



Bringing Internet-of-things to real world retail

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What is IoT & how is it relevant to me ?





Watering Schedule for My Controller



Lawn - South



Lawn - North



Garden Beds



Garden Beds



Pool Garden



Natives

Garden Beds

Next Run	Wed, 1:20am
Length	10 minutes
Last Water	Never

Run this station now



Observations

Temperature



Current

23.7 C

Maximum

23.7 C

Rainfall



24 Hours

0.0 mm

Last Week

0.0 mm

Forecast

Tuesday



28 C

Partly Cloudy

0% chance of rain

Wednesday



27 C

Partly Cloudy

0% chance of rain

Thursday



37 C

Partly Cloudy

0% chance of rain

Dealership retail sales



Sales pipe
numbers
game



Typical Road to a sale process

Walk-in



Phone



Web



Marketing & CRM activities generating leads

Sales pipe processing – overview



Lead to an appointment

Sales pipe processing – overview



Appointment to Sale

Sales pipe processing – overview



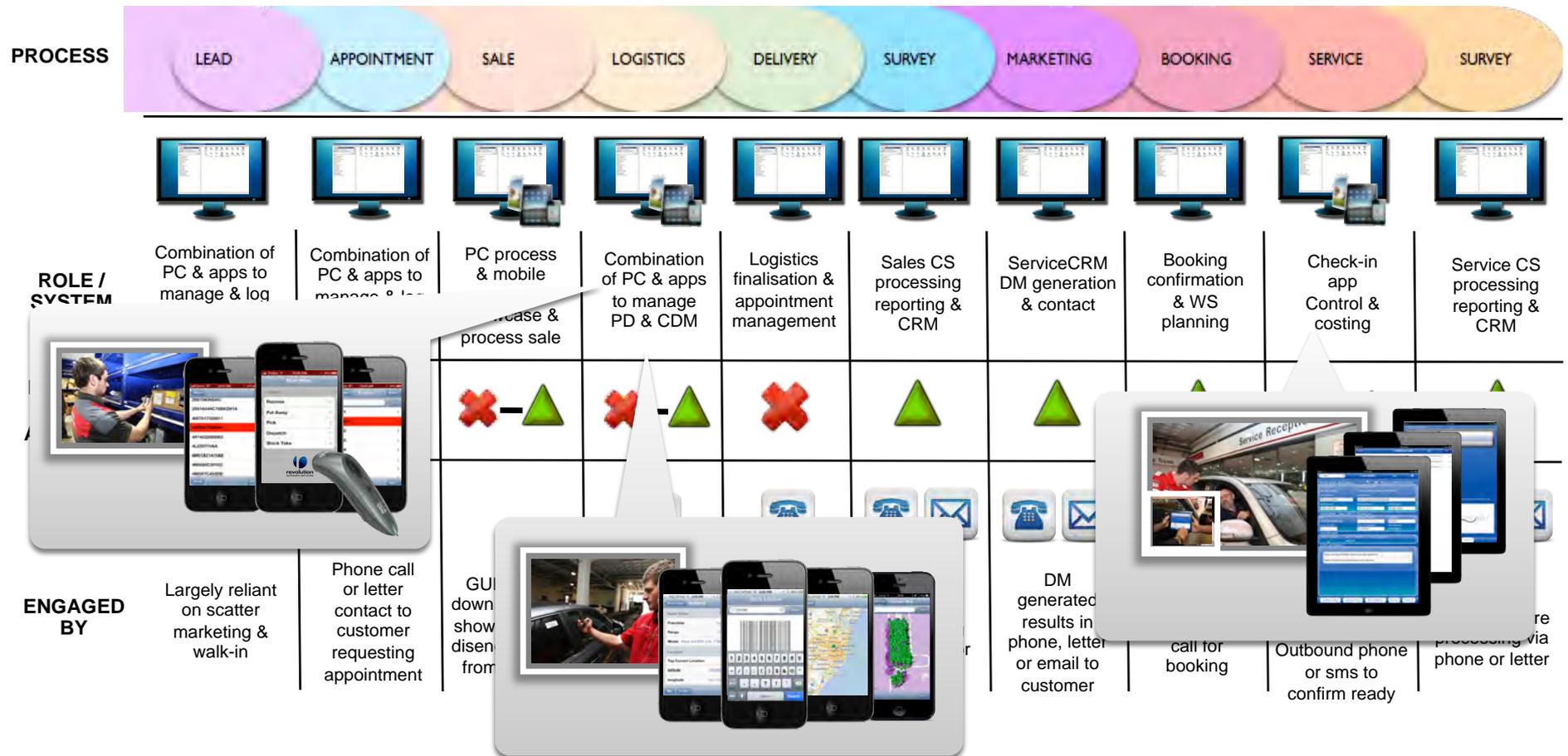
Sale, logistics & delivery

System supported process

PROCESS	LEAD	APPOINTMENT	SALE	LOGISTICS	DELIVERY	SURVEY	MARKETING	BOOKING	SERVICE	SURVEY
ROLE / SYSTEM	Combination of PC & apps to manage & log leads on behalf of customers	Combination of PC & apps to manage & log appointments on behalf of Guest	PC process & mobile apps to showcase & process sale	Combination of PC & apps to manage PD & CDM	Logistics finalisation & appointment management	Sales CS processing reporting & CRM	ServiceCRM DM generation & contact	Booking confirmation & WS planning	Check-in app Control & costing	Service CS processing reporting & CRM
EMPOWER & AUTOMATE										
ENGAGED BY	Largely reliant on scatter marketing & walk-in	Phone call or letter contact to customer requesting appointment	GUEST sits down in front of showroom PC, disengagement from product	Outbound call to customer for status updates	Status & appointment calls	Contact centre processing via phone or letter	DM generated results in phone, letter or email to customer	In or outbound call for booking	Customer interaction with iPad app. Outbound phone or sms to confirm ready	Contact centre processing via phone or letter

