



# Getting Connected through... The MAGIC of Light

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Retail – Philips Lighting CEE

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# Philips Lighting

Global leader in lighting

**#1** Lighting company

- Serving customers in >180 countries
- Lamps, components, fixtures, controls, software and services
- Innovation leader in LED and Connected Lighting
- Dedicated retail team, innovation and portfolio

**EUR 8.4**  
Billion sales

**46,800+**  
People employed  
worldwide in 60 countries

**35%**  
LED sales

**5%+**  
of sales invested in R&D



# Mega trends shaping the retail industry

## Urbanization



## Millennials

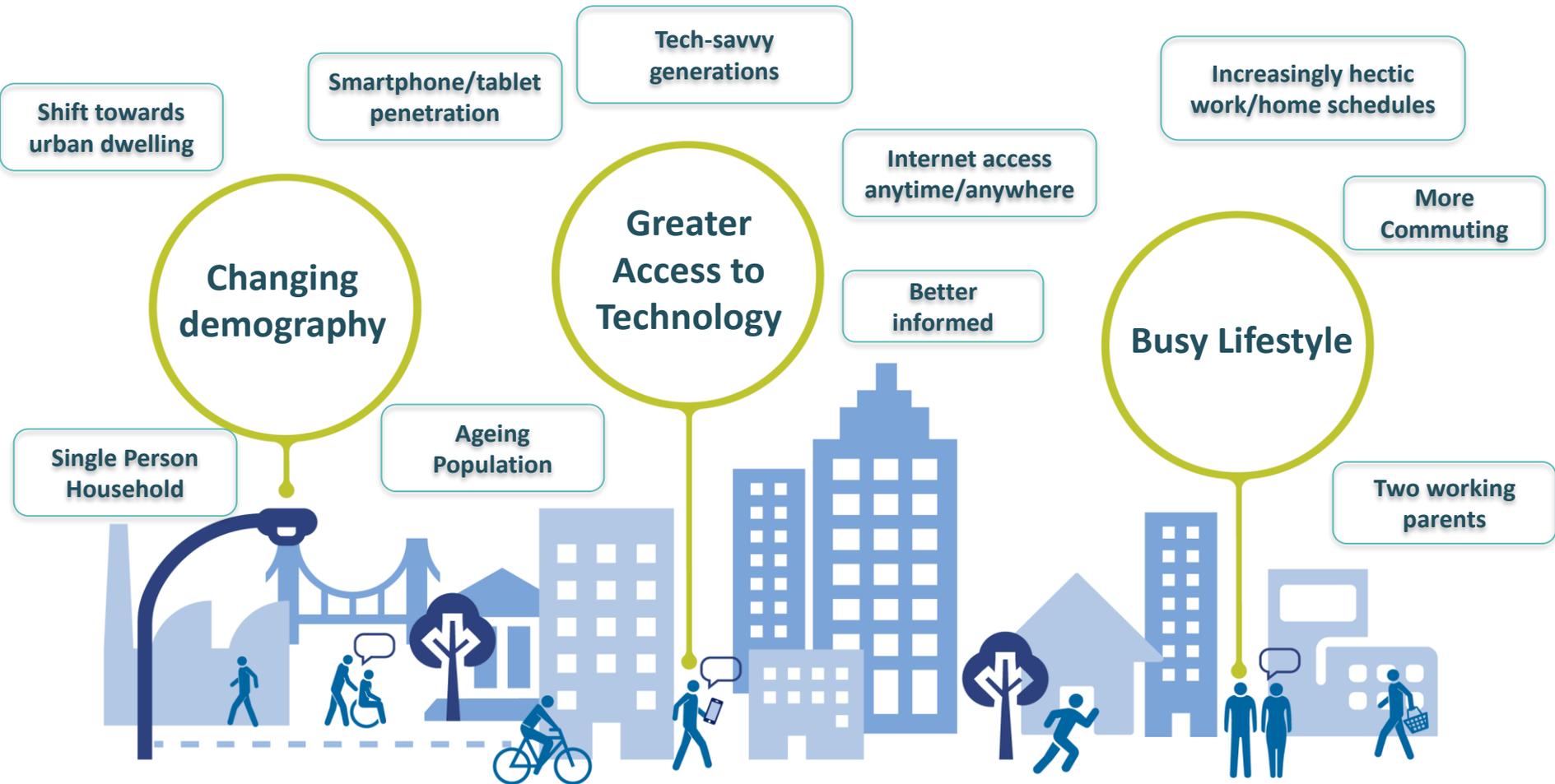


## Connected



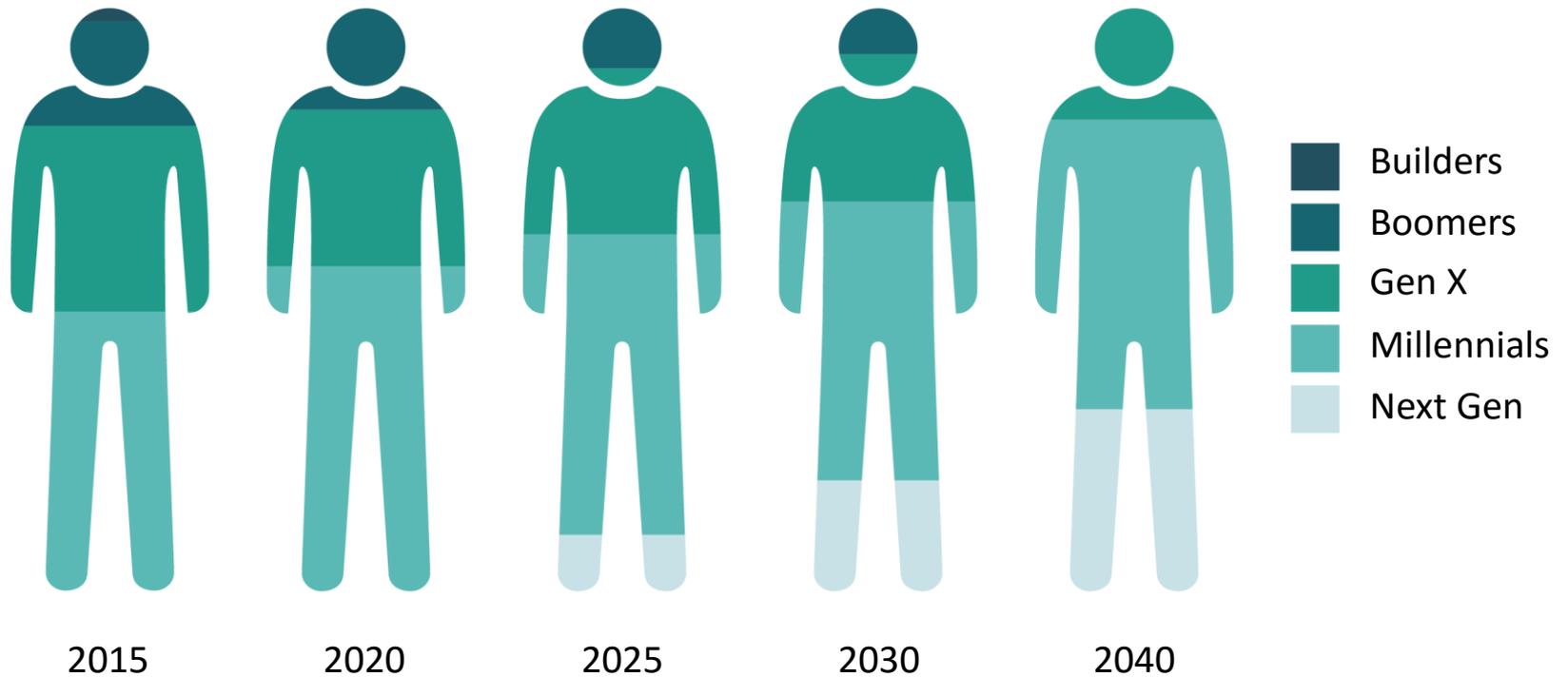
# Urbanization will continue

70% of world population will live in urban areas by 2050



# Millennials

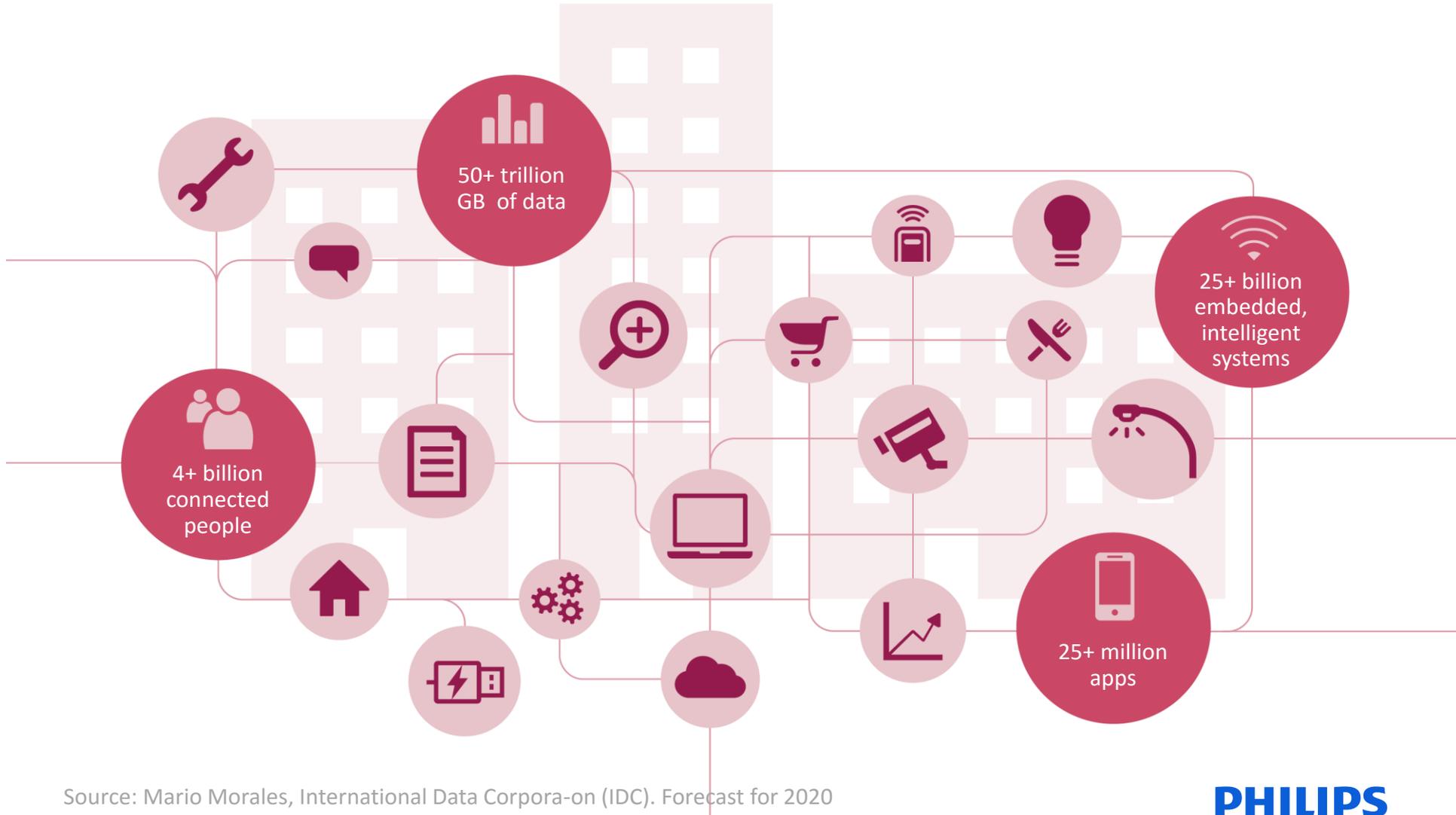
are not kids anymore, by 2020 they will be majority!



\*Source: U.S. Census Bureau

# Living in a hyper-connected world

Over 20 Billion connected devices by 2020



Source: Mario Morales, International Data Corporation (IDC). Forecast for 2020



# Mobile, Social and Personal

- 8 in 10 smartphone shoppers use their **mobile** in-store to help with shopping<sup>1</sup>
- 8 in 10 smartphone shoppers prefer to use their **mobile** for assistance in-store vs. an associate<sup>2</sup>
- 50% of shoppers are happy if retailers send them content on the basis of their **location**<sup>3</sup>
- Enhancing retailer apps with **location** based services can drive usage of these apps up to 60%<sup>4</sup>

Sources: 1) Google Shopper Marketing Council, 2014; 2) Deloitte Digital, 2014; 3) Cisco IBSG, 2013; 4) Philips/TNS, 2015

