

Think Digital, Physical and Human

Seven Retail Personas: Many Digital
Ways to Meet Their Needs.

#ScanditLovedit

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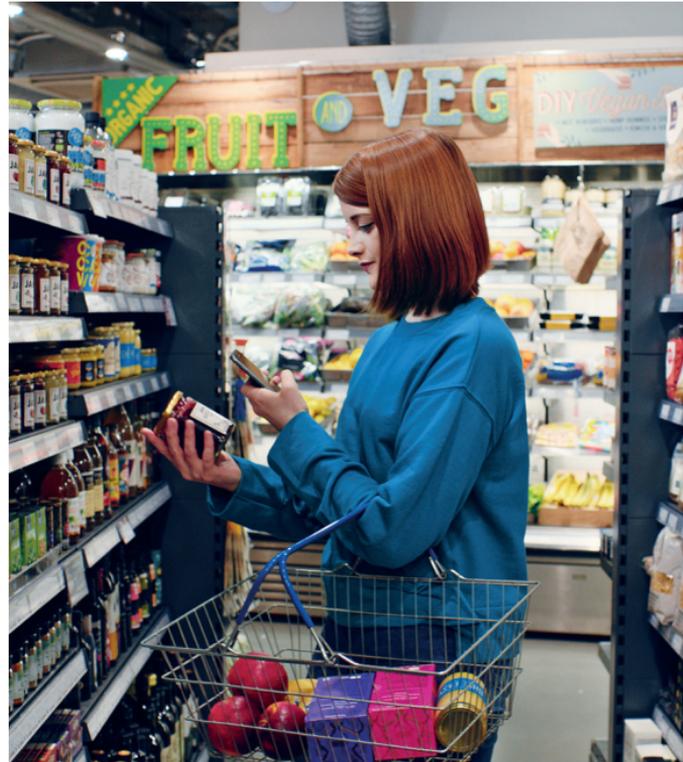
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Bring Personalized Retail Experiences to Your Shopping Aisles

Not all retail customers and employees are the same. Shopping habits vary from those wanting to spend time browsing to those on a mission to simply shop and go. Similarly, store employees are motivated in different ways too, from those wanting technology to speed through daily tasks accurately to those focused on giving customers the best service possible.

Scandit helps retailers meet these differing customer and employee needs by enabling them to interact with in-store products through barcode and text scanning deployed on their smartphones. Our mobile computer vision, coupled with augmented reality (AR), delivers mobile digital services that cater for different needs of shoppers and store workers.



"By addressing the needs of your two crucial audiences – customers and employees – with a blend of physical and digital shopping experiences, you can create a brand customers want to engage with and employees want to work for."

Samuel Mueller, CEO and Co-founder, Scandit

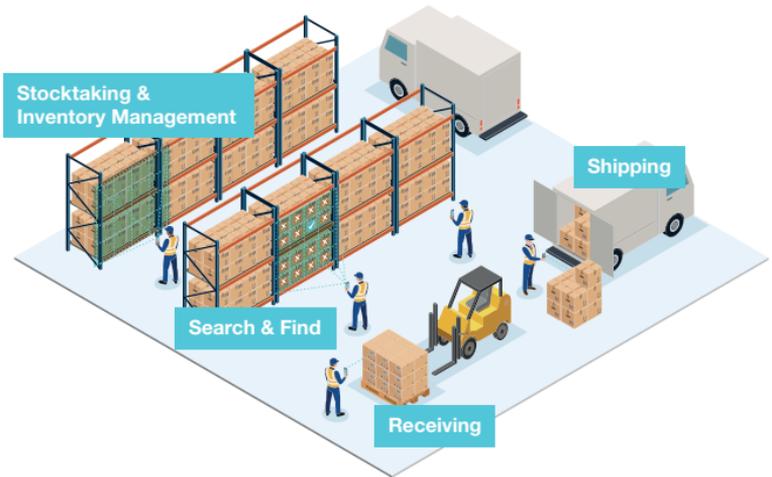
Create Value Across the Retail Ecosystem

There are boundless opportunities to transform customer and employee experiences across the retail ecosystem. And it's all possible through the use of smart devices equipped with Scandit mobile computer vision technology.



