

OVERDRIVE ROLLS OUT BLUETOOTH TECHNOLOGY IN MALLS TO ENHANCE CUSTOMER SHOPPING EXPERIENCES

Overdrive gives the ultimate shopping experience by deploying a Bluetooth Proximity Solution in shopping malls to locate customers and push personalised incentives through their smartphones.

This solution that provides business owners a new way to engage with their customers, entice store walk-ins, boost revenue and improve customer loyalty.



The Challenge

Shopping malls have evolved with time, altering the consumers' buying behavior and shopping orientations.

As a marketing effort to understand the consumers' needs and boost sales, real estate companies are in need of a solution that can help them identify members location in shopping malls to push promotions and other marketing advertisements through a mobile app.



The Solution

Beacon technology has proven to be an effective way to bridge the gap between retailers and customers. Overdrive strategically installed beacons within shopping malls, allowing owners and their retail partners to detect customers within proximity. Once located, the platform delivers tailored messages, advertisement, deals and promotions through their mobile apps, effectively nudging shoppers into making buying decisions.

In addition, shoppers can use their mobile apps to view store catalogues, check product availability, or navigate around the area to avoid long queues. The solution offers a more personalised customer experience while increasing app engagement and retention.

Number of Assets:

100 beacons and over 1M members

Product Used: OverPax



How does it work?



Beacons are conveniently placed within shopping malls in areas where it is most needed. The mobile app will then listen for signals from beacons and locate members nearby.

Once members were detected, they will receive personalised notifications on their mobile app about special promotions, discounts, coupons or new products launches within the store where the beacons were placed. What makes the process seamless is that the app doesn't have to be running to be alerted.

The Benefits



Better insight on member preferences and shopping behaviour



Improve customer engagement and loyalty



Boost sales and revenue stream



Increase access to **exclusive perks, discounts and deals**

The Results

Overdrive's Bluetooth Proximity Solution provided new opportunities for retailers to enhance customer engagement and build revenue streams through the mobile channel. Through proximity-based engagement, they are able to effectively send personalised messages and offers to the right people at the right time.

This gives them new opportunities to streamline members experience, increase customer loyalty, drive foot traffic and assist brands to explore potential revenue generating campaigns.

Who Are We

Overdrive is the leading real-time asset monitoring IOT company in Asia that provides end-to-end IoT solutions and automates data sensing of various types of assets within a business ecosystem, from vehicles and machinery to facilities and people – all under one roof.

What We Do

Specialises in

- Vehicles Monitoring
- Airport Management
- Vessel Tracking
- Heavy Machinery Monitoring
- Smart Hygiene
- Environmental Monitoring
- Sustainability Solution

Hello,
We Are **Overdrive.**

Overdrive IOT Pte Ltd



www.overdriveiot.com



ask@overdriveiot.com



+65 6950 0890