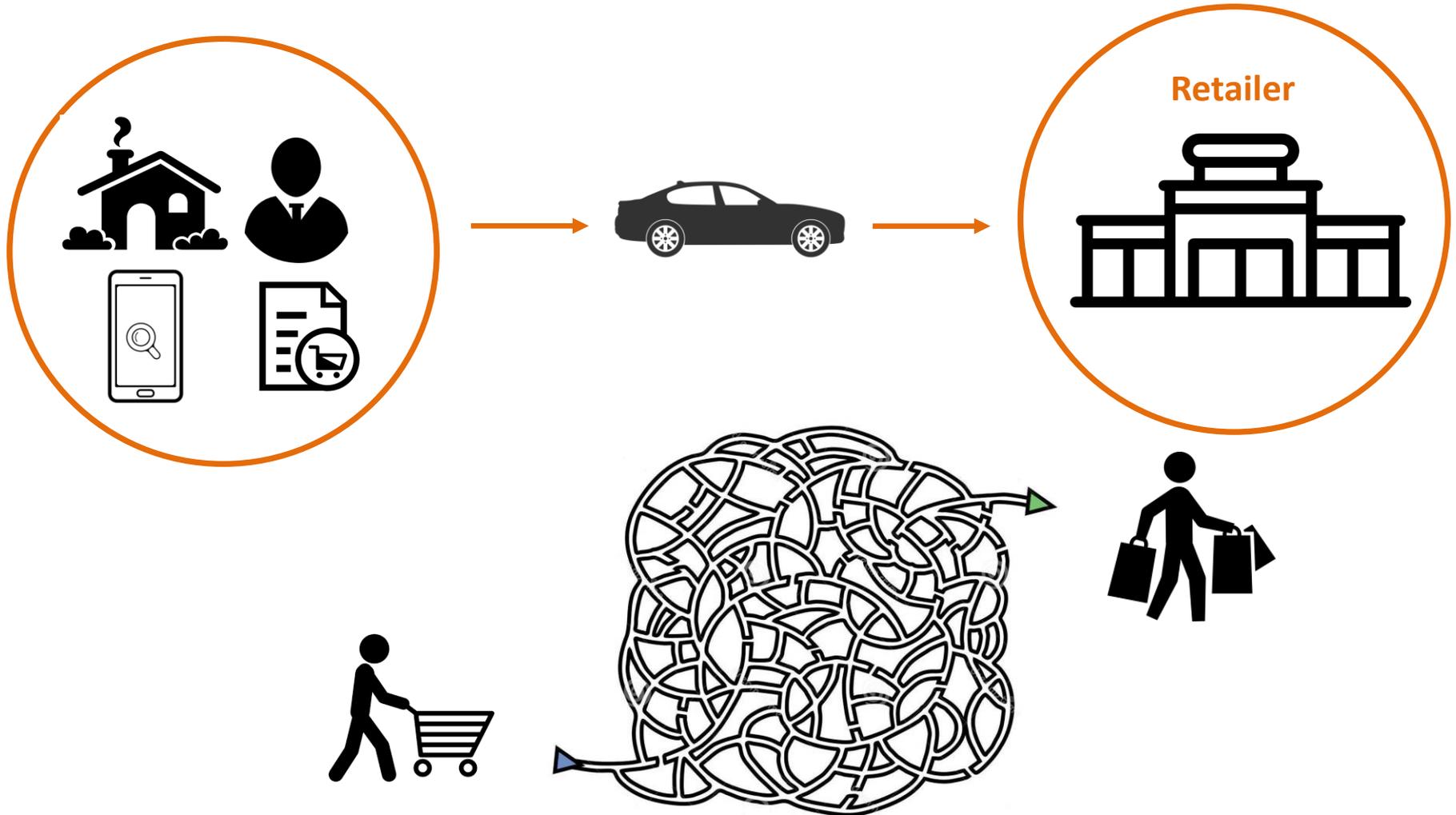
# Embracing the new **customer journey**

The shopping experience is now far more compelling and engaging to customers. Retailers remain connected with customers through numerous new points of contact both on and offline. This allows the shopping experience to begin at home with offers and events to attract customers, suggesting a trip and more importantly, a reason.