Poor customer empowerment, staff roles dedicated to input

Mobility helping process



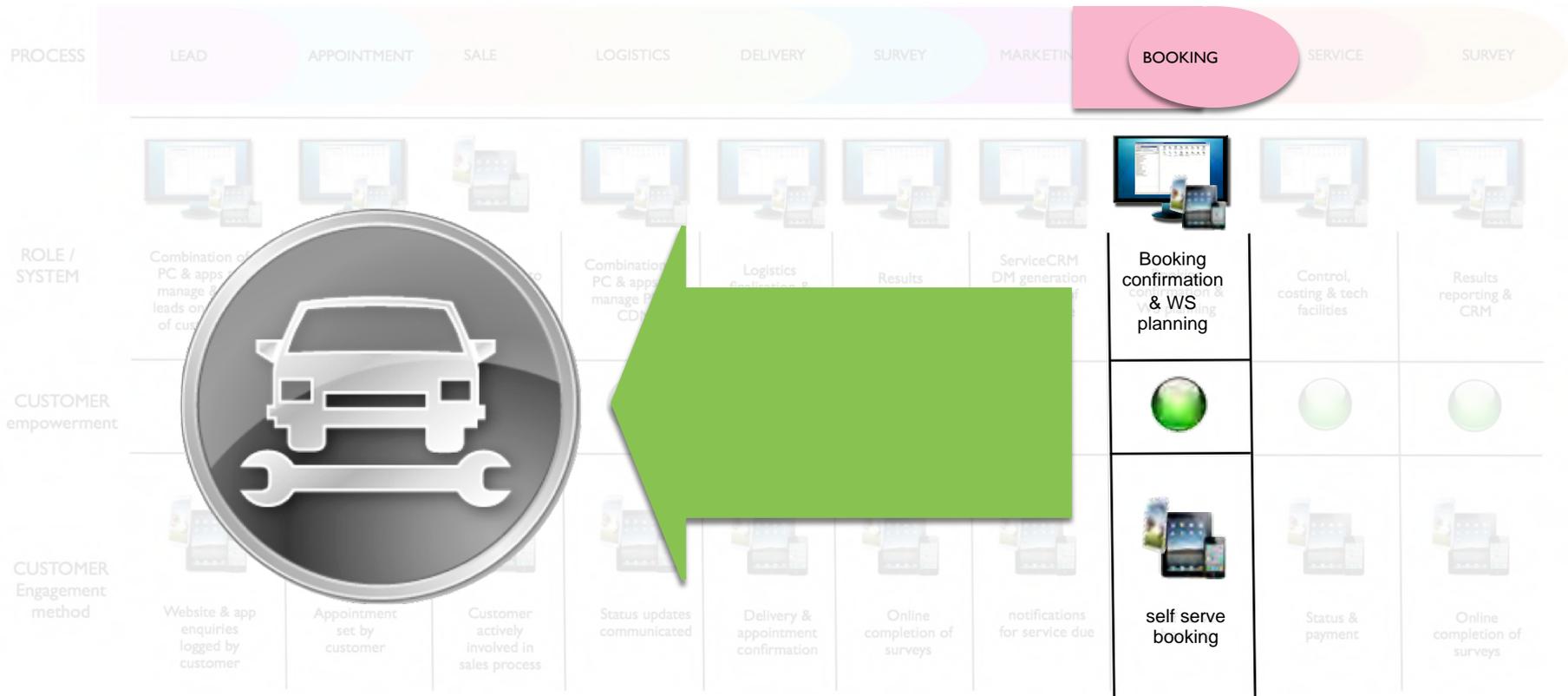
Mobility improves process efficiency

Consumer engaged Mobility

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EMPOWER & AUTOMATE										
ENGAGED BY	 Website & app enquiries logged by customer	 Appointment set by customer	 Customer actively involved in sales process	 Status updates communicated	 Delivery & appointment confirmation	 Online completion of surveys	 notifications for service due	 self serve booking	 Status & payment	 Online completion of surveys

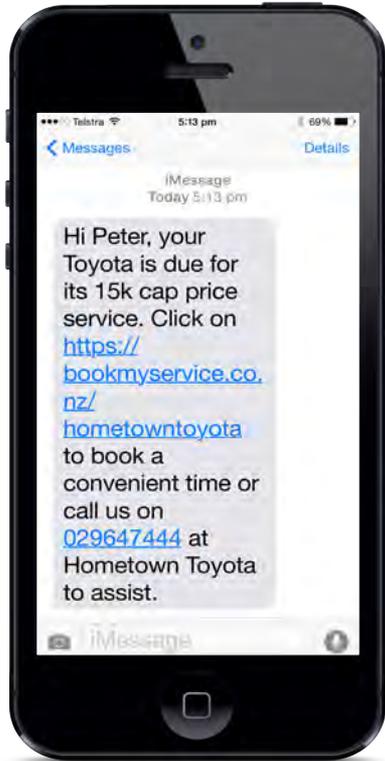
Customer Empowerment + process improvement + cost savings

