Confirmit

Location Triggering and Beacon Technology

CAPTURE REAL-TIME FEEDBACK

BENEFITS:

Gather real-time feedback
- In-store displays
- Exit surveys

Enhance customers' opinion of your brand
- Fully-branded app
- Perceived as hi-tech

Leverage a smart and flexible platform
- Configure delays in deployment and validation

Understanding the behavior, needs, and wants of your customers is the key to business success. Unfortunately, it's just not practical to manually observe large numbers of customers to identify behavior and seek meaningful feedback.

With Confirmit Location Triggering, you can easily capture customer location data through geo-fencing and/or using the more precise Beacon technology. The data you collect can be analyzed alongside other rich sources of customer data and used to automatically initiate the appropriate next step. With this technology, you gain insight into key customer behaviors, such as the path to purchase, or non-purchase, and you can selectively trigger in-the-moment actions, such as requesting customer feedback. And Confirmit's location triggering technology can be easily integrated with existing customer technologies, such as a branded app, to deliver the location data for customer-specific actions in an online or offline environment.

Location triggering integrates with Confirmit Horizons to help you make intelligent decisions that drive insights to help you deliver outstanding levels of customer service.

Track customer behavior and get real-time feedback

- Collect and analyze customer behavior data such as the path to purchase, promotion conversion rates, and more
- Correlate customer behavior with purchase patterns and demographics
- Get in-the-moment feedback to drive improved customer experience and better service

What is Location triggering and Beacon technology?

Confirmit Horizons is now able to deploy surveys or custom messages based on panelists' location or proximity to a Beacon. Using this technology, panelists receive a message or survey through your fully-branded app at the location of your choice.

Location triggering can identify when a panelist is near, has entered, or exits a store or branch location. Beacon technology, on the other hand, is used for more precise triggering. For example, by strategically placing a small device, called a Beacon, near an in-store display, panelists within the proximity you specify will receive an alert.

What can Confirmit Location triggering and Beacon technology do for my Business?

Both Location and Beacon triggering technologies for Confirmit Horizons leverage smart and flexible mobile technology that allows your business to benefit from deeper insight into in-themoment customer behavior such as path to purchase, promotion conversion rates, and more. The data you collect can be correlated with purchase patterns and demographics to provide unparalleled customer intelligence that can be used to drive your business to the next level.

Your fully-branded app is constantly monitoring panelists' location and/or "listening" for a beacon signal and when a panelist is within your specified proximity your survey or message is deployed. It's that easy!
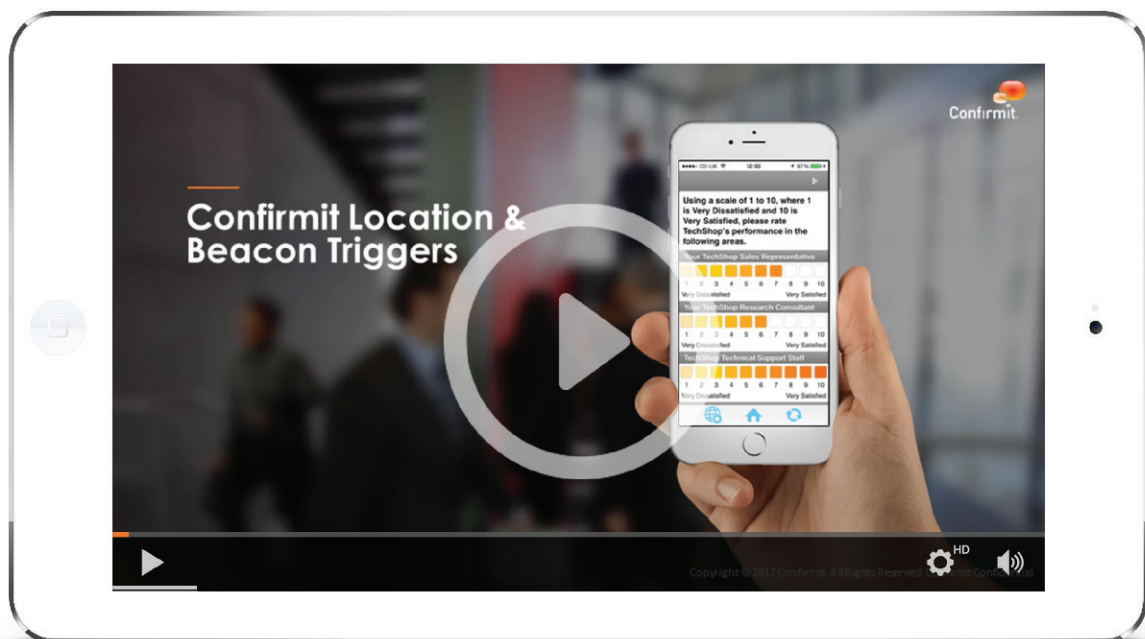
85% of shoppers have used a mobile shopping app while in the store

77% of shoppers would be willing to share their location as long as they get value in return

72% of retailers plan to implement Beacon technology within the next 5 years

Want to learn more? Click on the play button below to watch the video.

About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Customer Experience, Employee Engagement, and Market Research solutions. The company has offices in Oslo (headquarters), Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Airways, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Morehead Associates, Nielsen, Research Now, RS Components, QRS, SSI, Sony Mobile Communications, and Swisscom. Visit www.confirmit.com for more information.