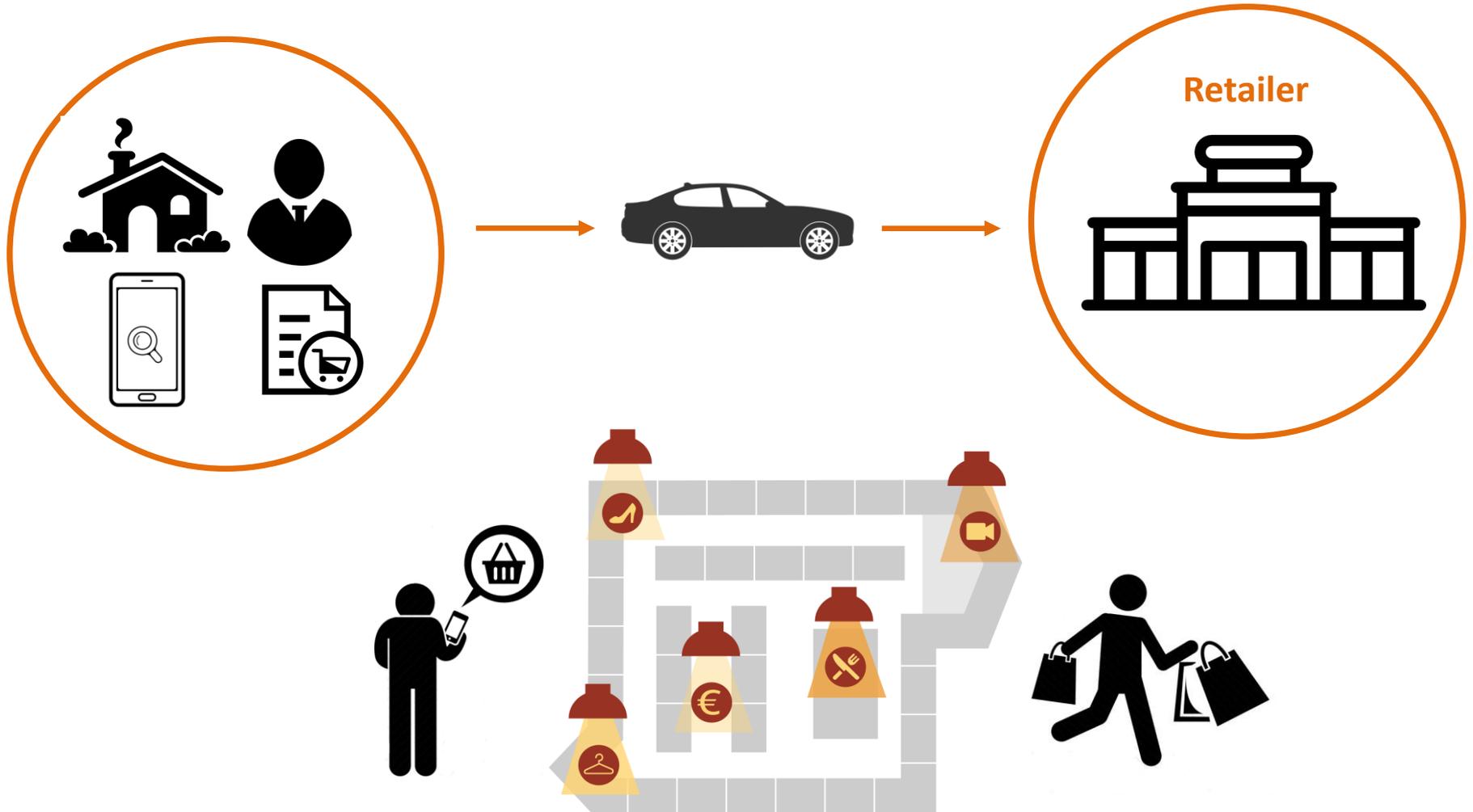
# Customer Journey Nowadays

## Shopping Experience Scenario 1



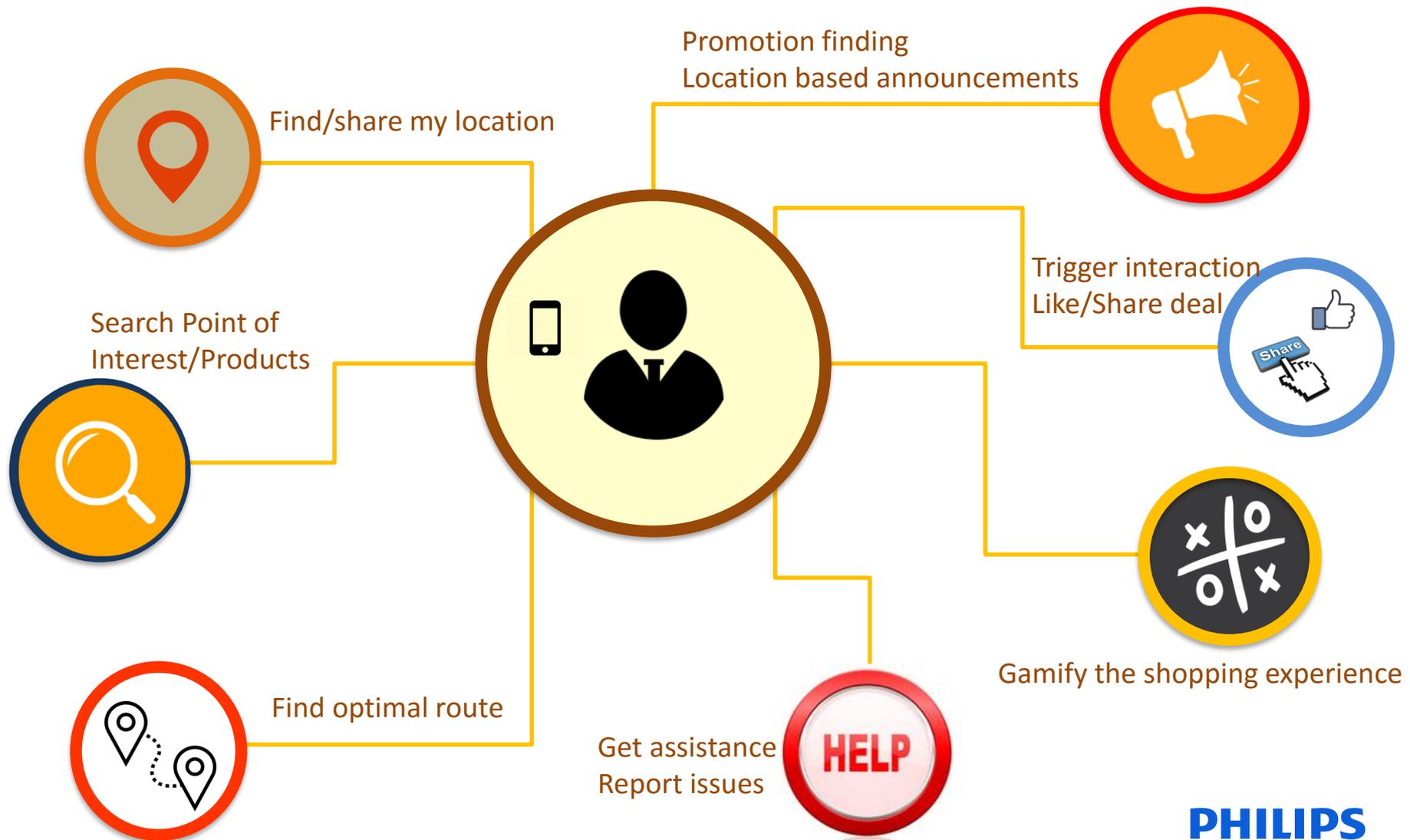
