



**BOSCH**

Invented for life



SPAR improves its consumers' shopping experience with Bosch's AI based platform - IERO

# Introduction



Shopping today has become easier with introduction of new age technologies and solutions. These new avenues are helping retailers create an enhanced shopping experience for their in store consumers. Shopping is no longer a process, it has become an experience and it is important

for brands to focus on the emotional quotient of the user experience.

Allow us to tell you a story about how BOSCH enabled SPAR India Hypermarket to deliver improved experiences to its consumers.



## About SPAR



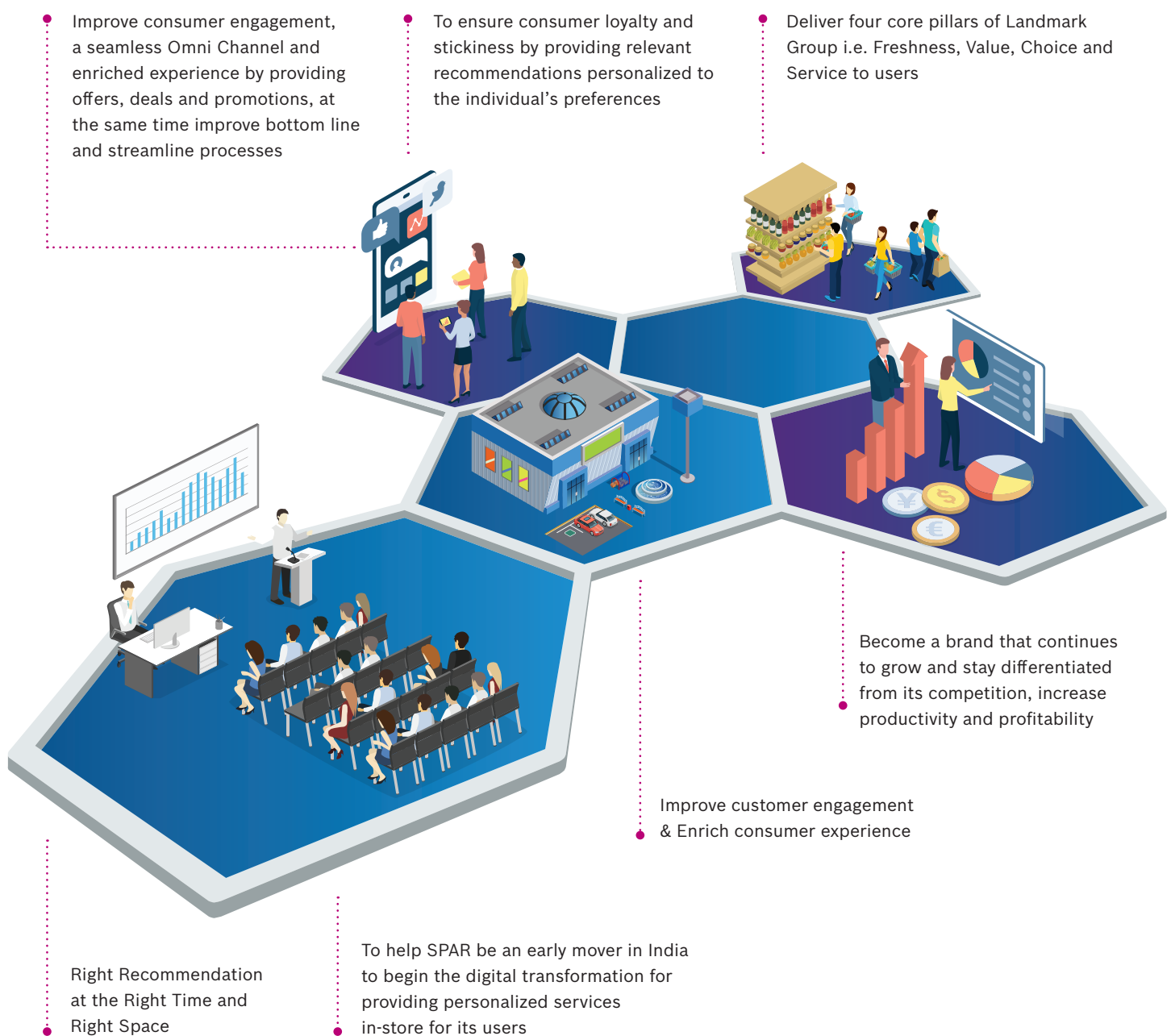
SPAR is the first leading hypermarket retail chain in India. It started its operations as a strategic partnership between Dubai based Landmark Group's Max Hypermarkets India Pvt. Ltd. & Amsterdam based SPAR International. Globally SPAR started with one store in 1932 and now comprises of more than 12,500 stores in 44 countries across four continents. SPAR India currently has 24 stores across 9 cities including Bengaluru, Mangalore, Shimoga, Chennai, Coimbatore, Hyderabad, New Delhi, Gurugram, & Ghaziabad.

