Retail

INDUSTRY CONTEXT

Retail environments must balance customer experience, safety, and operational efficiency—often with limited staff and tight margins. Store traffic fluctuates throughout the day, promotions change frequently, and safety or queue issues can emerge quickly. Static signage is costly, inflexible, and quickly outdated, while digital marketing often fails to reach customers once they are inside the store.

Retailers need dynamic, easy-to-update communication tools that adapt in real time, engage customers at the point of decision, and reduce reliance on staff for routine messaging.

Scenario

A small or mid-sized retailer wants to promote daily specials, manage checkout congestion, and communicate safety or store policies without reprinting signs or assigning staff to constant announcements.

BotIQ Systems Solution

BotIQ delivers a flexible in-store communication system designed for retail operations:
- Dynamic Digital Displays are installed at store entrances, aisles, end caps, and checkout areas.
- Messaging updates remotely or on a schedule through cloud management.
- Precision Sensing LiDAR and optional AI cameras detect foot traffic, dwell time, and congestion.
- Optional audio alerts announce specials or instructions in busy environments.

- Solar and cellular options support window-facing or outdoor placements without wiring.

This enables retailers to communicate effectively, drive sales, and improve safety with minimal operational effort.

RETAIL USE CASES

Use Case 1: Daily Specials & In-Store Promotions

Description
Promote time-sensitive offers and featured products dynamically throughout the day.

Example Display Messages
- "TODAY'S SPECIAL — 20% OFF SELECT ITEMS"
- "HAPPY HOUR • 3–5 PM"
- "FLASH SALE — TODAY ONLY"
- "LIMITED-TIME OFFER — WHILE SUPPLIES LAST"

Value
- Increased promotion visibility
- Higher in-store conversion
- Reduced printing and labor costs

Use Case 2: Queue & Checkout Management

Description
Reduce congestion and improve customer flow at checkout areas.

Example Display Messages
- "CHECKOUT BUSY — PLEASE WAIT"
- "NEXT REGISTER OPEN"
- "LINE FORMING HERE"
- "EXPRESS LANE AVAILABLE"

Value
- Shorter perceived wait times
- Improved customer experience
- Reduced staff stress

Use Case 3: Customer Flow & Capacity Awareness

Description
Manage store traffic and maintain safety during peak periods.

Example Display Messages
- "STORE AT CAPACITY — PLEASE WAIT"
- "PLEASE PROCEED TO NEXT AISLE"
- "HIGH TRAFFIC AREA — MOVE FORWARD"
- "ALTERNATE PATH AVAILABLE"

Value
- Improved crowd control
- Enhanced customer safety
- Better traffic flow

Use Case 4: Safety & Policy Communication

Description
Communicate safety guidelines, store policies, or temporary restrictions clearly and consistently.

Example Display Messages
- "WET FLOOR — USE CAUTION"
- "EMPLOYEES ONLY BEYOND THIS POINT"
- "MASK REQUIRED IN THIS AREA"
- "NO ENTRY — RESTOCKING IN PROGRESS"

Value
- Improved policy compliance
- Reduced incidents

- Clear, consistent messaging

Use Case 5: Loyalty, Events & Brand Messaging

Description
Engage customers with loyalty programs, in-store events, or brand messaging.

Example Display Messages
- "JOIN OUR LOYALTY PROGRAM & SAVE"
- "MEMBERS SAVE MORE TODAY"
- "IN-STORE EVENT — THIS SATURDAY"
- "THANK YOU FOR SHOPPING LOCAL"

Value
- Increased customer engagement
- Stronger brand presence
- Better repeat visitation

OPTIONAL ENHANCEMENTS FOR RETAIL

- AI Cameras: Detect traffic patterns and dwell time
- Audio Alerts: Announce specials or instructions
- Solar Power: Window-facing or outdoor installations
- Cellular Connectivity: Easy deployment without local networks

WHY BOTIQ SYSTEMS FOR RETAIL

- Adapts messaging in real time
- Improves sales and customer experience
- Reduces operational burden on staff
- Scales from single stores to multi-location retail