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Connect to customers on the go automatically with personalized, location-aware experiences



In an increasingly digital world where consumers expect seamless, fully unified experiences across all channels, connecting with today's shoppers means meeting them where they are in the moment.

Retailers can engage with customers in real time through location-aware, contextual messaging by enabling seamless, automatic login to the store's network through customers' cell phones. This approach enhances the traditional method of using guest Wi-Fi services and allows for real-time data collection. Retailers can use data and insights to influence shopper decisions based on customer personas.

360-degree customer view

The potential of location-aware experiences extends beyond just pushing ads and promotions to customers. These experiences can guide customers to specific store sections and provide real-time discounts, creating a more personalized and engaging shopping experience. The mobile app becomes an essential experience enhancer, delivering real-time, hyper-personalized messaging and offers, resulting in a more engaging customer experience based on the shopper's location.

What can better data do for you?¹

190%

increase in loyalty program signups due to personalized messaging

85%

faster integration and implementation of Customer 360

Real-time, personalized retail experiences

Create connected, location-aware experiences for your customers while driving efficient service management capabilities.

→ **Right place, right time:**

Deliver optimized, timely content that drives personalized, innovative location-aware experiences

→ **Next-level customer experiences:**

Create personalized, tailored experiences that seamlessly integrate with your existing customer journey strategies to deliver relevant content and elevate customer confidence and satisfaction

→ **Empowered employees:**

Streamline your workforce, protecting vital data, supporting productivity, and enhancing safety through location-aware technology



Why Kyndryl?

Kyndryl has deep expertise in designing and running the reliable retail industry technology infrastructure that the world depends on every day. We are committed to advancing the critical infrastructure that powers human progress and creating systems in new ways: bringing in the right partners, investing in our business and working side by side with our customers to unlock potential.

Let's talk →

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¹ The Ultimate Customer 360, Amperity, 2023