Connected Retail Experience Modules

Blurring the lines between stationary and digital sales for a fascinating brand experience

1. **Impressive Product Experience [from top right]**
    Content for Touchpoints & Technologies

    configure | explain | sell

No matter if it's an image, a video, or an interactive application, your content is placed in the context of your brand, your products, and your regional markets in a visually arresting manner. Our single-source publishing principle (SSP) lets us develop complex data-based visualizations which, combined with the knowledge garnered about your customers' behavior, make it possible to create a holistic and genuine brand and product experience at all times and across a wide range of touchpoints.

Mackevision Medien Design GmbH | Forststrasse 7 | 70174 Stuttgart | Germany
T + 49 711 933048 0 | info@mackevision.com | www.mackevision.com

2. Interactive Touchpoints
Virtual Promoter, VR/AR & Mobile Devices

attract | engage | connect

Customers want to be able to experience your brand and your story with all of their senses and across all channels. Interactive touchpoints in sales areas and showrooms or at events create a point of experience for your target group. First we have to attract the attention of potential customers. One way to do so is by using Virtual Promoter, a life-size avatar that reacts to people walking by and establishes an extraordinary form of customer interaction controlled by gestures. Virtual reality (VR) and mobile devices as well as interactive screens offer additional opportunities for interaction at physical locations. By connecting the interactive touchpoints, we can also provide relevant information and tailored support along the entire customer journey.

3. Location-Based Services
Mobile Apps & Beacon Technology

enrich | inform | track

Location-Based Services are mobile services that are tied to a specific place, allowing you to target your customers at specially defined points of interest (POI). Your customers simply use mobile apps on their own smartphones to receive relevant information, advice, and offers.

4. Retail Management System
CX Manager

monitor | control | manage

The CX Manager is the cloud-based control unit that makes the centralized device and app management of the entire Connected Experience possible. The CX Manager is used to remotely configure, control, and channel content to all interactive touchpoints and the corresponding equipment. The data generated by the different devices is also centrally collected here. You decide which users are granted which roles and access rights.

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5. Software Integration
CRM, PDM, CMS

simplify | interface | merge

You can connect the CX Manager to interfaces in your existing software. We take care of the interface integration to your CRM, your vehicle database, and much more besides. A single management tool lets you control all hardware, software, and content. And this also means that all data is aggregated within a global software solution, giving you a comprehensive reporting tool to use when developing strategic measures.

6. Data Aggregation & Analytics

measure | understand | improve

Every interactive touchpoint delivers a double benefit. In addition to creating extraordinary customer experiences, every point of contact delivers valuable insights into your customers' behavior. As all data generated at all the touchpoints is linked, your data analysis will be robust and conclusive. This empowers you to understand your customers, continuously improve the customer experience, and respond fast to customer needs and wishes.

7. Future Interface
Artificial Intelligence & Chatbots

Inspire | transform | enhance

The expectations generated by the Connected Retail Experience fuel technological progress – and vice-versa – so the process is constantly changing. That means you need to keep your finger on the pulse of the times and be sure to use cutting-edge technologies at your points of experience. This lets you bring the innovative power of your brand and your products to life, right down to the smallest detail, in all your communications. And make sure you're the one everyone is talking about – because you never fail to leverage the future of fascinating communications to excite and inspire your customers.