Empowerment example - booking process

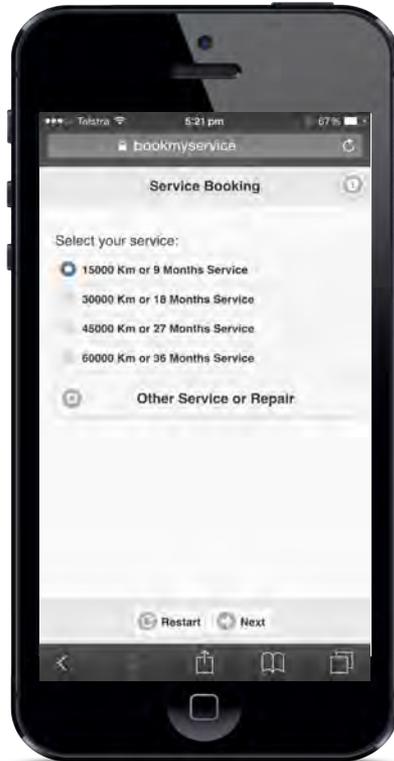


Improved communication, reduced marketing effort, cost savings
CONVENIENCE

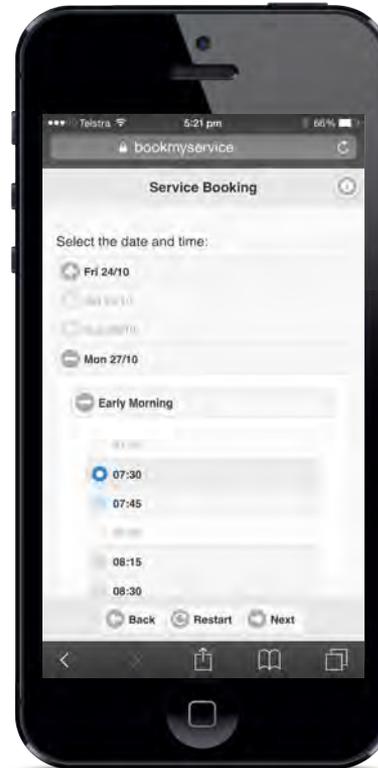
CRM Generated Direct Marketing



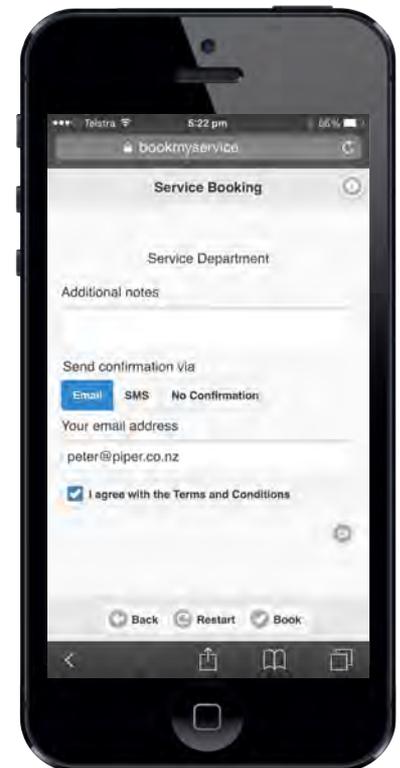
Marketing