Every customer comes with his or her own set of traits, and retailers have to acknowledge these distinctions and tailor their approaches accordingly.

VendHQ



Stocktaking & Inventory Management

Search & Find

Receiving

Shipping

Back of House



Mobile Shopping

Augmented Product Information

At Home

Think Convenience and Choice for Customers

The same, well-liked, online digital shopping experience in a physical store delivers more tailored and satisfying experiences for your customers. Scanning product barcodes and viewing AR-overlays on any smartphone creates differentiated, frictionless shopping for all these types of shopper:

- **The On-a-Mission Shopper**
- **The Fussy Shopper**
- **The In-and-Out Shopper**
- **The Bargain Lover**



While online sales have grown exponentially over the past decade, 92 percent of sales in the U.S. still occur in local stores, and not online.

StartupNation

The On-a-Mission Shopper



Josh

The Fussy Shopper



Mona

The In-and-Out Shopper



Jack

The Bargain Lover



Lucy

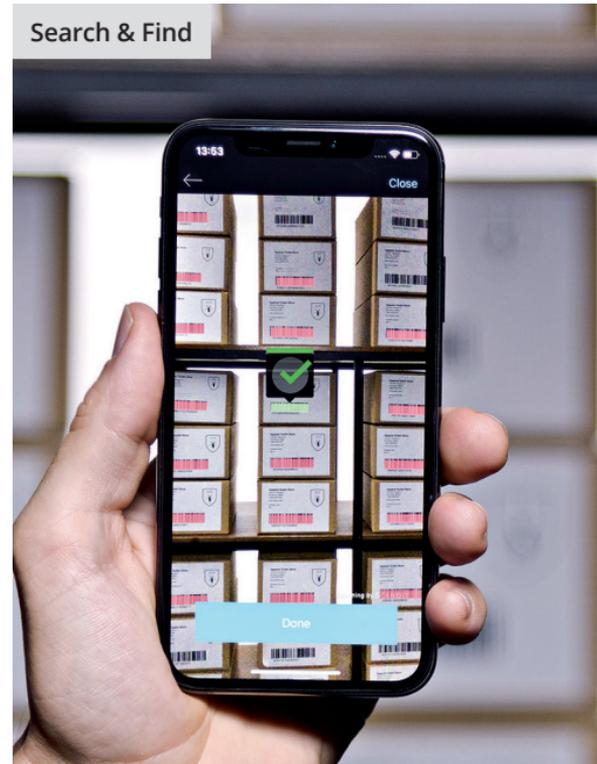


The On-a-Mission Shopper

On-a-Mission Shopper Josh Loves Scandit-Powered Search & Find

On-a-mission shopper Josh doesn't have time to waste. He's doing an urgent DIY project and wants to go into a store and quickly navigate his way to the correct aisle and shelf where the product he needs is stocked. Josh loves the convenience of Scandit's 'Search & Find' functionality to find products super speedily.

By simply pointing his smartphone, enabled with a Scandit-powered app, at the shelf, an Augmented Reality (AR) overlay highlights the product he needs instantly on the screen of his mobile device, saving him precious time and hassle.



