

# Consumer insight a valuable commodity for retailers and brands, says Synqera

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Second-guessing what the customer wants or needs has become a thing of the past as loyalty card schemes have paved the way for data collection on customers. But retailers and brands must not under-estimate the value of consumer insight, and should be embracing new technology which allows them to enhance this, says leading technology company Synqera.

According to Synqera, which recently launched multi-media payment terminal SIMPLATE, not all retailers and brands are fully utilising the power that can be harnessed in the form of the latest retail technology, in order to capitalise on this valuable commodity.

Kirill Gorynya, CEO at Synqera, explains: "The high street has become a cut-throat environment in recent years as the onslaught of the recession has changed consumer priorities and forced retailers and brands to seriously rethink their strategies. I have yet to come across a retailer or brand that does not recognise that consumer insight holds the key to staying one step ahead of the competition, but I do feel many are missing a trick if they're not considering the latest in retail platforms to facilitate this.

"Retailers can use customer data to tailor offers and incentives, thus assisting customer loyalty, and create additional revenue from brands who wish to be prominent within in-store marketing. Developments in retail technology means there are multi-functional devices which can assist in this, allowing, for the first time, real-time customer engagement in an offline store environment. This enables them to target customers at the crucial payment point to use this valuable opportunity to not only gather further data through heightened customer engagement, but to create truly bespoke offers tailored to the individual at that particular time."

Synqera recently launched SIMPLATE, a device which is used at the payment point for heightened customer engagement. It enables integration into the retailer's existing infrastructure to utilise customer profile information to enhance customer interaction in real-time. The device features a touch screen, a camera – which can verify age, mood and gender to further tailor the offers – a microphone and NFC payment (<http://synqera.com/contactless-nfc-payment/>) function, which can contactless payment (<http://synqera.com/contactless-nfc-payment/>) as well interact with other NFC-enabled data sources such as contactless loyalty cards or mobile phones. It is also connected to the internet to for possible usage of the external data, alignment with online services and customer's social media profiles.

Kirill concluded: "All this functionality on one platform makes life easy for the retailer and convenient for the customer, who can benefit from the offers and the latest payment innovations (<http://synqera.com/about-synqera/>). The whole platform is geared towards gathering consumer insight and capitalising on it, which is vital for retailers."

For further information about Synqera and the SIMPLATE platform, visit [www.synqera.com](http://www.synqera.com).