# BENBRIA ®

# Loop™ Mobile Customer Engagement for Retail

With so many choices today, consumers need a compelling reason to shop at a store. As stores are challenged by online retailers, traditional retailers see in-store pickup programs and real-time engagement as a powerful way to win back customers, increase foot traffic in stores, and drive sales growth. Loop™, by Benbria®, delivers a comprehensive suite of Customer Engagement applications with features such as *Mobile Assist, Mobile Pick-Up and Mobile Comments,* that helps retailers increase same-store sales by creating a more personal connection with each and every shopper while they are in the store.

## 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, 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 improves store operations by directly connecting customers with retail associates. When a customer is notified via email that their order has arrived in the store for pick up, Loop expedites the pick up by allowing the customer to notify the retailer either via their own smartphone prior to arrival or while they are in the store via their smartphone or kiosk. In both cases, an in-store associate is notified via text or email and brings it up to the pick-up desk for immediate processing.

## Loop™ Mobile Comments
### Real-Time Actionable Insight

Loop™ Mobile Comments turns real-time input from customers and non-buyers into actionable insight. Live in-store operational metrics drives 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

### Benefits

» **Increase In-Store Sales Conversions**
Enable shoppers to alert associates to assist with their needs, questions and concerns

» **Improve Store Operations**
Expedite BOPIS pick-up process; streamline store operations with live actionable metrics

» **Enhance Customer Experience**
Capture and act on real-time insight from customers and non-buyers

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.



YOUR LOGO HERE

Request Assistance

Pick Up Order

Send Comment

Loop™