Information



The Fussy Shopper

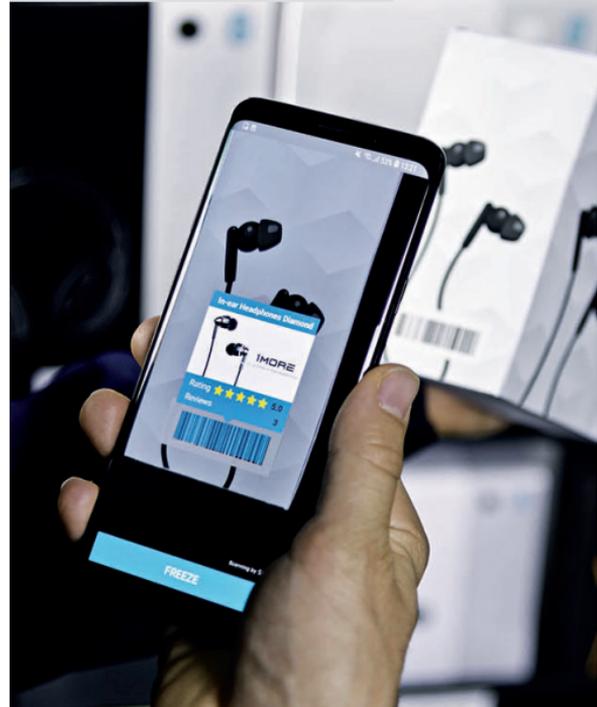
2

Fussy Shopper Mona Loves Scandit-Powered Product Information Look-Up

Fussy shopper Mona wants to know everything about a product – where it's made, what it's made of, the reviews and ratings it's received and much more. She's happy to spend lots of time browsing and comparing products in store. Mona loves the immediacy of product information that conveniently pops up on her phone screen in an augmented reality (AR) overlay.

By hovering her smartphone over the barcodes of products, Mona has product information at her fingertips, such as reviews, customer ratings and features. An AR-overlay delivers visual, real-time information direct to the screen of her smartphone.

Product Information Look-Up



Convenience



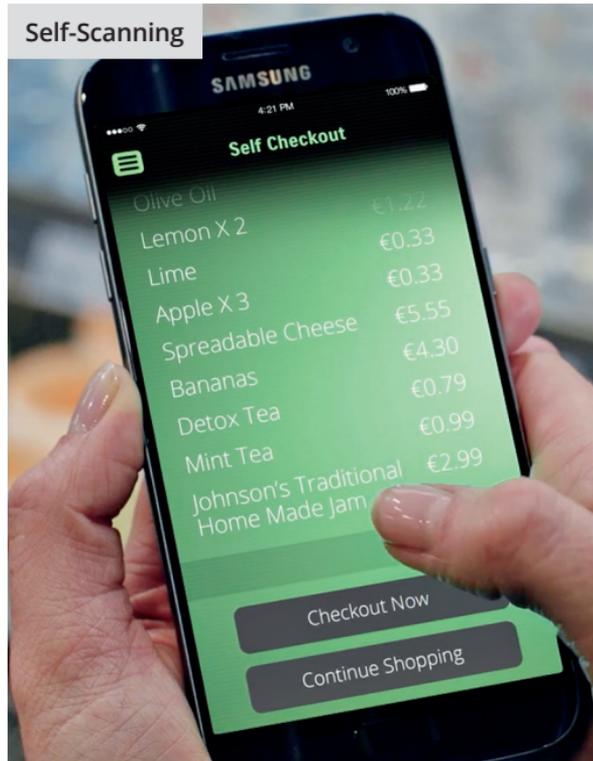
The In-and-Out Shopper

3

In-and-Out Shopper Jack Loves Scandit-Powered Self-Scanning

In-and-out shopper Jack moves fast, favoring speed and frictionless shopping. He likes to go into a store, get what he wants and come out as quickly as he can. Jack loves the convenience of self-scanning which eliminates the need to wait in checkout lines.

With a Scandit-enabled self-scanning app, Jack scans barcodes on products and then either pays for his shopping at a self-checkout kiosk or directly on his phone app.



Savings



The Bargain Lover

4

Bargain Lover Lucy Loves Scandit-Powered Rewards & Coupons

Bargain Lover Lucy likes the thrill of a great deal and collecting loyalty points. She rarely pays full price for products and always responds to offers, deals and discounts. Lucy loves the helping hand of Scandit's computer vision on her smartphone to access rewards and coupons, and locate promotional items quickly.