Selection



Convenience



Confirmation

Empowerment leading to improved consumer engagement

Floor traffic monitoring issues



Logging floor traffic is essential in reporting & managing sales pipe

Sales Reception

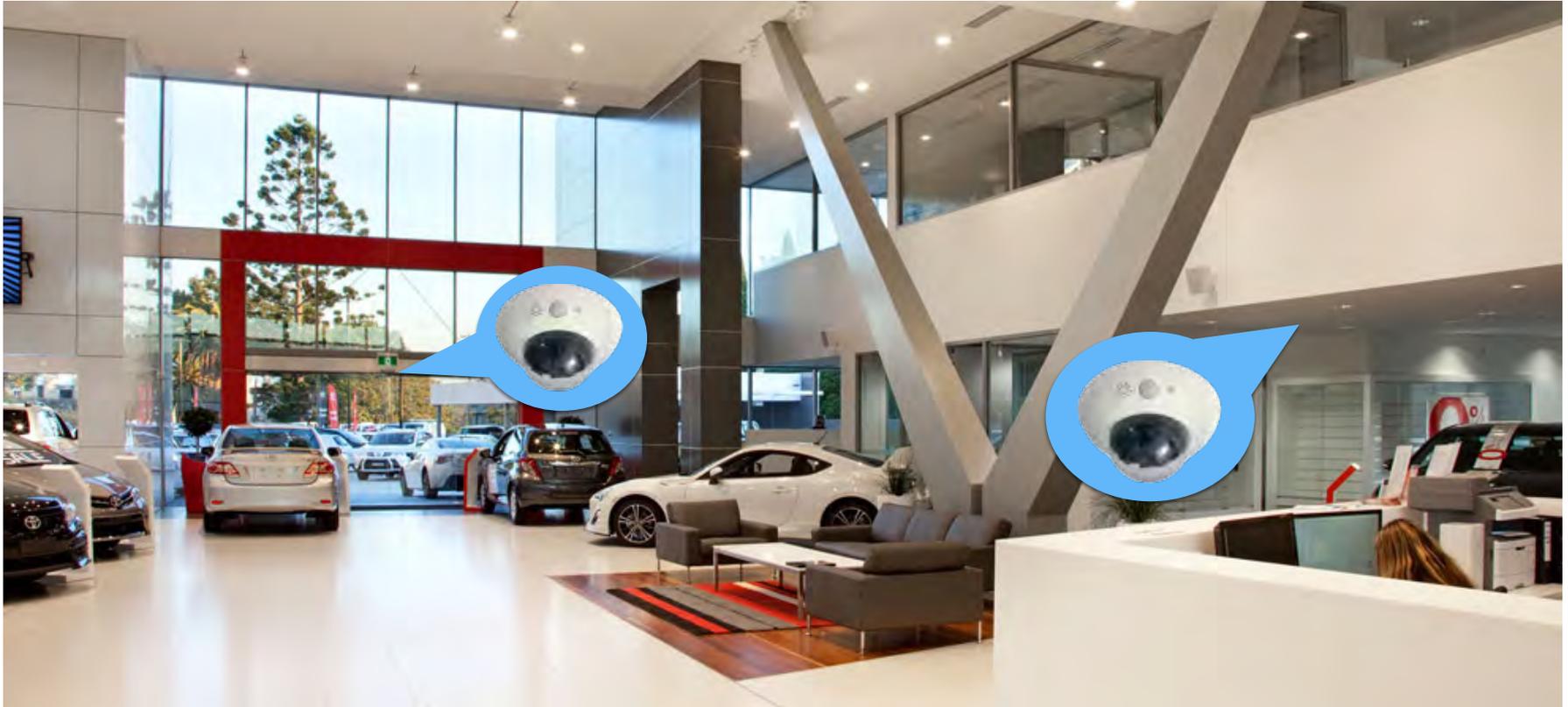


Problem Statement

