IndoorRoute.com

VISITORS TRACKING, NAVIGATION AND LOYALTY MANAGEMENT

all roads will lead to you

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Modern shopping centers, airports, hotels, and museums are expending, more and more customers are visiting these public places. How not to be lost in this chaos? How to catch the latest trends, manage the people flows and affect the customers wishes?

To solve these issues the ASD Company implements the IndoorRoute.com project, which provides a unique set of high quality indoor positioning services. Here are some of them:

Stuff and visitors tracking

Online indoor and Outdoor positioning tracking of visitors and stuff. Accumulation of movements statistics for the subsequent analysis. Tracking of prescribed visitors number in certain area.

Navigation

Mobile app detects visitor's location on the building plan and allows customers to find routes to their destination. Auto search of empty parking and navigation to it. The shortest way to your parking space. And Much, Much More…

Loyalty management

Accumulated visitors positioning reports allow to draw a conclusion on customer's interests and preferences. Mobile application helps you to create an individual offer to each customer.

Advertising

Screens with commercials, which content depends on the approaching person.
Feature to influence the search results of mobile app.
Route adjusting for passing through the required areas.
Push notification with information about promo actions and more.

Wi-Fi-based

The effective operation of the services is based on detecting Wi-Fi-devices location.
Today almost everyone has a Wi-Fi smartphone in your pocket, respectively, determining the location of Wi-Fi-device means defining the location of the person.

To be detected, visitors should not run any special software on your phone or register in any Wi-Fi network. In fact, it is possible to track visitors movements without his knowledge.

The positions of active Wi-Fi-devices are determined with some frequency, and all these results are stored in the database. The collected information allows you to promptly solve visitors flow challenges, receive a guaranteed online evaluation of the marketing efforts effectiveness, provide with navigation without the use of GPS/GLONASS .

System components

The system consists of a network of tracking hardware, power system and small server.
The number of tracking devices depends on the interior configuration; our experience shows that this is usually about 1 unit per 400 square meters.
Although mobile application is optional, but it will unleash the full potential.

Equipment

The proposed solution does not require "golden" and "diamond" server technologies.
Proper functioning can be provided with the equipment of household level with minimal power consumption, so it allows us to dramatically reduce the deployment cost, and the strict supplier selection and careful testing maintain high reliability of the system.

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Mobile app is a unique tool, which allows you to build two-way communication with your customers.

Due to our reach experience we can create a really high quality unique product, useful for user and meeting all customers requirements. We have already accumulated an impressive set of 'blocks' from which we can easily develop the unique application for you with all the required features:

Basic features?

Catalogs. Product Search.
Product detailed information.
Personalized offers and special deals.
Informing the user about current promotions.
Reviews / recommendations of goods and services.
Individual barcodes.
Customer feedback.
Callback order.

Or may be something original?

Indoor and Outdoor Navigation.
Routing to the required area / product.
Wishlist and tracking changes in prices.
Support for interactive activities and games.
Your friends' locations on a map.
Order movie tickets, restaurant reservations.
Parking Search.
Socialization, dating.
Polling.
   and much, much more.

Catalogue

Well-known and very useful feature. It allows client to view full range of goods and make the best choice among thousands of items. We have divided goods in categories, it significantly simplifies product search. Filter, sort by price, popularity. Customers review feature. Help in choosing.
Navigate to goods location.

Special offers

Of course, we did not forget about the products at a special price. Typically, these products are selling like hot cakes. It is beneficial both for seller and buyers. We have developed a separate mode for items with special prices. Here your customers can quickly view discounts list and choose some goods. Push-notifications and other technologies to engage customers.

Navigation

One of the key features is a continuous determination of self-location. It will favorably emphasize the status of your shopping center. In addition. routing to the required goods or area will take sales to the next level.

Everybody knows that indoor navigation by GPS / GLONASS is no longer adequate under the new conditions. IndoorRoute tracking system allows us to integrate a unique mechanism for precise indoor and outdoor positioning. Anywhere where the necessary infrastructure is deployed.