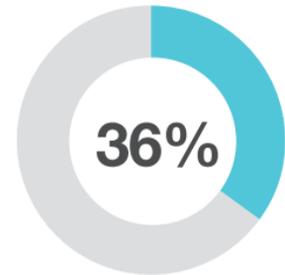
An augmented reality (AR) overlay in a user-friendly mobile app informs her about special offers and coupons directly on the screen of her smartphone. The Scandit-enabled app even finds in-store bargains that are personalized for her by hovering her smartphone over products, delighting Lucy further.



Think Speed and Simplicity for Employees

Scandit-powered mobile apps help store employees complete many time-consuming tasks faster and easier from a single smart device. Scanning barcodes and text on products, and receiving real-time information via an AR-overlay, satisfies the needs of different employee personas:

- **The Dynamo**
- **The People Pleaser**
- **The Smart Manager**



36 percent of productivity is gained as a result of smartphone usage in the retail and wholesale industry.

Frost & Sullivan

The Dynamo



Alex

The People Pleaser



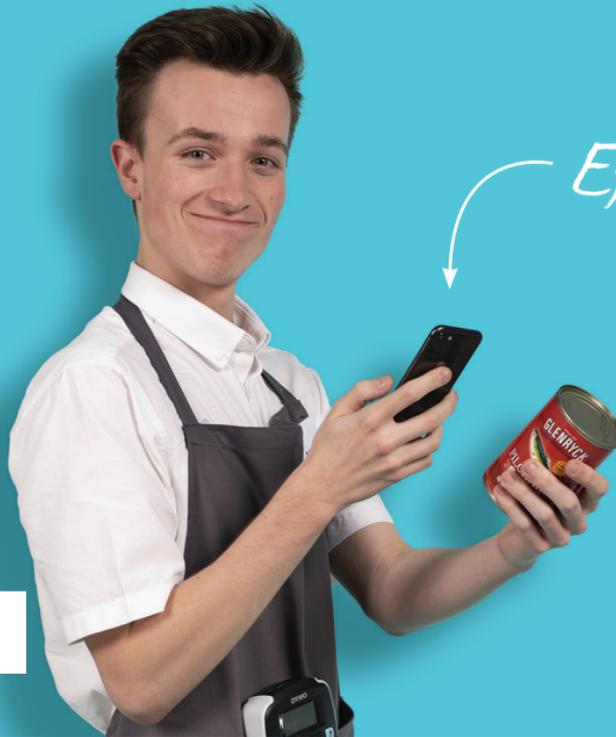
Victoria

The Smart Manager



Dennis

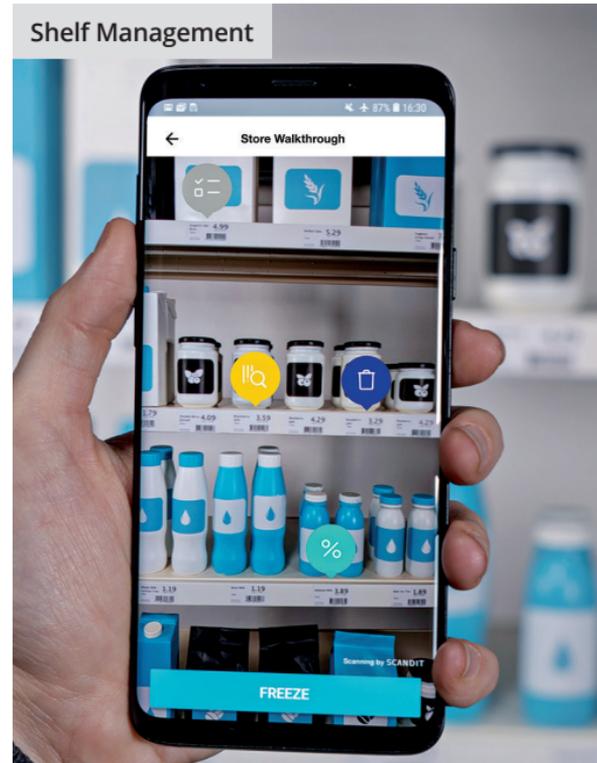
The Dynamo

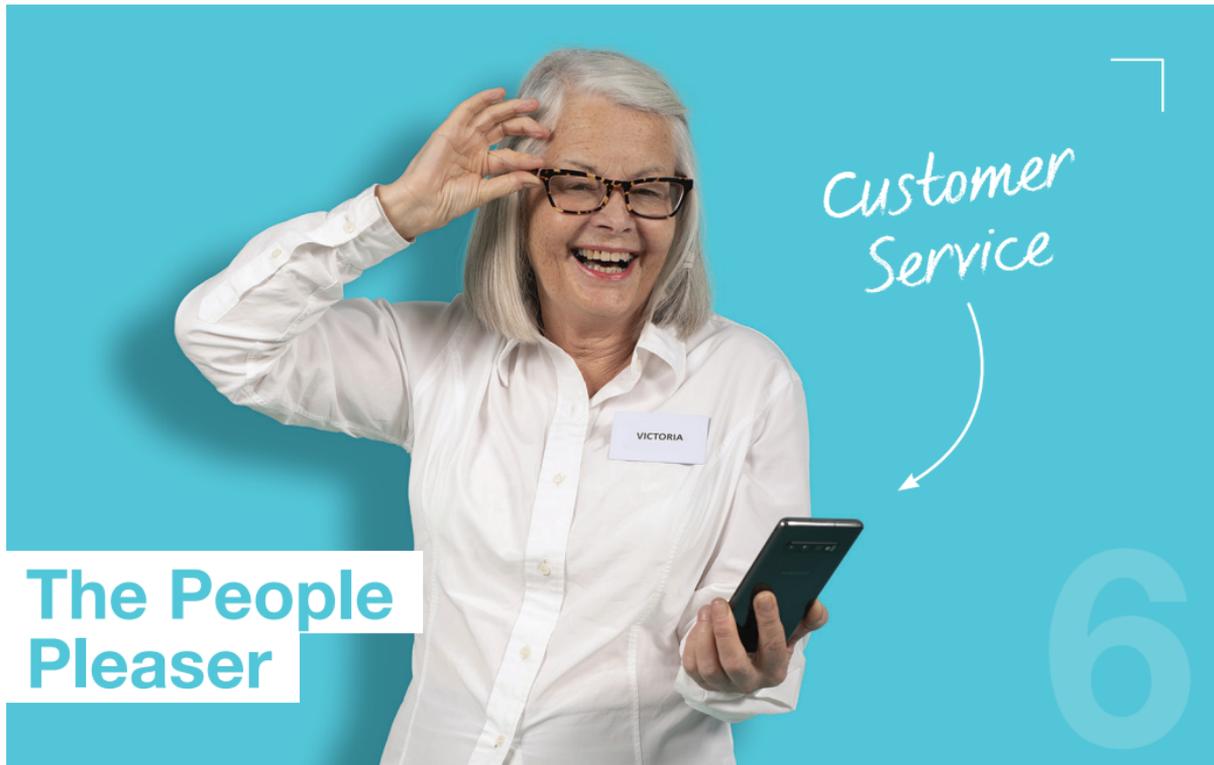


Dynamo Alex Loves Scandit-Powered Shelf Management and Price Verification

Dynamo Alex is always looking for ways to be more efficient. He wants to do daily tasks accurately and efficiently so he can spend more time helping customers, while making sure store shelves are always fully stocked. Alex likes to speed through daily tasks with his own enterprise-grade scanner on a smartphone.

