Comprehensive data infrastructure for devices.

Preparation time

Drive thru

Transaction time

Door sensor

Order size

Dwell time

Time to order
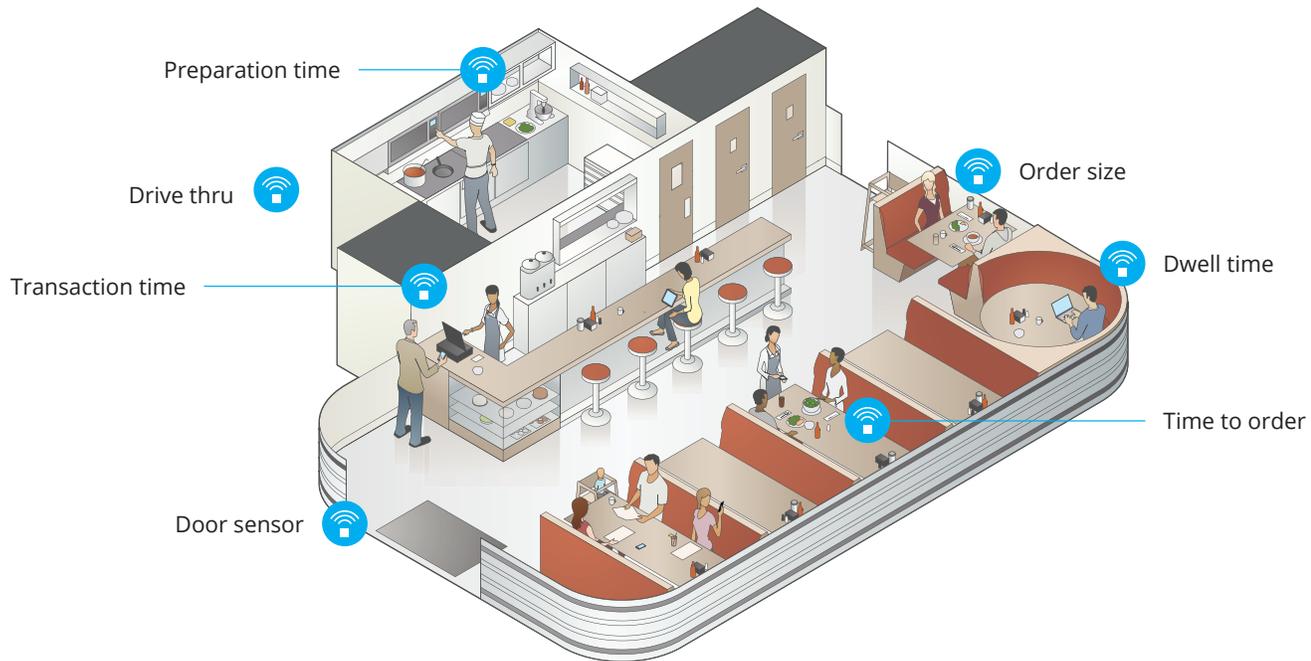
Beacon technology can improve the customer experience

Across business and industry today, devices and sensors are playing an increasingly important role to help gain intelligence, and provide a better customer experience. The total market potential for connected device data is growing exponentially, as organizations realize the tremendous value these devices can provide.

When it comes to measuring and quantifying our physical world, there are many device and sensor options. One of the most popular devices for retail, hospitality, transportation and advertising, are beacons. Beacons use Bluetooth LE technology to connect with a customer's mobile device via first party applications. Once a connection is established between the beacon and the application, it can be tracked for real-time insights. For example, retailers can gain a deeper understanding of consumers' unique interests and their precise location, allowing them to deliver a more robust customer experience through relevant offers or specific information for that individual.

How Gimbal and Buddy are working together to take it one step further

Buddy has partnered with Gimbal to integrate a proximity framework that captures the entire consumer journey and experience. Buddy provides cloud-based data infrastructure that works in conjunction with the beacons. Gimbal beacons provide the most accurate signal, wide range of form-factors, and longest battery life as well as powered USB options the mobile application and beacons.

The device and application data can then be combined and processed in real-time with other data sets like, point of sale systems, CRM databases, and more. While data is streaming and processing in Buddy, you can ask real-time questions to offer product recommendations, special promotions, or any other relevant alerts or notifications. All of this can lead to a better understanding of customer behavior and habits, while improving the in-store customer experience.

By using application data and historical customer data in real-time through Buddy, you can enable more tailored customer offerings, notifications, and understand attribution and path to purchase analysis.

Here are a few use cases:

1. Retailer could see that a customer has entered their store. By combining presence information with historical purchasing information across web and mobile, the retailer can now use real-time queries to understand patterns and notify the customer of specific promotions, or provide a tailored offer based on the results of those queries.

2. Proximity sensors are tracking motion and sense high store traffic.

3. As a known customer leaves the store (coming within proximity of exit beacon), they get a notification asking if they were able to find what they needed, offering store credit for filling out an online survey of their experience. In this scenario, Buddy Platform would enable the retailer to aggregate IoT and beacon data to gain new insights into how well their stores are equipped to handle peak times and days, so that they can improve their customer experience based on customer feedback.

New customer experiences based on a better understanding of aggregate application and beacon data.

Retailers could gain more customer insights by using aggregate data and making new connections or correlations. For example, not just how many total customers are making their way to the check-out line, but of those customers how many of them are regulars? How many shop there more than once a week vs once a month? How many of those making it to check out have responded to in-app offers before, and how many are responding for the first time? Buddy can help provide deeper customer connections using aggregate data.

The key KPIs to measure the success of beacons and proximity can include:

Mobile Engagement Rate
Did the engagement rate increase (spend more time in app) with the use of mobile location technology?

Conversion Rate
Did the customer convert by clicking content in the app? Or specific to the retail location, did they visit a specific place?

There are other metrics for consideration to better understand customer behavior:

Visit Data
How often did a user visit, what stores did they go to, did visitation increase after?

Dwell Data
How long did they stay in their stores? Did their dwell time increase after advertising/marketing campaigns?

Segmentation
You can align offline behavior with digital (CRM) data and segment your audience based on where they go or visitation habits.

You can leverage all of this offline, real world behavior to better identify users, to the customer experience and conversion metrics.

Buddy is scalable and flexible cloud-based IoT data infrastructure, with multiple server instances around the world to securely process and manage IoT data. By connecting device and sensor data with leading business systems, analysis tools, and big data services, you turn raw device data into actionable business insights.

Get the most from your connected devices

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