Any client can easily find the required products using the routing mechanism. User simply enters product name, for example, 'cake', and the mobile app navigates to the pastry shop. Everything is very convenient and easy!

Sometimes, the route can be created in favor of mutual benefit. Slightly deviated from the shortest path, the client can be navigated through the required location, i.e. new boutique or advertising banner. Of course, everything should be within reasonable limits.

Personal offers

Sure, every visitor feels pleased with individual approach. Due to the mobile app customer receives personal messages on current promotions. Clients are able to purchase the products with discounts by showing a special bar code on the screen of their mobile phones. So it gives them the opportunity to buy the product at a unique price.

Electronic cards

The electronic version of the accumulative card will be useful both for the client and for you. The client does not need to carry card with him, because it's always in his phone. You won't have to spend money for physical cards production. Barcode scanners do not require any modifications to work with smartphone displays.

![IndoorRoute.com logo]
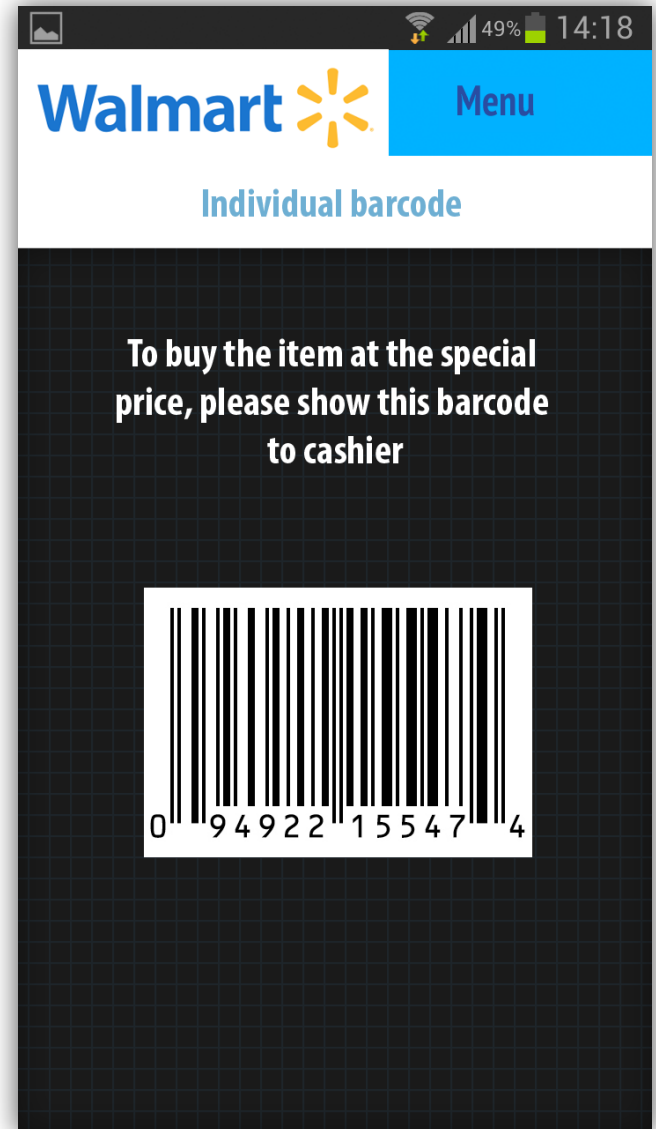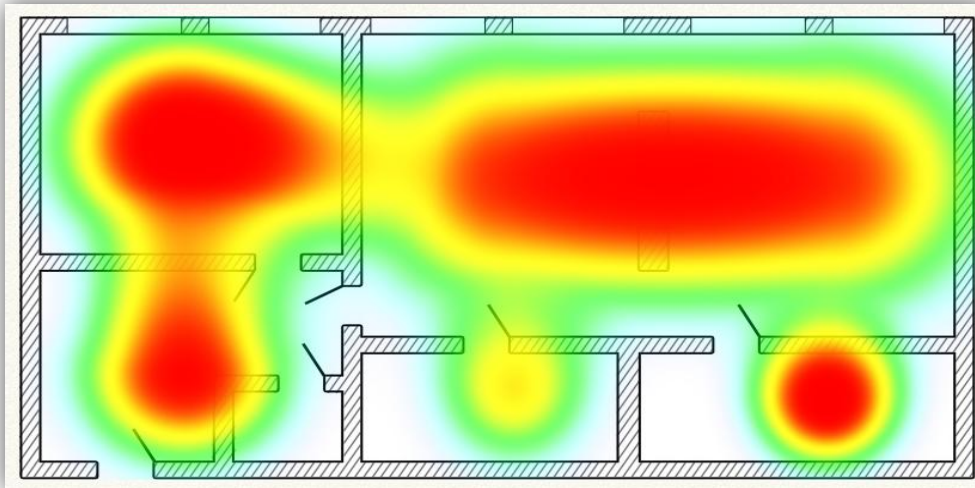
Accumulated movements data allow us to view the positioning of every individual visitor, and detect general movement trends. Some types of these reports are:
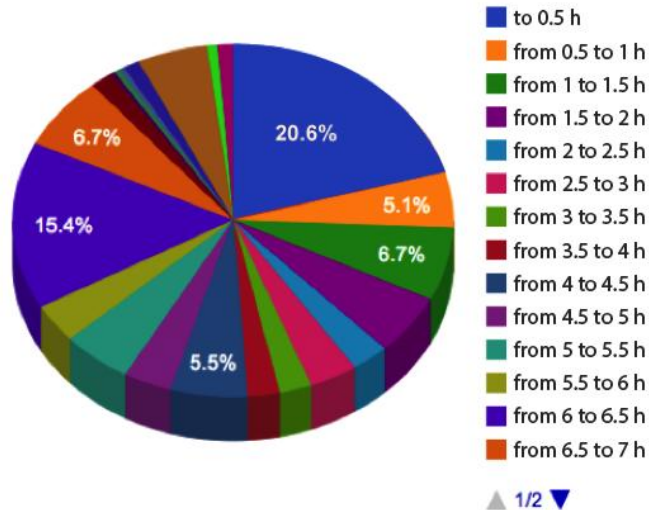
Visits density plan

