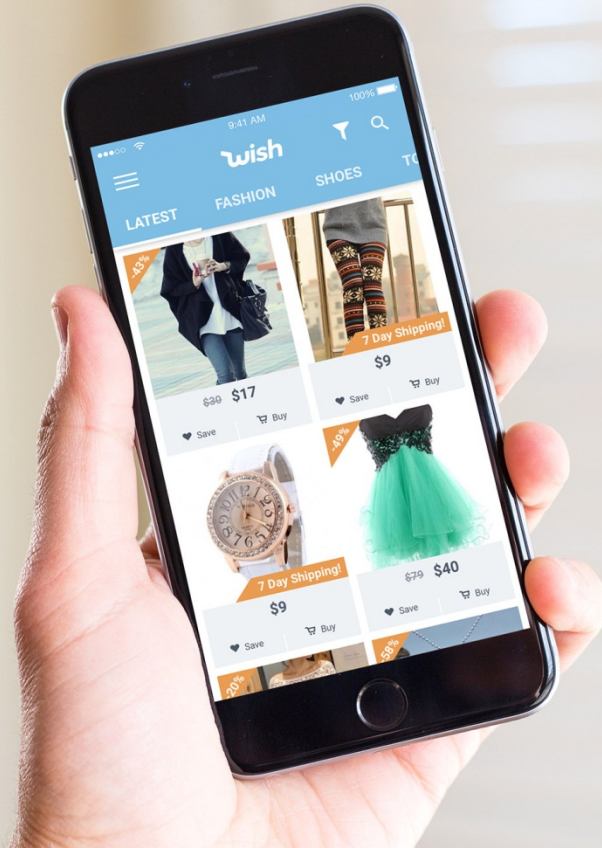# Trends in Retail & Manufacturing

CLOVER™
INFOTECH

## 1. Tablet and Mobile Apps to enhance in-store experience

American company Crate and Barrel provide its customers a tablet that enables

- Scanning product barcodes for more information
- Searching for items
- Adding them to a wish list
- Access to an exclusive checkout line
- A store worker then picks up the selected items
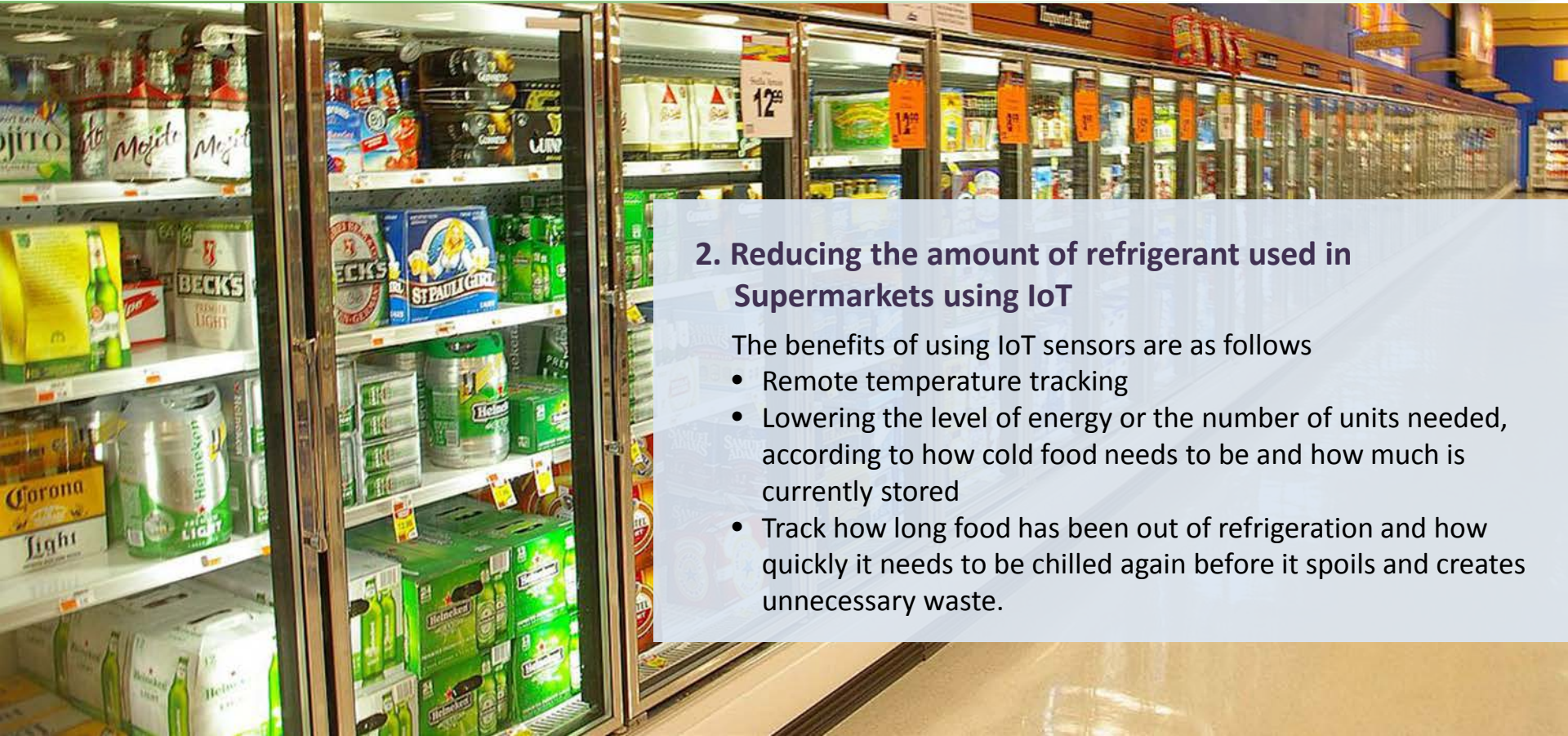
## 2. Reducing the amount of refrigerant used in Supermarkets using IoT