# Customer Journey Nowadays

## Shopping Experience Scenario 2



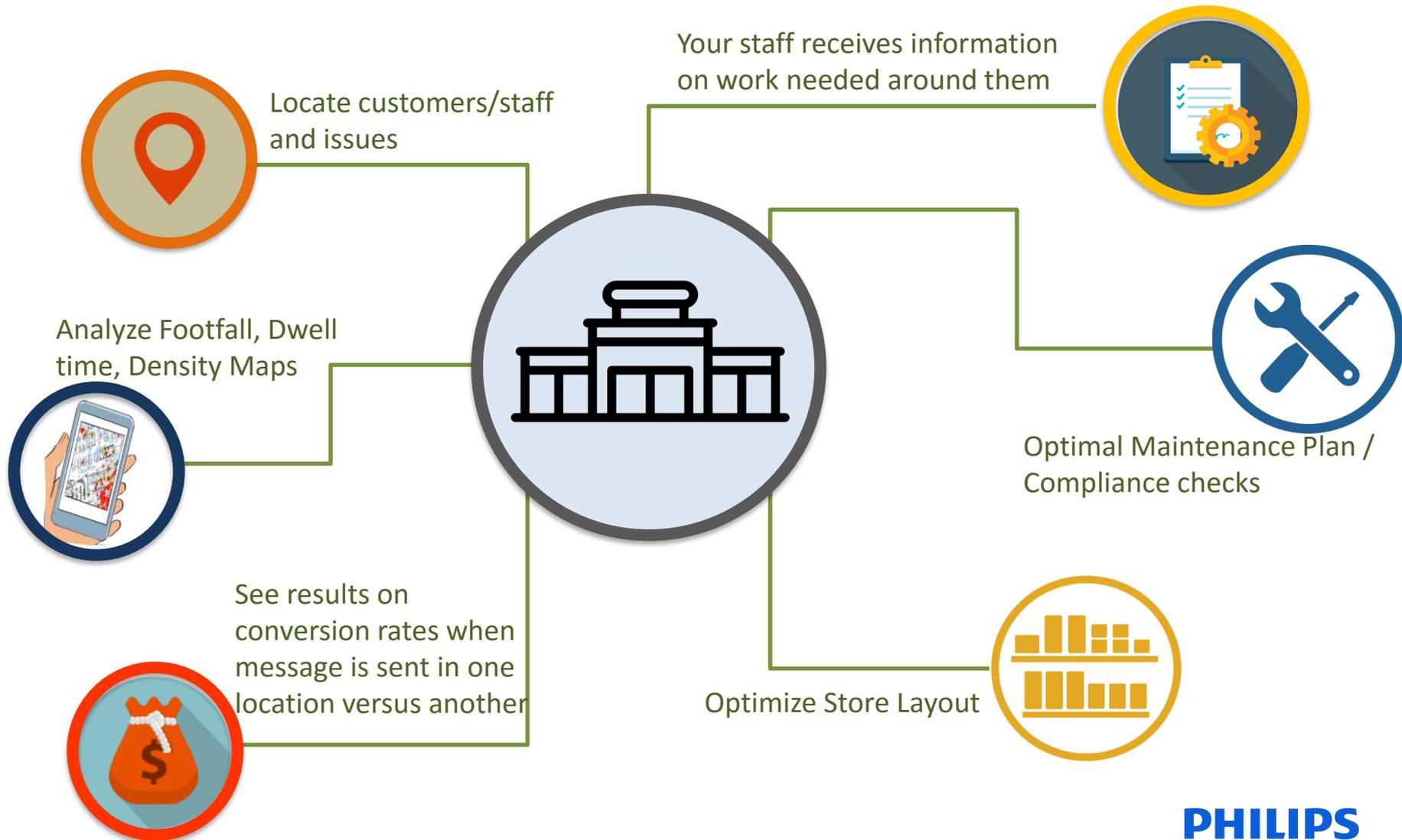
