> Shopevolution
For the Way We Shop Today

◆DATALOGIC

Deliver an Exciting, New Customer Experience

Delivering great customer service and the best shopping experience is harder than ever. Retailers need new tools to differentiate themselves and strengthen their customer ties while reducing their operational expenses.

Shopevolution™ from Datalogic is a unique retail solution that gives retailers the ability to collect information on shopper behavior, deliver customized promotions, and provide a uniquely branded shopping experience. The modular design allows retailers to deploy components as they need on their own schedule. Shopevolution interfaces with existing POS, Inventory Management, CRM, and Marketing platforms to deliver in-store multimedia content, customized promotions, and Self-shopping capabilities to customers on the technology platform of their choice.

Shopevolution's cutting edge and powerful architecture supports Datalogic's Joya™ device for Self-shopping as well other devices and smartphones.

Improves the Shopping Experience

Shopevolution gives retailers the ability to make shopping unique to each customer within the format of their brand. In-store connectivity using any hardware platform – Apple, Android, or a Datalogic Joya Self-shopping device, identifies each shopper uniquely within the CRM and loyalty systems. Greetings, customer service, product information, shopping lists, loyalty account information, custom promotions and more can be configured and delivered to the hardware platform of choice.

- High-value customer identification
- Preset recipe shopping lists
- Demographic based promotions
- Multimedia content delivery
- Hardware independent – Apple, Android, Datalogic

Flexible, Modular, Scalable

Shopevolution is a comprehensive system that provides unparalleled resources to retailers. Connections to various retail enterprise systems including POS, inventory, loyalty, promotional, and more, create an extensive feature set. The modular design allows elements to be implemented in a controlled and staged manner. Retailers can pick as little or as much of the system as they wish to deploy and scale the system to meet their needs.

- Self-shopping
- Self-payment
- Queue-busting
- CPG Push Promotions
- Customer Loyalty Promotions
- Online Shopping List
- Multimedia Product Delivery

Operational Efficiency

The unique interface between multiple enterprise systems and Shopevolution provides features that increase operational efficiency and reduce costs. Shoppers have access to information and can execute transactions independently without the need of store personnel.

- Self-shopping and Self-payment
- Inventory check and transfer requests
- Integrated Queue-busting
- Self-service multimedia product information

Real Competitive Advantage

The power of Shopevolution is recognized in the combination of features that deliver an unparalleled experience to the shopper while increasing the efficiency of the store.

- A branded electronic in-store experience can be delivered on Apple, Android, or Datalogic hardware.
- Self-shopping and Self-payment systems lower the operational costs of checkout.
- Shopper connections to store systems provide omni-channel fulfillment, keeping the revenue within the brand.

Today, consumers are more connected than ever and expect their shopping experience to be connected as well. Connectivity within the store must go beyond Wi-Fi and instead provide a branded experience to the shopper; an experience controlled by the retailer to maximize customer service, increase sales, and cement loyalty.

Shopevolution from Datalogic is the only Self-shopping solution that fully integrates multiple retail platforms to provide a unified solution. From an online electronic shopping list to the final checkout, the shopping process can be executed on handheld technology where the shopper is in control. Throughout the process the retailer is aware of their customers activity, gathers valuable shopping data, and presents promotions.

Finally, a modern tool for the way we shop today - Shopevolution.

Wolf Blass Yellow Label Cabernet Sauvignon
☆☆☆☆☆ Rate this wine
Special Offer - 33% off
"Aromas of plums and berries meld with oak flavours in this full-bodied premium win…"

SAVE O
ITALIAN
TO GO
★ SAVE NOW

Shopevolution increases operational efficiency; improves the shopping experience; is flexible, modular, scalable, and creates a real competitive advantage.

Joya – The Preferred Device

Shopevolution has the flexibility to allow multiple hardware choices for shoppers. Both Apple and Android smartphones are supported. While not the ideal device for shopping, smartphones can be used for quick small basket trips where only a few items are being purchased. For shoppers making their weekly grocery purchases, Joya™ is the preferred device.

Joya is a purpose-built device for shoppers that is tailored to provide the best Self-shopping experience. Using Joya instead of a smartphone allows shoppers to:

- Scan coupon bar codes on their smartphone screen
- Shop faster using optimized bar code technology instead of the smartphone camera
- Send and receive calls and texts while shopping
- Conserve phone battery power
- Prevent phone damage from accidental drops while shopping

For retailers, Joya is a multi-purpose tool that can be used to enhance the shopping experience and increase operational efficiency. Retailers can use Joya to:

- Implement fast and efficient Queue-busting during peak times
- Execute retail inventory functions such as:
  - Price checks
  - Stock checks
  - Restocking
  - Markdowns

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www.datalogic.com