The benefits of using IoT sensors are as follows

- Remote temperature tracking
- Lowering the level of energy or the number of units needed, according to how cold food needs to be and how much is currently stored
- Track how long food has been out of refrigeration and how quickly it needs to be chilled again before it spoils and creates unnecessary waste.

**3. Using Bluetooth beacons to engage customers that walk into a store**

These beacons are small, wireless devices that are low-cost and battery operated.

The working of the beacon is as follows

- Transmits weak Bluetooth signal to other Bluetooth enabled devices.
- Reach customers who walk by with a smartphone and the right application
- Help customers with a more engaging in-store experience
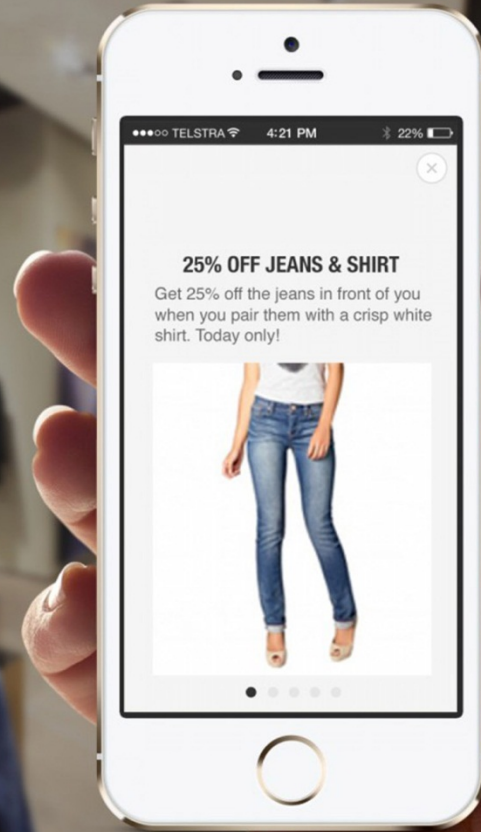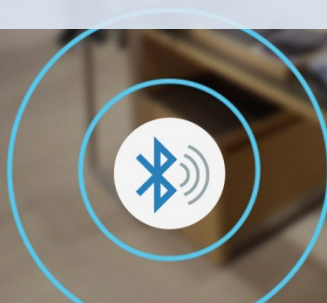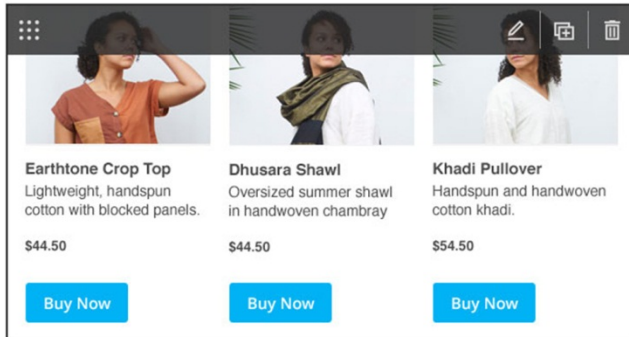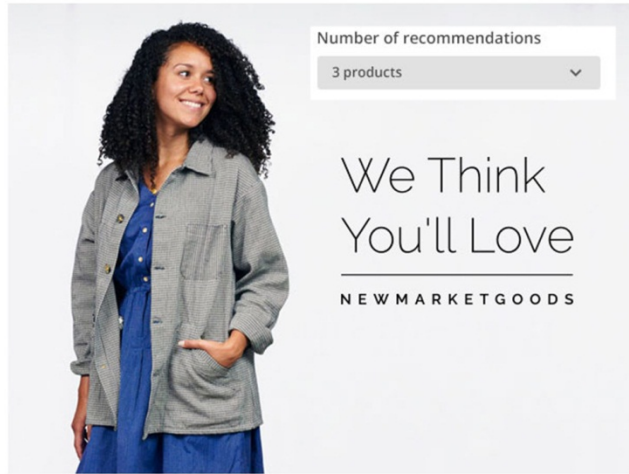
**4. Using AI to provide customers with customized recommendations**

