

SOLUTION OVERVIEW

RETAIL

Smartphones have revolutionized the way people shop. It has become all too common for shoppers to walk into a store, use their phone to price compare, and walk out empty handed – only to return home to make a purchase online. Because customers have fewer incentives these days to make in-store purchases, retailers have been struggling to figure out a way to stop brick-and-mortar stores from becoming just a showroom and instead have stores start generating revenue again.

The silver lining here lies with customers carrying their smartphones everywhere they go, giving retailers the opportunity to connect with them in-store. By taking advantage of location-based mobile app engagement as well as Wi-Fi-based engagement, retailers can engage with their shoppers in a way they were never able to before – and create incentives for them to stay longer and walk out with shopping bags.

MOBILE ENGAGEMENT FOR RETAIL VENUES

The Aruba Networks Mobile Engagement Solution brings together the best-in-store Wi-Fi and Aruba Location Services. With this solution, retailers have the ability to engage customers over Wi-Fi or via mobile app.

Wi-Fi and browser-based engagement:

- Provide secure and smooth self-service onboarding to get onto a store's guest Wi-Fi.
- Customize and brand the captive portal experience.
- Create a new revenue stream with browser-based advertising for tenants or feature brands.
- Gather shopper profiles, interests and preferences for targeted ads.
- Encourage downloads of mobile apps.
- Remember repeat shoppers and automatically connect them to the network.

Mobile app-based engagement:

- Identify and reward shoppers with context-aware push notifications that offer incentives to buy in the store.
- Lower customer abandonment by providing them with turn-by-turn directions to products and services.



- Allow shoppers to locate products by department or location, freeing up staff to answer higher-value questions.
- Upsell in-house services by sending proximity-based push notifications that alert shoppers to nearby deals and in-store events.
- Personalize in-store promotions based on individual shoppers' preferences and loyalty.
- Give shoppers the option to opt in and out of notifications.

BROWSER-BASED ENGAGEMENT WITH ARUBA WI-FI + CLEARPASS GUEST

The Aruba mobile engagement solution begins with ultra-fast and highly scalable Wi-Fi to meet customer demand to connect their bandwidth-hungry devices to the Wi-Fi network. With the ability to connect thousands of devices and apps to it, Aruba Wi-Fi can be accompanied by ClearPass Guest. Guest securely connects shoppers to the store's network with an intuitive store-branded device onboarding portal. Retailers can use ClearPass Guest to offer targeted ads and encourage mobile app downloads.

MOBILE APP-BASED ENGAGEMENT WITH MERIDIAN

Mobile apps are essential for engaging customers within a venue. For retailers that don't want to be left behind, the Meridian platform allows retailers to build their own app with location-based features such as mapping and navigation. Not only is the tool simple and easy to use, but updates are made instantaneously in an online content management system. The look is professional and the user interface is highly functional and intuitive. For retailers that already have an existing app, Meridian Software Development Kits can improve on it by integrating Meridian mapping and navigation features.

By taking advantage of Meridian, retailers benefit from being able to promote in-store events, sales, and services that shoppers otherwise may not be aware of, helping to enhance the shopper experience and generate more in-store revenue.

LOCATION SERVICES POWERED BY ARUBA BEACONS

Large department stores and malls can get crowded, especially during the holiday season. Shoppers just want to get in, find what they're looking for, buy it and leave. Retailers can add Aruba Bluetooth Low Energy (BLE) Beacons to their Meridian-powered app and help shoppers find their way through the chaos by displaying their location as a glowing blue dot on a store map, and leading them on a direct path to the merchandise they're looking to buy – saving shoppers the headache of finding their way through the crowds. Aruba Beacons can also be used to trigger proximity-based push notifications based on a shopper's real-time location. *Shopping got you hungry? Here's 50% off a pretzel from our nearby pretzel stand.*



CONCLUSION

The Aruba Mobile Engagement Solution has the ability to empower retailers like never before. With super-fast Wi-Fi, secure and easy ClearPass Guest onboarding, Meridian mobile app platform, and Location Services powered by Aruba BLE Beacons, customers are engaged on a whole new level and retailers benefit from a boost in customer satisfaction and revenue.