

PHILIPS

Professional lighting

aswaaq case study



aswaaq:

enhancing the shopping experience with indoor positioning





The challenge

Innovation is in the DNA of aswaaq, one of Dubai's leading supermarket chains. The retailer is continually exploring ways to increase brand loyalty and enhance the shopping experience. With the Philips Indoor positioning system, aswaaq identified an opportunity to provide a more personalized and convenient shopping experience – one that would drive return visits and increase sales.

The solution

Indoor positioning brings the power of GPS to retail via a data-enabled LED lighting system, which communicates with the shopper's smartphone. With Visible Light Communication (VLC) technology from Philips, a unique code is transmitted via a beam of LED light. The shopper's smartphone camera determines its real-time location with the lighting system, which can then pinpoint the exact location of the phone on the shop floor.

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We've been working towards bringing something new to the market ... we have achieved that with indoor positioning from Philips Lighting, and are looking at more ways we can use it to enhance the customer experience.”

Affan Al Khoori, Deputy CEO
aswaaq, Dubai

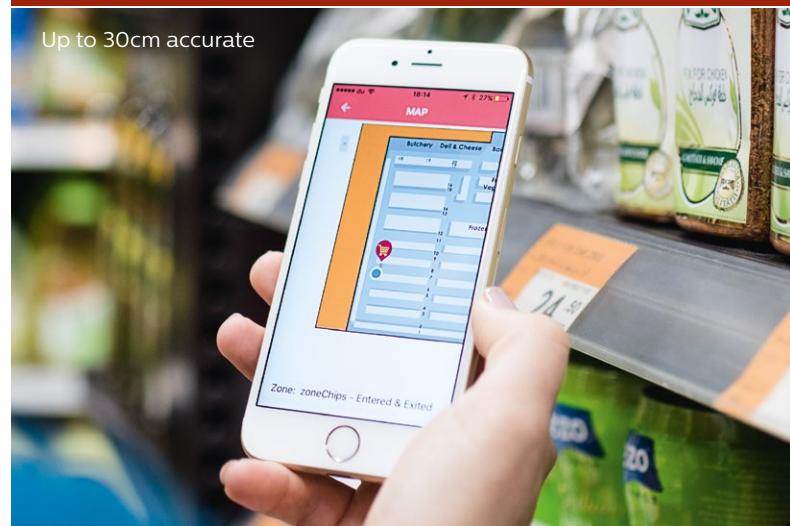
A particularly innovative approach has been adopted by aswaaq, where the customer simplifies the shopping experience before they've even left the house. Imagine you are hosting a dinner party and need to do grocery shopping for a long list of items. Before heading to the store, you open the aswaaq app and scan an item, immediately adding it to your shopping list. Once at the store, Indoor positioning from Philips Lighting guides you to the items on your list - fast and hassle-free shopping.

And to enhance the experience, aswaaq can send relevant information to shoppers via the app – such as special offers and recipe suggestions, all based on the shopper's position in the store.

The app

The app is having a big impact on shopper satisfaction at aswaaq. Crucially, indoor positioning has also had a big impact on the bottom line. Studies show that when shoppers can't find items, 16% will leave the store and buy what they need elsewhere.

From a marketing perspective, aswaaq can now capture real-time data and analyze shopper traffic and behavior, enabling the retailer to create highly targeted campaigns.



The app can show special offers and recipe suggestions