This statistics mode allows us to keep track of the most 'hot' area in the building for a selected time period. Now you can easily find the most profitable areas, restructure the layout of commercial divisions, as well as promptly solve low interest issues. Ideally, the entire card should be red!
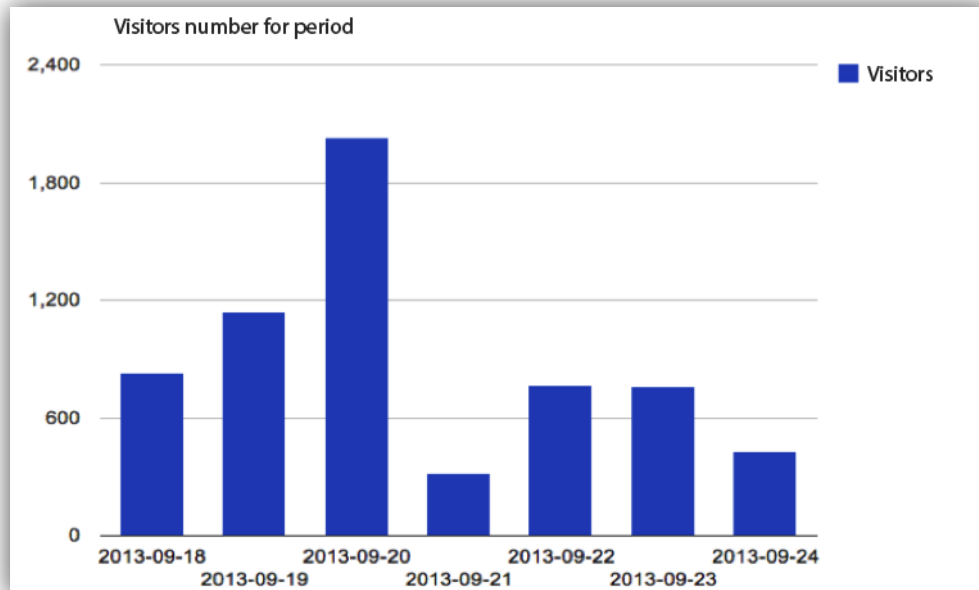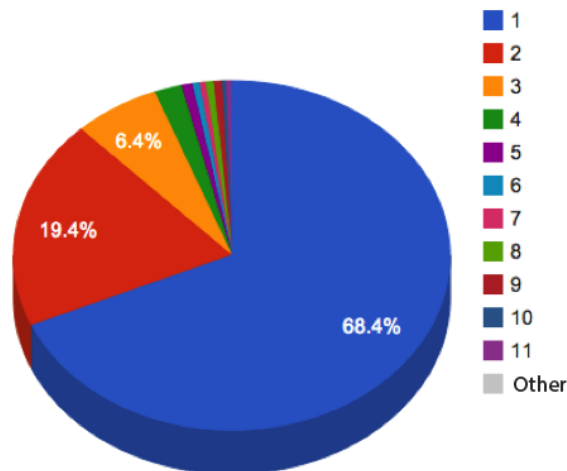

