-store, etc. | |
| Store Status | 98.77071.00-0032 |
| Easy benchmarking. Comparison and measurement of key indicators across different locations and branches. | |
| Service | 98.77071.00-0033 |
| Optional material inventory. Issues maintenance recommendations for inventory used in-store, such as shopping trolleys, which helps prevent breakdowns and expensive repairs through proactive maintenance. | |
| **Recommendation** | 98.77071.00-0034 |
| Better supported. Recommendations, e.g. for optimal checkout staffing, help reduce queuing times and ensure that staff are only allocated when they are actually needed. | |



**Wanzl worldwide**

- ● **Head office**
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Dimensions in mm, approximate sizes,
colours similar to RAL, design subject to changes.
Illustrations may show optional equipment.
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