

Retail & Consumer Engagement

HITactics
Driving Digital Transformation



2002 Summit Blvd. Suite 300
Brookhaven, GA.



1 (404) 460-7001



www.hitactics.com



HITactics

ABOUT US

HITactics is a Digital Transformation Solutions firm that works with clients in the consumer products, healthcare, logistics and retail industries as well as the public sector. Our industry frameworks provide rapid application of applied intelligence, big data infrastructure & Internet of Things (IoT).

Machine Learning & IoT for Customer Engagement

We have more than 20 years of experience in providing expert management and IT solutions to organizations of all sizes. Team members are as technical as they are business minded, fulfilling a wide range of skillsets that can be applied to different challenges.

WHAT QUESTIONS CAN WE ANSWER?

- ▶ How many customers visit your stores daily? Weekly? Monthly?
- ▶ How long are customers waiting in line before checking out? Are they leaving before purchasing?
- ▶ How can I provide each customer with a personalized in-store experience?
- ▶ How can I improve customer's ability to navigate & find specific products in my stores?
- ▶ What locations in the floorplan or product sections are visited the most?
- ▶ How do I know which products each client was mostly interested in?



Customer profiling: Trained models capture levels and types of need for every customer-product pair to use in an intelligent recommendation system



SaaS IoT Portal: Analytics on customers shopping behavior such as dwell time, store "hot-spots," and convergence rate



Trilateration & Machine Learning models for positioning: Accurate location of customers in near real-time



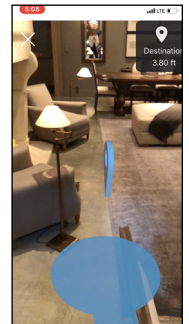
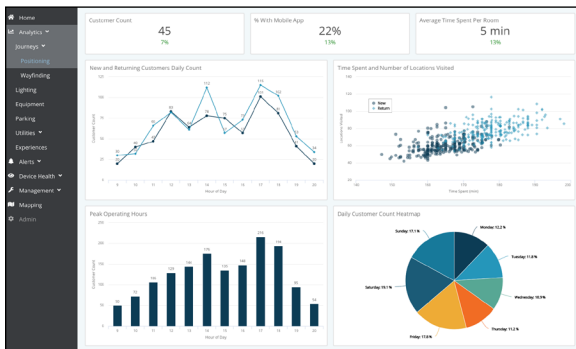
AR Wayfinding: helps customers navigate throughout the floorplan with ease

HOW DO WE SOLVE THEM?

WHY ARE WE DIFFERENT?

HiTactics combines deep industry expertise with disruptive technologies to help retailers provide unique shopping experiences to their customers. Our machine learning algorithms, together with advanced analytics, IoT sensors, and our SaaS Platform provide an end-to-end visibility of shoppers to help retailers confidently embrace digital transformation.

WHAT HAVE WE DONE?



AR Wayfinding helps shoppers navigate with ease & retailers understand customer buying behavior.

The visualizations above shows customer foot traffic at a major furniture brand in the U.S. Analysis on daily counts, peak operating hours, weekday distribution, and dwell-times at different store sections helped the retailer better understand how and when to make staff available to greet customers, and which installations and products were most engaging.