With just a single scan along a display shelf, Alex can capture barcode data for all products and view information using MatrixScan and augmented reality (AR) to create aisle maps, identify markdowns, check stock, verify prices and ensure planogram compliance. Shelf management is up to 40% faster with virtually no risk of human error.





The People Pleaser

People Pleaser Victoria Loves Scandit-Powered Clienteling, Product Look-Up and mPOS

People pleaser Victoria really enjoys helping customers. She wants to deliver the best possible customer service by providing accurate product information and processing sales on-the-spot. Victoria loves having the confidence to answer customer enquiries efficiently on the shop floor using a Scandit-enabled mobile app.

With a simple scan of a barcode and an augmented reality (AR) overlay, Victoria can look up real-time product information for customers and fulfil fast and easy point-of-sale transactions. With no waiting time for the customer, the risk of losing a sale is reduced, infrastructure costs are cut, and customers enjoy a great personal service.

Clienteling



The Smart Manager



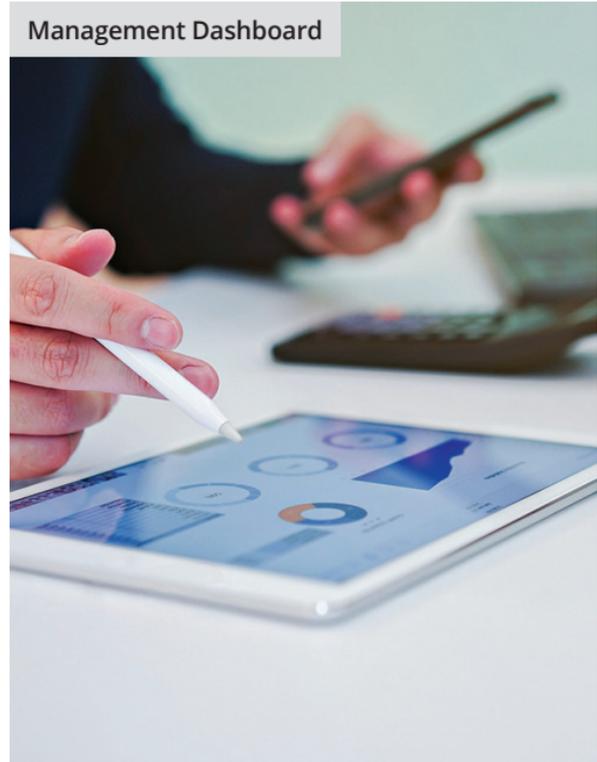
Insight

Smart Manager Dennis Loves the Scandit-Powered Management Dashboard

Smart Manager Dennis likes to run his store with the utmost efficiency. He loves having information at his fingertips to make smarter and accurate operational decisions, like product placement and promotions.

A Scandit-powered app on Dennis's smart device can deliver real-time data direct to his screen, such as product sales graphs, suggested item relocation to optimize seasonal footfall, or recommended dynamic pricing. It has the potential to maximize every square foot of shelf space, track competitor performance, reveal shopper buying habits and show product performance data in real-time.

Management Dashboard



Why Retailers Choose to Work with Scandit

Business Results



Our innovation is focused on delivering significant operational cost savings, increased employee retention and customer loyalty.

Top Performance



Our high-performance scanning is fast and accurate – with the unmatched ability to scan in bad light, at any angle and with damaged labels.

Enterprise-Level Support



We offer specialist technical, solution and best practice support during the design and implementation phases and a range of support and analytics options during live service.

Our retail clients are using Scandit technology in different ways to bring efficiencies and engaging customer experiences to their brick-and-mortar stores. Here are some examples:



Interact with Scandit

Scandit technology is transforming the way many retailers do business in brick-and-mortar stores. It's enabling them to compete effectively and establish new ways to engage with employees and customers.

Learn more about what we could do for you and take your first step towards your digital future.





Visit our website:

www.scandit.com



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