- North Face uses IBM Watson's cognitive computing technology to determine what jacket is best for it's users. This resulted in a 60% click-through rate and 75% total sales conversions

# Trends in Retail & Manufacturing

**5. Using AI and visual search to enhance shopping experience**

The American department store Neiman Marcus uses a Snap. Find. Shop feature that

- Allows customers to take pictures of anything they like
- App then displays similar items from the store's inventory.

This led to the increase in app usage and customer engagement

Nutrition Facts

## 6. Using Chatbots for customer service

According to IBM, 65% of millennials prefer interacting with bots than talking to live agents.

The rising popularity of mobile messaging apps and the need for 24/7 service has made chatbots a hit.

They can provide

- Improved customer experience
- Offer recommendations and services
- Automate purchase process
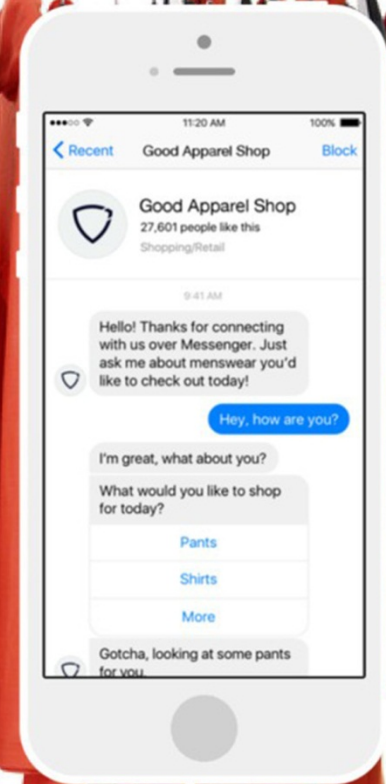
**7. Payment through mobile apps**

Several retailers are enabling payment through mobile applications in order to ease the  process of buying products.

Payment methods like Apple Pay  alllow users to wave their smartphones near terminals for instant transaction and are more secure than traditional cards

## 8. Internet of Things Improves Forklift Efficiency by 10%

A communication system notifies a material handler as soon as materials are ready to go to the next work area within the manufacturing facilities. Each forklift is linked to an ERP system through its GPS and an application on a smart tablet mounted in the forklift. Forklift operators are notified via their smart devices when they're needed.

# What can Clover Infotech do for you

- Build a mobile app that allows users to access details of any product, add them to a wish list, view offers, etc .

- Monitor sensor data to provide more accurate data analytics and provide solutions for improvement.

- Build a mobile application that communicates with a Bluetooth beacon.

- Build a mobile app that compares the image taken by the user to the items in the store and displays the closest match to users.

- Build a multi platform Chatbot that can respond to user queries and provide information.

- Integrate payment gateways into mobile apps.

# Global Footprint



Huhtamaki Nordic (Norway, Sweden, Finland etc) – EBS upgradation from 11i to R12, post upgrade support

Huhtamaki Netherlands – offshore Infra support including OS, DB etc and EBS Technical support

Cedera US: An application used by Ann Taylor, women garment store, to track the stock of the product.

Huhtamaki China – EBS Support

Huhtamaki Hong Kong – Upgradation from 10g to R12 and post upgrade support

Marcura Dubai – Fusion Implementation

Heinz Dubai – ERP support and Microsoft Reporting services

Huhtamaki Malaysia – Full fledge EBS Implementation (Including functional part) for Financials, Manufacturing and SCM

Huhtamaki Singapore - Full fledge EBS Implementation (Including functional part) for Financials

CLOVER™
INFOTECH

# Clover Service Offering

# Comprehensive Service Offerings


CLOVER INFOTECH

**Consulting  |  Implementation  | Professional Services |Support and Managed Services**

| Niche Services (Practices) | Application Services | Infrastructure Management Services |
|---|---|---|
| Oracle Enterprise Applications | Custom Application Development | Database Management Services |
| Digital and Mobility | Standard Application Maintenance & Support | Performance Tuning |
| Data Warehouse and Reporting | Web, Portals and Mobility: Development and Support | Platform Migration |
| Infrastructure Services | EAI/BPM | Datacenter Management |
| | | NOC Services |
| | | BCP/ DR |

**CLOVER**™
**I N F O T E C H**

Reach us at: marketing@cloverinfotech.com