MOST CUSTOMER ENGAGEMENT & INSIGHT PROGRAMS ARE 90’S TECHNOLOGY

• Activating loyalty in-store is problematic
• No easy way to capture fresh feedback
• Difficult to connect feedback, experiences, and shopping behaviors to known customers
MOBILE IS DISRUPTING TRADITIONAL LOYALTY AND ENGAGEMENT PROGRAMS

Smartphones enable us to:

- Communicate in-the-moment
- Adjust communications based on location and real-time behaviors
- Understand every store visit
- Accelerate sharing of insights
NANOSURVEY IS A “MOBILE FIRST” CUSTOMER ENGAGEMENT AND FEEDBACK PLATFORM

Leverages capabilities of smartphones

Relevant
Messaging contextual to location, date/time, time spent in store and on-site, and shopping behaviors

Fresh
Captures immediate feedback

Concentrated
Feedback captured in tiny chunks

Conversational
Enables personalized, 2-way communications

Impactful
Completes Omnichannel view
HOW DOES IT WORK?

NanoSurvey tech added to mobile app

- NanoFence™ fuses readings from multiple smartphone sensors
- Detects when customers are in immediate vicinity, in store or at a fuel island or drive-thru -- without adding beacons or any new hardware to stores
- Works when no real-time data connection is available
- Customer “opts-in” to Location Services
NANOFENCE LOGS OFFLINE SHOPPING PATTERNS

More precise and reliable than geofencing

**Ordinary Geofence**
- Monitors movements in and out of large circular areas.
- Cannot detect store entry or exit.
- Events can be significantly delayed or missed.
- Frequent false entry and exit detection.

**NanoFence™**
- Records when customers are in stores – not just nearby.
- Avoids “geospamming” and other common problems.
- Operates in background, requiring no customer action.
- Draws very low power
NANOSURVEY RELATES WHAT CUSTOMERS SAY WITH WHAT THEY DO

Enables more relevant messaging and “smarter” surveys

- Messaging and “drip surveys” triggered by location, time, and behaviors
- Captures details of every visit, including cash transactions and when nothing is purchased
- Logs time spent on site, in drive-thru, and inside stores

*Paints rich picture of customer when combined with Web, POS and other data*
INTEGRATES WITH CURRENT SYSTEMS

Enhances existing CRM & CX

- Removes silos
- Enables panoramic picture across channels
- Gains longitudinal insight tied to customer value, tiers, and other segmented behaviors
- Details of shopping experiences over multiple engagements provide context to understanding and improving customer experience
The first step in exceeding your customer’s expectations is to know these expectations.

Roy H. Williams
Best-selling author and marketing consultant

IMPLEMENTING NANOSURVEY

Easy to test and roll-out

- Integrate NanoSurvey SDK into an Android app
- Quick one-time store set-up process
- Analytic dashboards report results
- Establish data feeds to and from existing CRM and other databases
- Set-up Email or text notifications for appropriate stakeholders
- Go live at first relevant app update
ABOUT NANOSURVEY

World-class technology; deep retail experience

- Spinoff of ROI Retail Strategy, founded in 1981
- Part of a suite of technology to identify growth opportunities and understand customer shopping behaviors
- Multiple patents and industry firsts