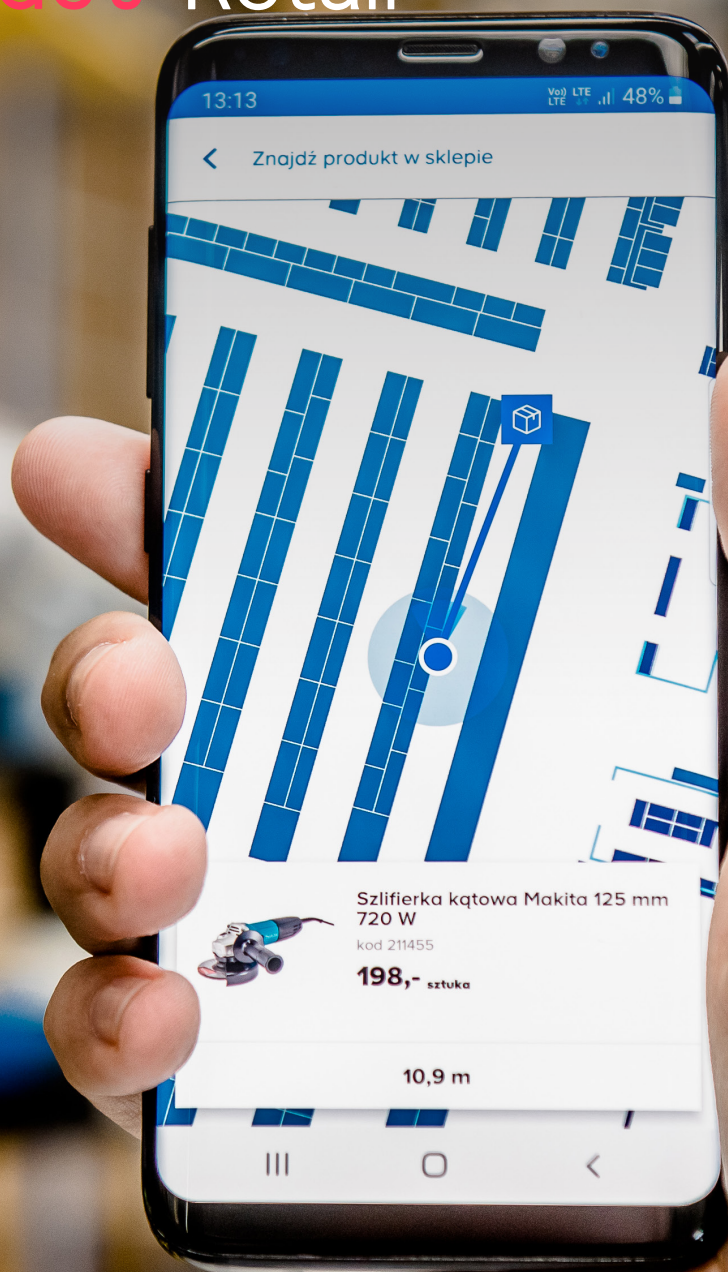


# interact Retail



## Case study

A brighter future for shopping is within reach

Increase sales with indoor navigation powered by light

In partnership with:

**castorama**

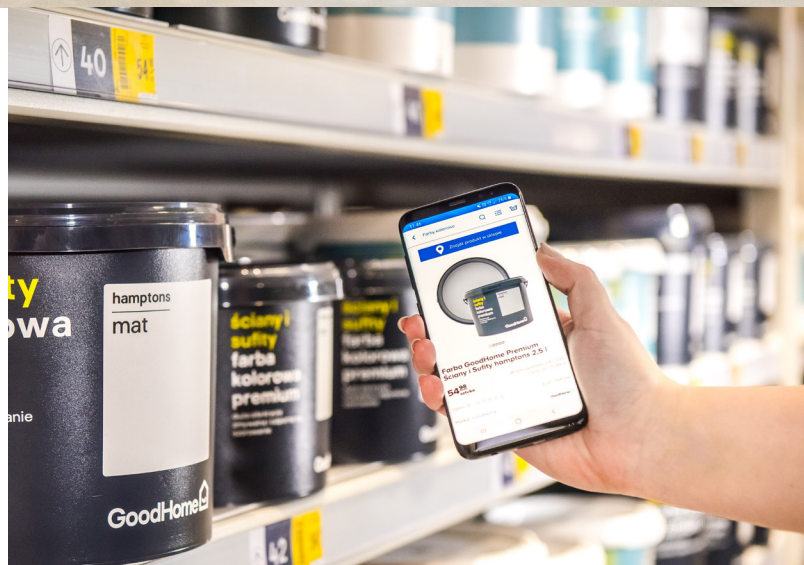


## Interact Retail Indoor navigation streamlines the shopper experience.

### Customer challenge

Today, customers want to shop quickly and preferably all in one place, so large retailers who offer a multitude of products are fast becoming industry leaders.

However, the scale of many giant stores can make shopping difficult. When customers can't find what they want, they either ask staff for help, or leave without purchasing anything. Castorama – the leading DIY and construction retailer – has come up with a solution to enhance the customer journey and take the shopping experience to the next 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 help customers find their way around a store with 35,000 products? Castorama answered this question with Interact Retail indoor navigation, an indoor positioning solution that customers can access via an in-store smartphone app.

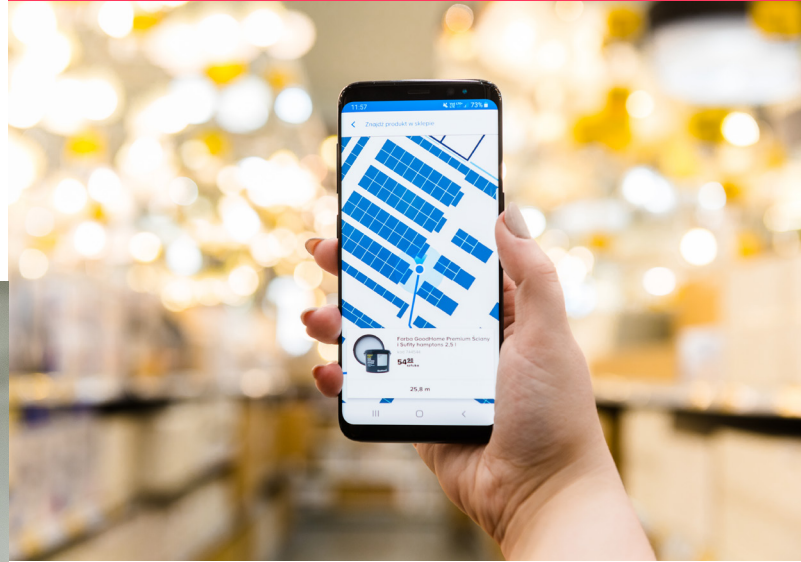
In addition to functioning as an in-store navigation system similar to Google Maps, the app displays information about the store's products. Customers can find quick and easy routes directly to the exact products they are looking for.

The app also provides location guidance that improves restocking productivity and workflows, especially for new staff members.



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



## An effortless shopping experience

Interact Retail Indoor navigation uses sensors in the store's lighting to help customers navigate the store and find the products they need quickly.

Each light point in the store sends a unique code that is captured by the front camera of a smart device, providing the location of the shopper and combining that with the location of the product. Customers can then follow a dynamic route on a digital map that takes them to the product using the shortest route to the shelf.

By simply installing the Castorama app, customers get a streamlined shopping experience every single visit.



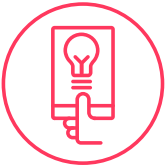
## Enhance the shopping experience

Thanks to Interact Retail Indoor navigation, customers don't need staff assistance to find products. All they need to do is open the Castorama app on their mobile device, and follow the route to reach the product they want.



## Indoor navigation

Hyper-accurate indoor positioning powered by technology embedded in LED luminaires directs shoppers inside the store and enables location-based services, including aisle-side promotions and assistance requests via an in-store app.



## Benefits beyond light

In addition to in-store navigation, customers can upload shopping lists and automatically receive notifications of promotions as they move about the store.



## Using something you already have, your lighting

You can enhance the shopping experience by using something you already have: your lighting. You don't need to invest in an expensive refurbishment.



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

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

**interact**

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