# Objective & Vision of SPAR

Mr. Rajeev Krishnan CEO & MD of SPAR INDIA built a vision of SPAR 2.0 which uses the strengths of Customer Quotient, Emotional Quotient & Intelligent Quotient to improve the customer experience & engage customers through experiential retail. In line with this dream Mr. Sunil Nair, Senior VP –Technology & Business Solutions at SPAR has articulated the vision for technology enabled transformation for SPAR to become the most engaging and innovative hypermarket in India.

This vision formed the basis of SPAR’s discussion with Bosch on how to improve their in-store experience.

The vision of SPAR, as stated by their Senior VP –Technology & Business Solutions, Mr. Sunil Nair, is to become the most engaging and innovative hypermarket in India. This vision statement formed the basis of SPAR’s discussion with Bosch on how to improve their in-store experience.



With the above vision points and strength of new age of new age digital technologies, BOSCH identified the following opportunities for transformation

# IERO powered in-store solutions in action at SPAR



## Personalized marketing in action at SPAR

IERO with its AI powered personalization engine is enabling SPAR to make things personal for its customers. This engine is integrated with the SPAR omni channel app. BOSCH is helping SPAR improve their consumers' experience with offers on merchandise as per their likes and dislikes. Offers are tailor made with the help of cloud computing and pushed to the SPAR mobile app based on individual consumer preferences and their contextual parameters like location.



## Combination of Personalization and Proximity Marketing enables best results

The Bosch team delivered solutions using new age digital technologies like Indoor Positioning System, Analytics, AI powered Personalization to drive shopping experience when the consumer is in store. In the context of personalized marketing solutions, we have used our patented

indoor positioning platform to provide sensing signals inside the store with a focus on aiding indoor recommendations for the consumer in the store thus providing an opportunity for SPAR to provide its valued customers the right kind of promotions and recommendations.

# Illustration 1: Targeted Advertising & Personalized Ads



All of this is achieved through IERO’s AI powered personalization engine at the right location (through its outdoor and indoor positioning system) at the right

time. Bosch, with this, is enabling SPAR to cross-sell and up-sell and increase sales of its products to the right consumers at the right moment.

While the whole process is evolving along with SPAR, focus is to provide users with recommendations only of the things which they would like to see, that way it helps SPAR to understand the customer better and there is no spamming. This can be done through either of two mediums as mentioned below:

## Self-assist Kiosk

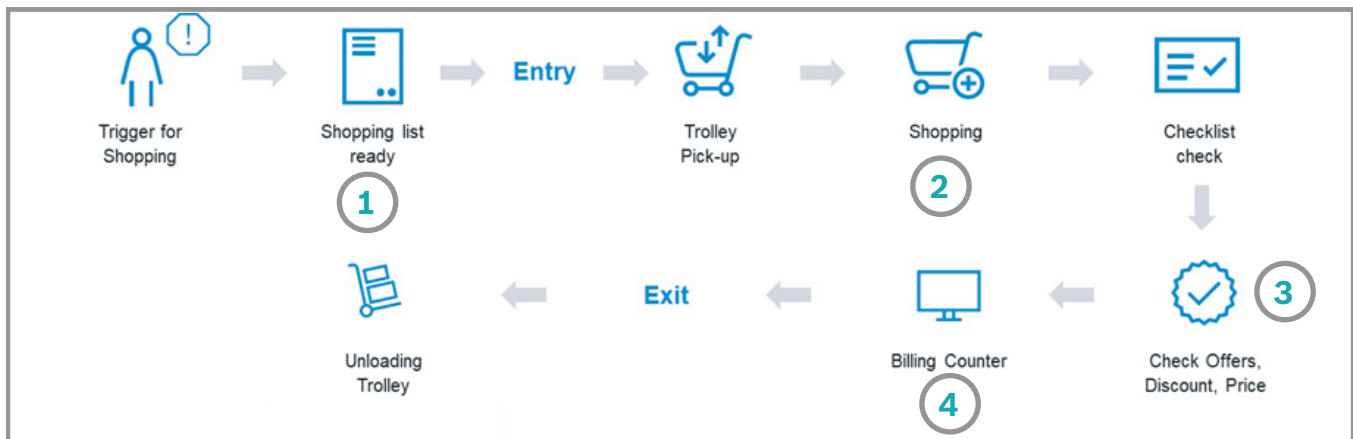
The Kiosk setup enhances user experience inside the store. It provides space for brand advertisements, and also has features like list of products, user can scroll through list of categories such as fruits, cereals or vegetables and list of products under those categories. Once you click on a particular item on the list it takes you to the store layout and tells you where the item is located from the point at which the user is located. SPAR Kiosk serves four important functions- identify aisles that house the products they need, identify the variety of each product they need, finding price options, and calling for assistance.