# Make it Nicer

For your customers



# Make it Efficient

For YOU

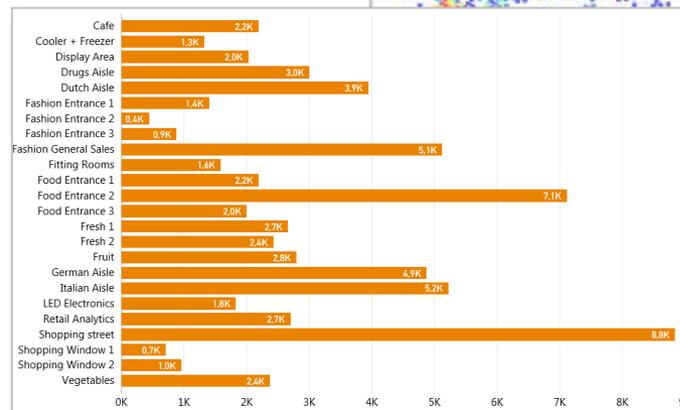
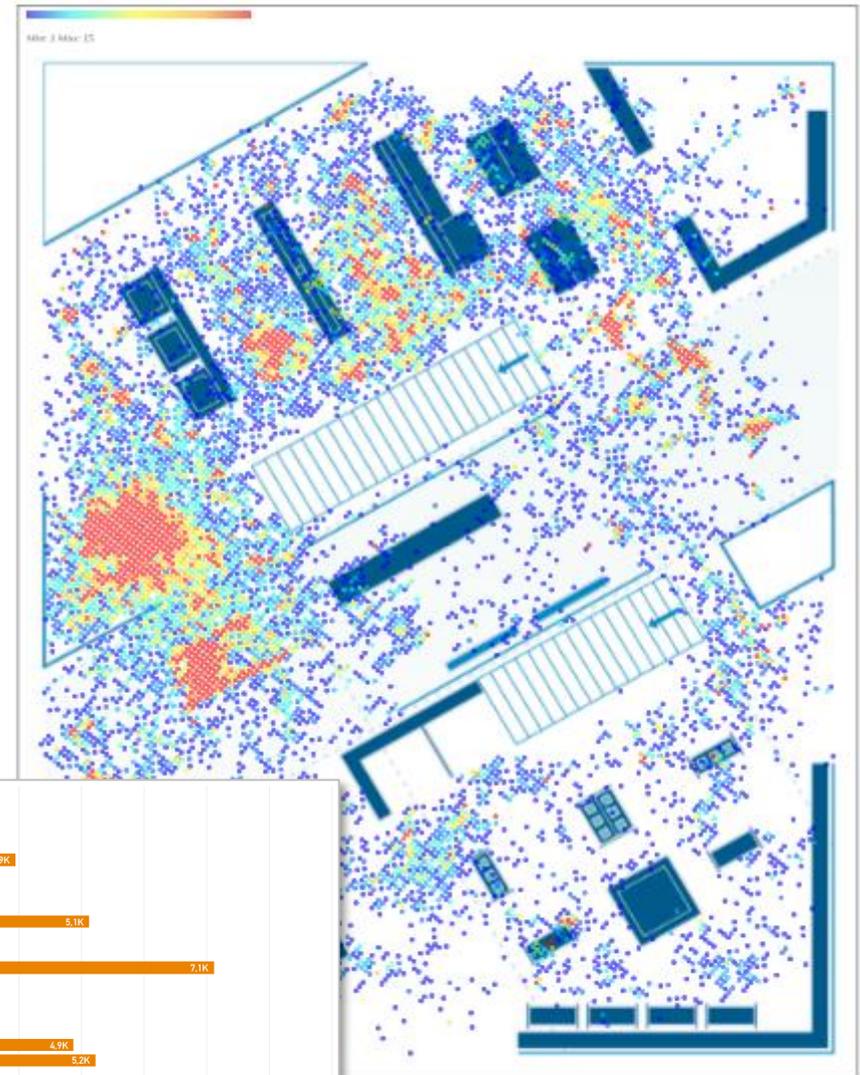