General visitors number

Now you can monitor changes in visitors number with sufficient precision. It is necessary to estimate the effectiveness of market activities and rapidly response in the case of falling attendance. This statistics type is available at several selected intervals: days, hours, months.

Legend:
- to 0.5 h
- from 0.5 to 1 h
- from 1 to 1.5 h
- from 1.5 to 2 h
- from 2 to 2.5 h
- from 2.5 to 3 h
- from 3 to 3.5 h
- from 3.5 to 4 h
- from 4 to 4.5 h
- from 4.5 to 5 h
- from 5 to 5.5 h
- from 5.5 to 6 h
- from 6 to 6.5 h
- from 6.5 to 7 h

▲ 1/2 ▼

Recurrence (visits number for last month)

Legend:
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- Other

Visits duration

Very useful information about how much time visitors spend on your shopping centers. The longer a customer is in store, the more products he buys.

Recurrence

How many people come back to your shopping center is a priceless information for successful trading. It is very important to win customers' confidence. Now you can know exactly whether consumers trust you or they visit you just out of curiosity.

Anything you wish!

Tons of accumulated information let us make a lot of reports and findings. You will be able to track movements of even individual visitor on-line. If you require more reports types or app features during system operation, we will try to implement them.

Visitors' flow

Traffic optimization due to routing through the other passages.
Timely response in the cases of overcrowded areas, for example, opening more tills, starting additional escalator or regrouping staff for consultations.

Commerce

More effective use of commercial spaces based on attendance statistics. Outlet promotion on the basis of search results adjusting and direct advertising in the mobile app.
User reviews and recommendations help to improve your services.
Direct two-way communication with each visitor.

Comfort and Convinience

No one gets lost; search and navigation help you find the required places.
The electronic guide can provide your visitors with turn-by-turn excursion. For example, at the airport your clients can be led from the every entry to the ramp. In the museum it will assist your visitors from coat hangers through all the exposition with detailed comments.
Providing customers with information about outlets, products, services.
Duplicating voice notifications in popular languages.
No more endless search for your own car in the parking.
Informing about events and activities.
Calling employees with one touch.
(Special signal will show you visitor's position).
Reviews, ratings.
And other endless features.

We will try to implement any of your ideas and, of course, we are ready to suggest our own concepts.

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Thank you for your attention

Project official website - www.IndoorRoute.com

The author of the project is ASD LLC. For more information about Advanced Software Development please visit our website - www.asdevel.com. Here you can read all our official news, as well as learn more about our products. Use the links below to contact us. We read all feedback carefully and always answer any questions.

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