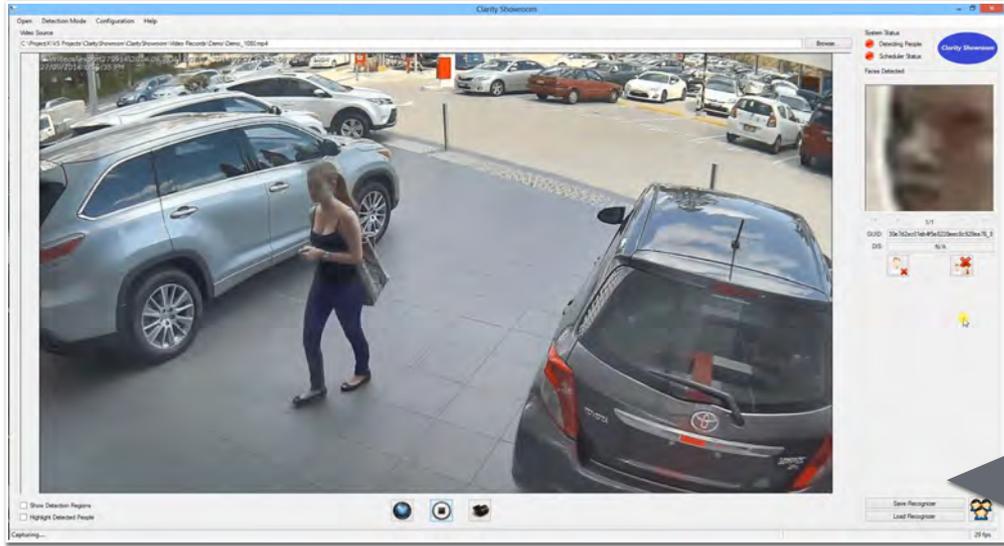
*Floor traffic capture inconsistent & unreliable.
Requires strong processes and vigilance.*

INTERNET of THINGS





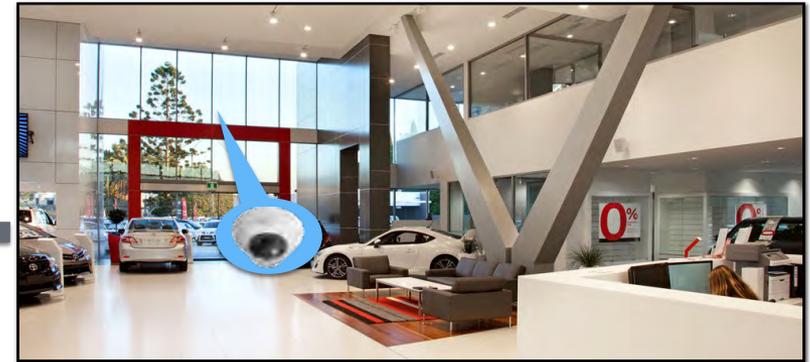
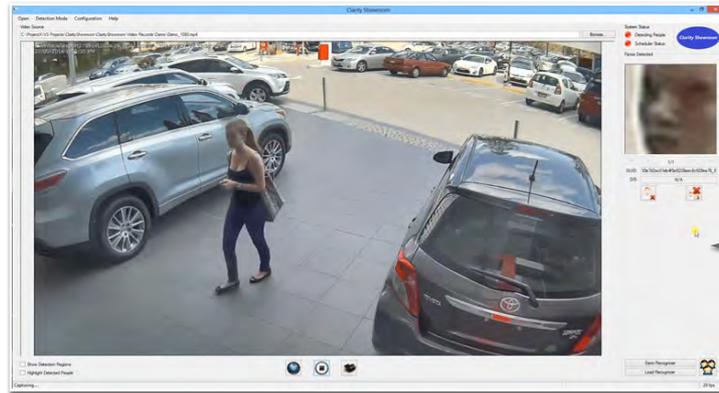
Strategically placed camera's to monitor entrance/exit



