

## “80% of shoppers walk out without making a purchase, and we don’t know why.”

Retailers can increase their in-store sales conversion rates by 50% by engaging with just 30% more customers while they’re in the store. Loop™ Mobile Shopper Engagement solution by Benbria® enables shoppers to engage brands (associates, call agents, etc.) at the decisive moment in the shopping experience – on-the-spot, in real-time.

### Loop™ Mobile Assist

#### An Associate in the Hands of Every Shopper

Loop™ Mobile Assist places an associate in the hands of every shopper. Using a smartphone or in-store kiosk, shoppers can quickly and easily connect with a store associate with the simple click of one button. Instant text and email notifications alert store managers of customer needs, enabling associates to connect with the shopper in person before they have a chance to leave dissatisfied and without a purchase. Closing the loop through real-time staff action helps retailers to increase in-store sales conversion rates, recover dissatisfied customers, and delight customers with a unique in-store shopping experience.

### Loop™ Mobile Pick-Up

#### Expedite BOPIS Pick-Up Process

Loop™ Mobile Pick-Up expedites the pick up by allowing customers to notify the retailer by smartphone or an in-store kiosk which notifies an associate to pull the product for pick up. This expedited process frees up more time for upselling.

### Loop™ Mobile Comments

#### Real-Time Actionable Insight

Loop™ Mobile Comments turns real-time input from customers and non-buyers into in-store action. Loop gives retailers first-hand insight into why shoppers buy and why non-buyers don’t. Live in-store operational metrics drive associate action while the customer is in the store. Exposing associates to real-time insight improves their focus on the customer experience by enabling them to act on the influence levers that impact satisfaction and conversion such as products, price and selection, and service issues such as product knowledge, friendliness and promptness. Real-time reports improve store operations by measuring speed of response; displaying positive and negative comments; identifying exceptions, trends and strengths; and benchmarking weekly, daily or shift operational data.

### Benefits

#### Increase In-Store Sales Conversions

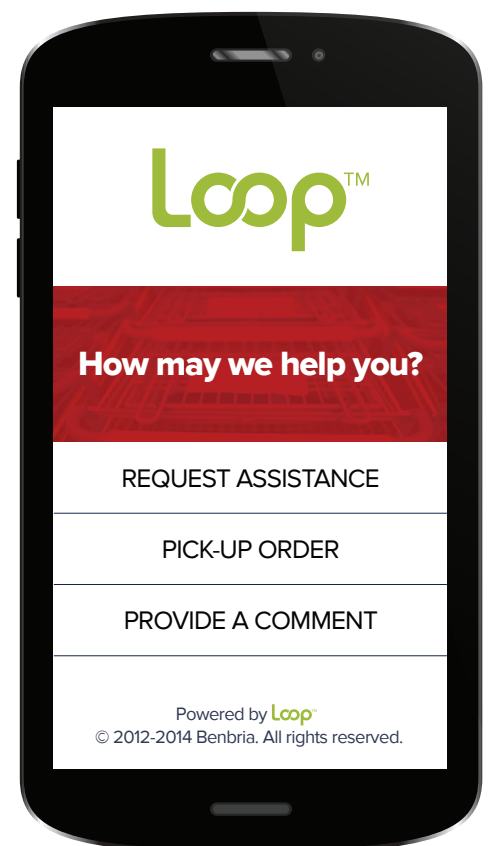
Shoppers alert associates to assist with their needs, questions and concerns

#### Improve Store Operations

Expedite BOPIS pick-up process; streamline operations with live actionable metrics

#### Enhance Customer Experience

Understand why shoppers buy and why non-buyers don’t



Contact us for a 5 minute demo and learn more about our success stories

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