## SPAR Mobile Application

SPAR mobile app that was developed in collaboration with Bosch offers everything about products, deals, promotions to the users on their fingertips, just as soon as they enter the store. As the user walks into the store, into a grocery section, the right kind of information recommendation is provided. So the probability of user wanting to buy the product is higher, since we ensure the information is given at the right location and right time.

# Illustration 2:

## In- store User Journey & Experience enabled by IERO



**1**

Digital Shopping List

**2**

Personalized Offers

**3**

Proximity Marketing And In-Store Campaigns

**4**

Mobile Check Out

With Proximity Marketing and personalization in action the users will see and feel a totally different experience in the retail stores of SPAR. In a typical scenario a customer walks into a hypermarket, walks for a long time trying to find his way in the huge collection of items. Locating items with looking up boards or asking someone. In either of the case the time spent by the customer is a lot. Once she finds the right item she is looking for then she has to carry it in a trolley or a bag to the checkout counter and again have to wait in line to get the items checked out. Waiting times is another issue and can get very high during weekends.

Another problem comes up when offers are given at the checkout counter staff says “Mam, if you buy one of this its 50% off the bill”, anybody after hearing this will rush to pick up one more, or its irrelevant for him and he says he doesn’t want the offer.

He may also ask for offers on something he prefers and it may not be available. Trying to solve these problems by conventional ways is not enough, we need to digitalize the experience and here it when proximity marketing and personalization play an important role.

Personalization would mean customer enters her preferences on a mobile app for her likes for groceries, household line items, dairy products, etc. She walks into the hypermarket locates the items she wants via mobile app or a self-assist kiosk, walks to the location and with the help of proximity marketing gets offers available in that sections, enters the code, gets the discount, loads item on the shopping cart and then pays at check out or at time of billing. It is that simple as it reduces the locating time to minimal, delights the customer with personalized offers, discounts and also helps her checkout quicker by not waiting in the line.

# Benefits to consumers

- ▶ It is a way of telling the users we know your interest and we work towards your best interests
- ▶ Enhanced shopping experience with relevant offerings and recommendations
- ▶ Self-assist which leads to better in store time utilization
- ▶ Increases the desire to purchase leading to user delight and satisfaction
- ▶ Hassle free viewing of offers and promotions and building a frictionless user experience

# Benefits to SPAR

- ▶ Targeted Marketing and advertising by pushing relevant recommendations and offers to cross sell and upsell its products, thus leading to improved ROI
- ▶ Increased personalized consumer engagement, customer delight, and retention
- ▶ Creation of a higher value and demand
- ▶ Helps position products, understand consumer behavior via analytics and help gain in operational efficiencies
- ▶ Addition of a new revenue streams via advertisements
- ▶ Early mover advantage using a one of a kind solution

## Conclusion

IERO partners with retail chains (hypermarkets, apparels, single brands, electronics, etc.) and shopping malls to provide an enhanced customer experience to the end users. Thanks to AI, personalization gets incorporated by using real time behavior of the user in

amalgamation with the context such as purchase history, lifestyle categorization, tastes and preferences, demographics, etc. This proven technology has a lot of benefits for retailers, which improves over time and thus making shopping an incredible experience.

## About RBEI

Robert Bosch Engineering and Business Solutions Private Limited is a 100% owned subsidiary of Robert Bosch Engineering and Business Solutions Private Limited is a 100% owned subsidiary of Robert Bosch GmbH, one of the world's leading global supplier of technology and services, offering end-to-end Engineering, IT and Business Solutions. With over 19,500 associates, it's the largest software development center of Bosch, outside Germany, indicating that it's the Technology Powerhouse of Bosch in India with a global footprint and presence in US, Europe and the Asia Pacific region.