Live monitoring of showroom traffic

Revolution biometric processing engine





Name	Date	Status	Other Info
John	10/10/2014	10/10/14	10/10/2014 10:14
John	10/10/2014	10/10/14	10/10/2014 10:14
John	10/10/2014	10/10/14	10/10/2014 10:14
John	10/10/2014	10/10/14	10/10/2014 10:14



New lead created automatically in the Revolution DMS



Watch in action

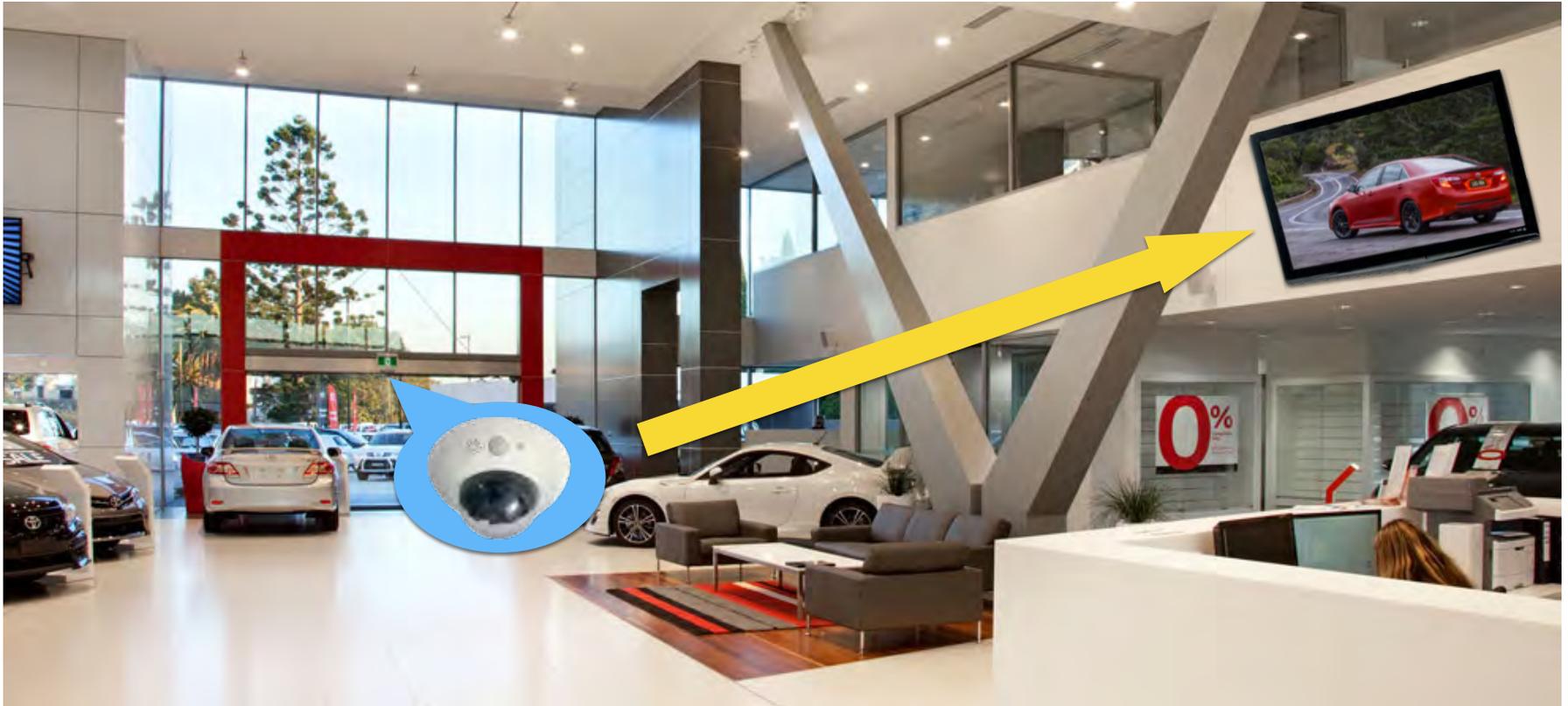
Powerful
automated
leads capture
& customer
recognition



