

永遠走在最前面
Always Ahead



CHT SMART RETAIL

Smart Retail Product Introduction

- 1 Smart promotion**
Dynamic advertising
- 2 Face recognition**
Precision marketing with customize advertising
- 3 Crowd recognition**
Store flow analysis
- 4 Consumer interaction**
Welcome speech, shopping promotion, in-store tour, electronic catalog

Benefits of Smart Signage



Smart Retail Product Introduction

1

Multiple payment

Support multiple online and offline payment channels

2

Membership Management

Enroll new members, record customer behavior, provide exclusive member rewards

3

Marketing analysis

Collect and integrate external data for business intelligence

4

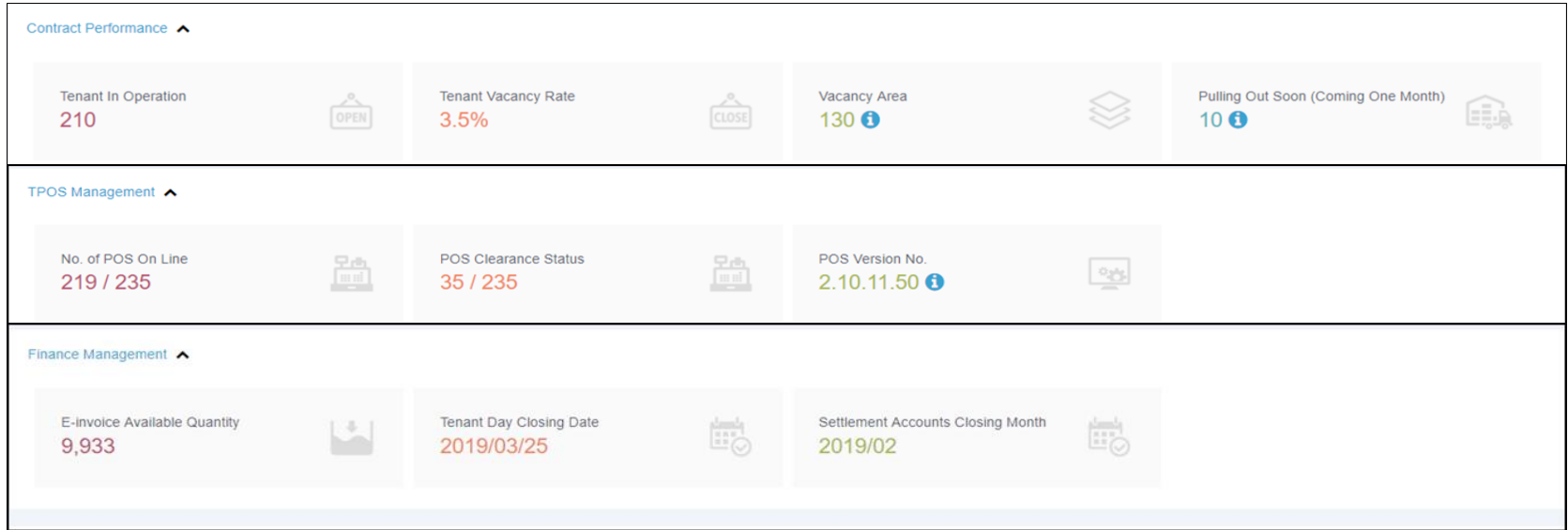
Report consolidation

Consolidate and aggregate stores revenue information for reporting

Benefits of POS



Smart Retail Product Introduction



Benefits of Sales Dashboard

1 Marketing analysis

Visualize real-time marketing information and integrate with external data for aggregation

2 Affiliate marketing

Integrate external membership management system and e-commerce platform

3 Customize marketing

Provide exclusive message for each member achieving the goal of precise marketing

Propaganda application scenario



Smart signage combined with face recognition to collect visitor information

Identify member's age and gender with faces recognition and issue personalized promotional coupons



Smart signage can be served as self-service ordering kiosk

Effectively reduce the ordering and waiting time during peak hours

Store application scenario



Mobile POS provides multiple payment methods

Provide owners with flexible checkout and accelerate the checkout time



Automatically connect to the backend system

Provide owner visualize report during checkout, and can be confirmed in different terminals



Membership system records customer behavior

Integrate online and offline purchase history, provide exclusive product advertising notification



Business intelligence analysis

Allow business owner to make real-time business decision with sales data from the counters, operational data from different stores.

Scenario

Notify owner the arrival of VIP or backlist customer

Consumers can see exclusive advertisements upon entering the store and get tailored coupons by the electronic signage.



Reduce labor cost
Consumers can place orders with electronic signage during peak hours to reduce wait time.

Improve checkout efficiency and quality

Portable sales intelligence system provides owners greater mobility to assist checkout by customer side.

Visualize sales and operation status

All transaction including self-service checkout will be consolidated and aggregated for reporting.