BEACONMOBI- PERSONALIZATION SOLUTION

FOR RETAIL & HOSPITALITY WITH BEACONS

Mobi-Worx

ℹ️ About Us

Mobiworx is Mobile Engagement, Personalization and Analytics solutions to retail, museums, exhibitions, events ,concerts, factory tools, zoos, stadiums, theme parks and restaurant chains. mEngage from Mobiworx is a leading analytics based enterprise mobility platform driving the best mobile engagement, 1-1 targeting and customer loyalty across any mobile device. and for all leading OS – iOS, Android, Windows Mobile.

👤 What we offer?

VISITOR EXPERIENCE

Data of the visits can be collected such as popular locations and time spent giving information as to how the visitors interact with key visitor attractions. This enables mobile engagement and new marketing channels providing an alternate source of revenue through campaigns & sponsorships.

RETAIL EXPERIENCE

The use of beacons in the retail space can enhance the customer experience by enabling targeted deals and brand awareness. The beacons can trigger relevant content to be delivered based on location and context like time of the day or customer profile.

🎯 Exclusively focused on

Mobile, tablet and Desktop application

Pick and Pack concept

Customer Engagement

⚙️ How it works?

Create the application on the dashboard

Define customer engagement rules & upload content

Deploy beacons at relevant locations.

🌎 Global Presence

NORTH AMERICA
- USA

EUROPE
- UK

ASIA PACIFIC
- India
- Singapore
- Malaysia

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Retail & Visitor Solutions

With mEngage your marketing team will connect and engage with your customers' better, offer them personalized recommendations and target them with right message at the right time with the most relevant promotions and offers. Re-imagine every customer touch point getting an additional mobile advantage – an opportunity to provide an unprecedented customer experience which helps you target more and sell more and do so more often.

Benefits

Create and edit your app online, anytime, anywhere, instantly.

Manage your platform including offers with a simple user admin interface.

User notification on beacon proximity. Delivery of personalized contextually relevant content

Collection of location based business metrics

Send relevant offers based on customer visiting at specific location with our beacon integration.

Detailed analytics include location based traffic, routes & time spent revealing hotspots

App Customization

To accelerate the creation of applications, Mobiworx offers different data input methods , including manual entry , self- edit, and API integration . With so many options available data entry in the dashboard significantly reduces development time, allowing retail & hospitality to focus on other important tasks.

BeaconMobi Framework

Mobiworx Beaconmobi framework is the core technology that seamlessly integrates beacons to cloud software via dedicated apps. The framework consists of backend dashboard for beacon designation, registration & monitoring including management of content & data analysis. Beacons are configured by a dedicated management app that updates the dashboard on completion. The apps are then able to access the relevant content when in range of the appropriate beacon.

Location Aware Alerts
Game changing event technology

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Features

Customer engagement platform to create loyalty over time and drive customer satisfaction with desired business outcomes

Social Media Integration enables live updates about the product and services by sending out regular alerts to targeted customers.

Cloud Based application is accessible across all platform and devices.

Push notification allows Retailers to send flash messages and regular alerts.

Through Real Time Information, retailers will get access to the present customer preferences.

Multimedia Messaging allows Retailers to send Text, Video, rich image messages.

Analytics enables the retailers to track and manage customers.

Catalog Display allows you to display your products and services.

Location based Marketing with beacon integration allows you to reach out to your targeted customers based on location.

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Analytics

mEngage is designed to provide insights from large volumes of customer engagement signals and data. It helps in understanding customer behavior in real-time, their preferences, changing trends and predicting shopping behavior apart from personalized marketing and 1-1 targeting. The analytics helps to understand the effectiveness of various marketing activities and ROI.

Contact Us

www www.mobiworxapp.com