PROJECT **Clarity**

Powered by Revolution CRM

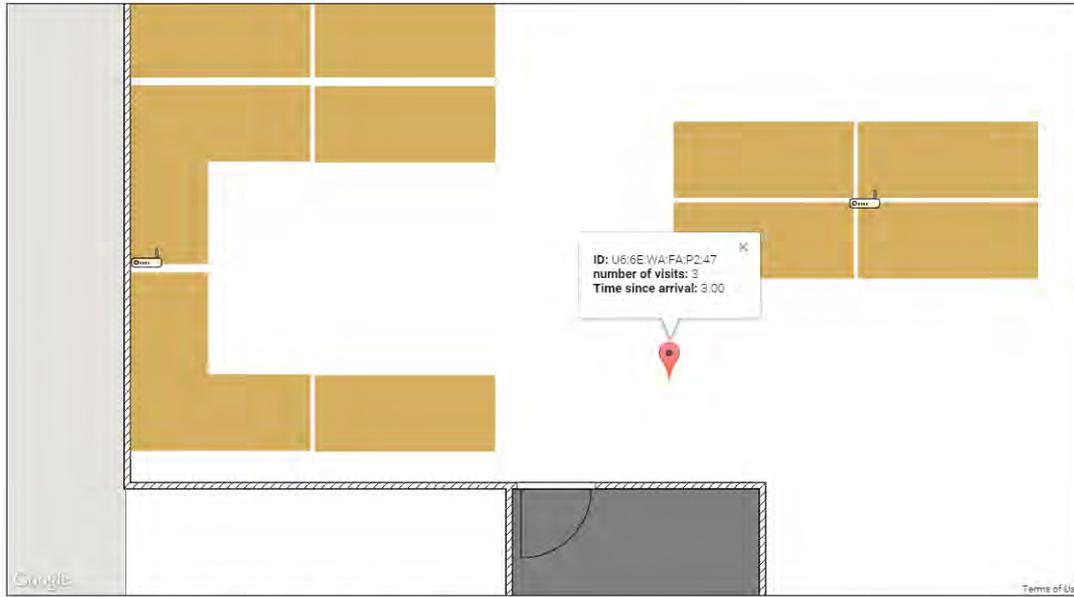
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Recognised customers providing targeted marketing video
CRM follow ups for visits



Customer retail tracking



kers | floor1

Time since arrival	Latitude	Longitude	Show on map
0	2.0947	2.3730	<input checked="" type="checkbox"/>
0	-1.3037	0.6152	<input checked="" type="checkbox"/>
0	5.2197	1.2793	<input checked="" type="checkbox"/>

ID	Number of visits	Time since arrival	Latitude	Longitude	Show on map
U6:6E:WA:FA:P2:47	3	3.00	-3.8672	-0.1441	<input checked="" type="checkbox"/>

Low cost device to interrogate & map smart device footprint

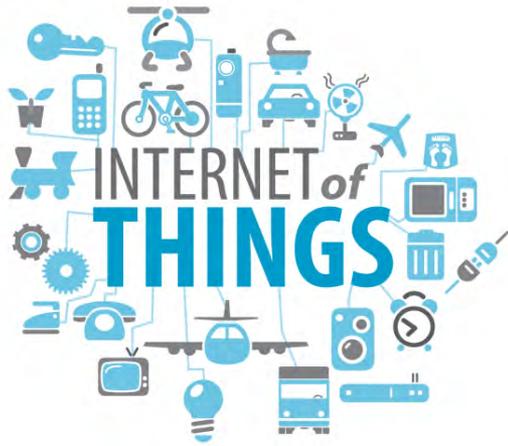


Customer empowered to initiate, select & complete the transaction, remained informed & in control



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Fundamental shift from supplying software to dealers to a facilitator of connected services



Automation of roles

Metrics recording & analytics

Market disruption

New by-product markets



