



reelyActive

RETAIL LOYALTY CASE STUDY

Authentic customer experiences and increased sales via a loyalty mobile app that is detected in-store.

SOLUTION

Introduction of a simple, branded loyalty mobile application, or seamless augmentation of an existing app.
Turnkey installation of an Internet-connected sensor infrastructure within the store. App is detected using latest-generation Bluetooth technology.
Real-time web dashboard displays live in-store traffic patterns and enables one-click integration with both in-house and third-party loyalty services.

Téléchargez notre
appli mobile et
récompensez-vous

Bonification instantanée
à chaque jour
DOWNLOAD OUR REWARD APP HERE.
Café bistro Van Houtte - Rue McGill © 2015

RETAILER BENEFITS

Recognise loyal customers as they enter the store, rather than at check-out. Enable real-time CRM and empower staff to deliver personalised experiences.

Differentiate from other retailers and increase cross-sales opportunities.



CUSTOMER BENEFITS

Eliminate the pain of carrying yet another loyalty card or keychain fob. Instead enjoy an unobtrusive app requiring zero interaction to fulfill this role.

Receive personalised attention normally exclusive to ultra-premium retailers.

RESULTS

Human-centric customer experiences facilitated by calm technology.
Increased loyalty and sales with measurable ROI.

PARTNERS



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