

In-store experiences key to boosting bottom line sales, advises Synqera

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Research by Sainsbury's supermarket in the UK found that the typical Brit spent an average of 64 days wandering around the local supermarket in their lifetime*. Global technology company, Synqera advises retailers to make the most of the opportunity offered by this to provide engaging in-store experiences to encourage shoppers to buy more.

Retailers are increasingly looking at ways to maximise in-store marketing (<http://synqera.com/>) opportunities to cross-sell, up-sell and provide a more enjoyable customer experience to increase engagement. A recent Global Powers of Retailing study from Deloitte** has predicted a major shift in retailing that will result from a 'collision of the virtual and physical world', envisaging that there will be an increase in brands integrating their online and offline marketing campaigns with in-store activity. In the current economic climate, brands that are keeping shoppers interested and engaged with compelling in-store experiences that will result in purchases, are likely to reap immediate rewards to the bottom line.

Synqera's suite of software tools have been developed to target customers with personalised offers and promotions that are designed specifically to appeal to that individual consumer. Not only are its solutions integrated with a retailers' existing loyalty programme, but can also be combined with existing promotions, marketing campaigns and external factors to uniquely target the shopper with an offer that is significantly more likely to result in a sale. Its products include Simplate, interactive technology which can be placed at the check-out, engaging with the customer during this idle period, as well as acting as a contactless (<http://synqera.com/contactless-nfc-payment/>) payment terminal. In addition, the Synqera Loyalty Printer can be placed at the entrance to the outlet, therefore targeting the customer with promotions and ideas before they have commenced their shopping.

Not only will this technology maximise the consumer experience in-store, by collecting and analysing consumer behaviour and data, it can bring the sophisticated targeting of online to a real-world environment, plus conversely it offers a platform for online businesses to interact with potential customers offline.

Kirill Gorynya, CEO from Synqera, comments: "The economic climate for retailers is extremely challenging at the moment, and many shops and brands are continually looking at strategies to enthruse potential customers. With shoppers spending a significant amount of time within stores, browsing before purchasing, it is the retailers that utilise this opportunity to create engagement that will be reaping the benefits. This sophisticated technology will help marketers to develop more bespoke, personalised communication strategies which will ensure a holistic, comprehensive approach and, ultimately more sales."

For further information about Synqera's new solution encompassing customer loyalty technology and payment innovations (<http://synqera.com/about-synqera/>), visit www.synqera.com.

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* <http://www.j-sainsbury.co.uk/media/latest-stories/2011/20111012-around-the-aisles-in-60-days/>

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http://www.deloitte.com/assets/Dcom-Australia/Local%20Assets/Documents/Industries/Consumer%20business/Deloitte_Global

