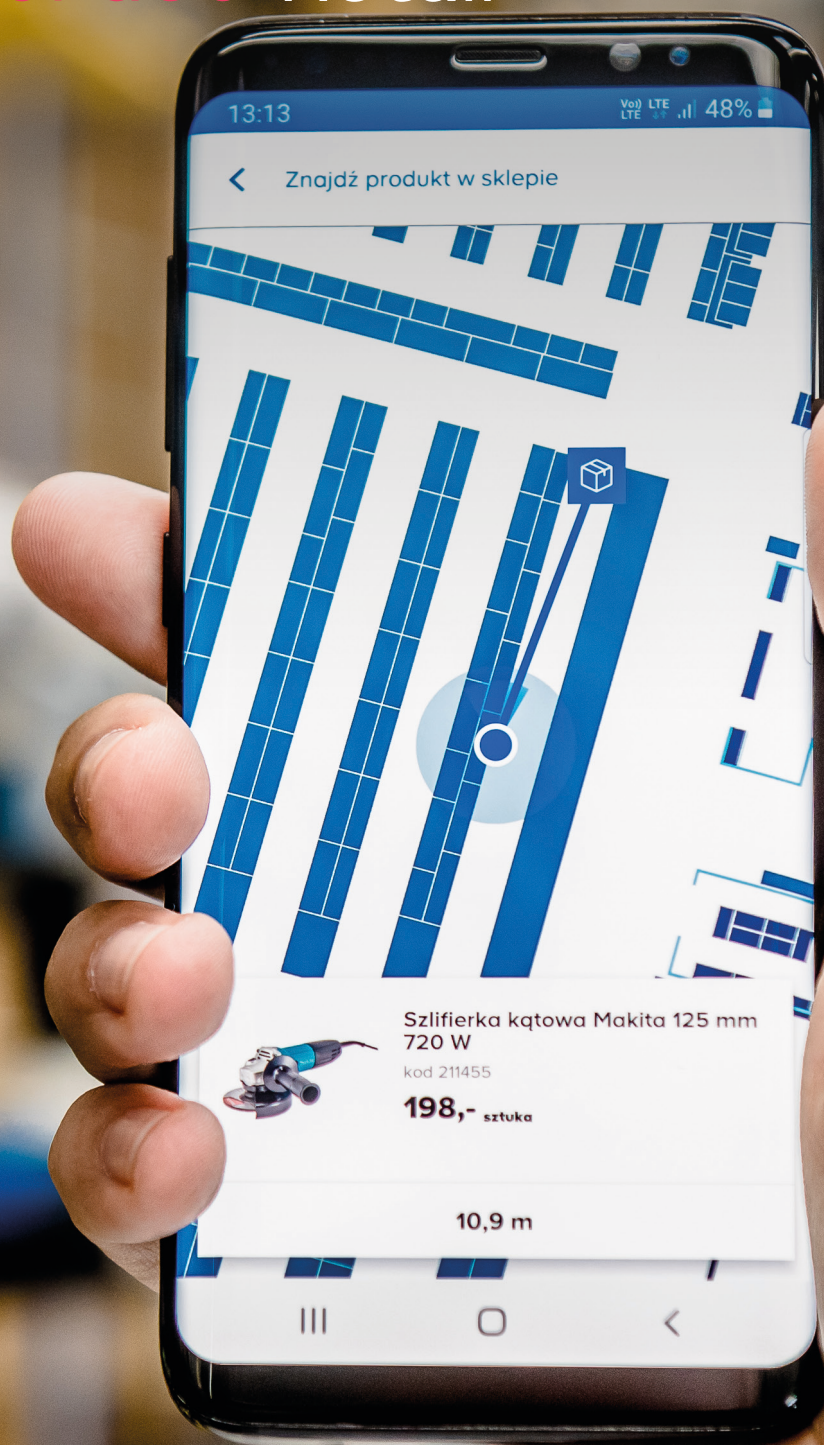


# interact Retail



## Case study

## A bright future for shopping within reach

Increase sales with innovative navigation powered by light

In partnership with:

**castorama** 



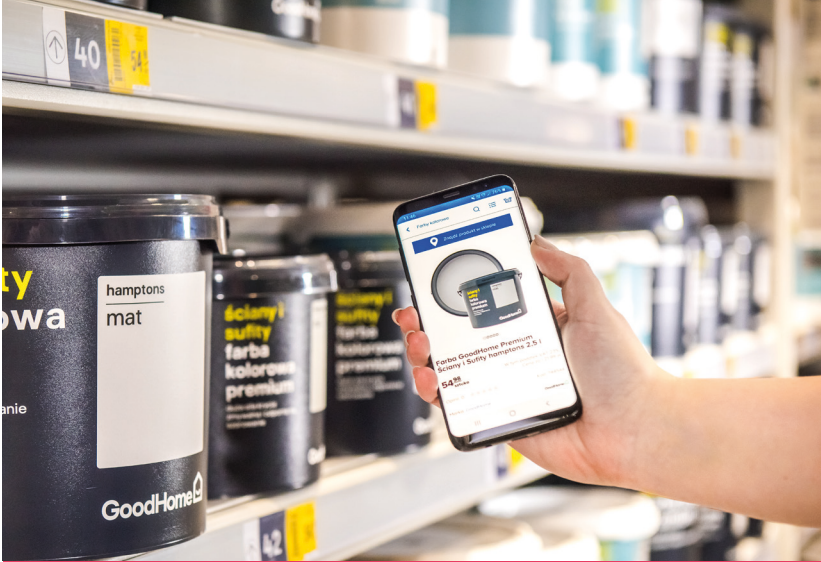


Check out the possibilities offered by Interact Retail Indoor navigation and discover what you can do to make the shopping experience faster, more efficient and friendly.

### The challenge

The modern consumers' fast pace of life has revolutionized the retail industry, giving rise to a variety of solutions to improve the shopping experience. Today's customers want to shop quickly and preferably in one place. Large retailers with a wide range of products under one roof meet these expectations.

A large variety of products, however, can be a challenge for efficient shopping. When customers find it difficult to locate the desired products, they ask the staff for help or leave without a purchase. Therefore Castorama, the leading DIY and construction retailer, has decided to enhance the customer's journey and take the shopping experience to a whole new level.



“ In the first five months, the navigation feature in the app was used more than 10,000 times. This result shows how greatly our clients need it. We are proud that we are one of the first brands to significantly improve our customers' comfort”

Tomasz Stefanowski,  
Web Development Manager, Castorama



## Solution

How can you simplify and accelerate the process of finding items if the store contains over 35000 products? Castorama has responded to this challenge and, as the first DIY retailer in the world, introduced the innovative solution of smart indoor navigation powered by LED technology.

Next to showing product information about Castorama's assortment, their mobile app now also functions as in-store navigation system. This functionality is similar to Google Maps, but instead of streets or places, it shows customers routes to the products they are looking for in the store. As a result, shopping becomes easier and faster, and that means more pleasant. It is worth noting that the application not only improves the comfort of shoppers, but also of staff, who can focus on other important operational tasks.



Interact Retail Indoor navigation works similarly to GPS navigation. With the one significant difference that you can use it indoors and not worry about signal loss or interference."

**Agata Iwańska,**  
Business Development Manager CEE, Signify



## Interact Retail Indoor navigation – we shed new light on the shopping experience

The advantage of Interact Retail Indoor navigation is that it uses the store's existing lighting. Stores don't have to invest in new hardware, only adapt the lighting infrastructure to the new functionalities.

What is it like in practice? Interact Retail Indoor navigation uses Visible Light Communication (VLC) technology to send a unique identification code via LED lamps to the smartphone camera. The system determines the location of the phone with 30 cm accuracy and the customers' heading, and calculates the path to the chosen product. By simply installing the Castorama app, customers can experience faster and more enjoyable shopping.

## Advantages of Interact Retail Indoor navigation



### More enjoyable shopping

Thanks to Interact Retail Indoor navigation, customers don't need staff assistance to find products. All they need to do after entering the store is start the Castorama app on their smartphone and follow the route on the map to reach the product they want.



### Indoor navigation

The use of VLC technology offers extremely precise locating capability for navigation. That means the position of a product on a shelf can be determined with an accuracy of 30 cm.



### Shopping of the future

Navigation is just one of the possibilities offered by Interact Retail Indoor navigation. The system offers other functionalities, such as creating shopping lists, gamification, and notification of current promotions nearby.



### More efficient work

Interact Retail is a system that also provides many benefits for the staff. Store employees can spend more time on operational activities and execute orders efficiently thanks to easier product searches. All this is reflected in increased performance and better productivity.



**Find out how Interact can transform your business:**

[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)

# interact

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