# Insight from location analytics

The Philips indoor positioning system provides access to your in-store location data per store **zone**, per selected **time interval** and allowing for **comparison**

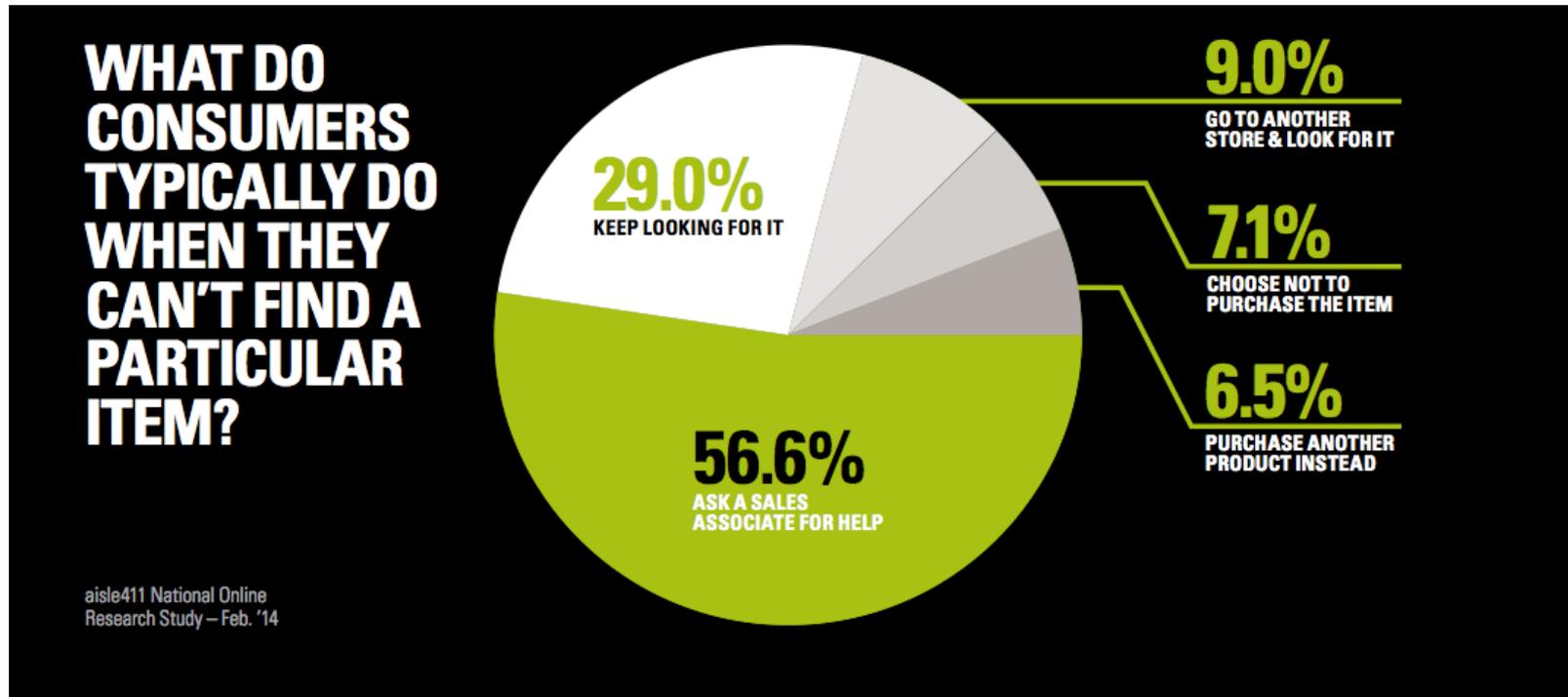
- Footfall
- Dwell-time
- Density maps

Data samples taken from Philips Lighting Euroshop 2017 booth



# Avoid lost sales

with product search



*Aisle411 researched that in 16% of the cases shoppers that cannot find an item will not ask, nor go for unsupported search but go to another store or will simply not purchase it.*

# Drive revenue increase

with location services



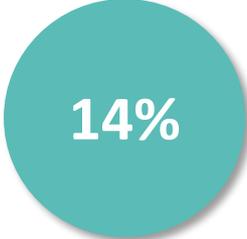
**Basket size increase** from an app featuring location based services (map, product search, navigation) versus regular app.



**Revenue increase** from a shopper that is using the Aisle411 powered **product search** solution.



**Basket size increase** reported based on location based offers.

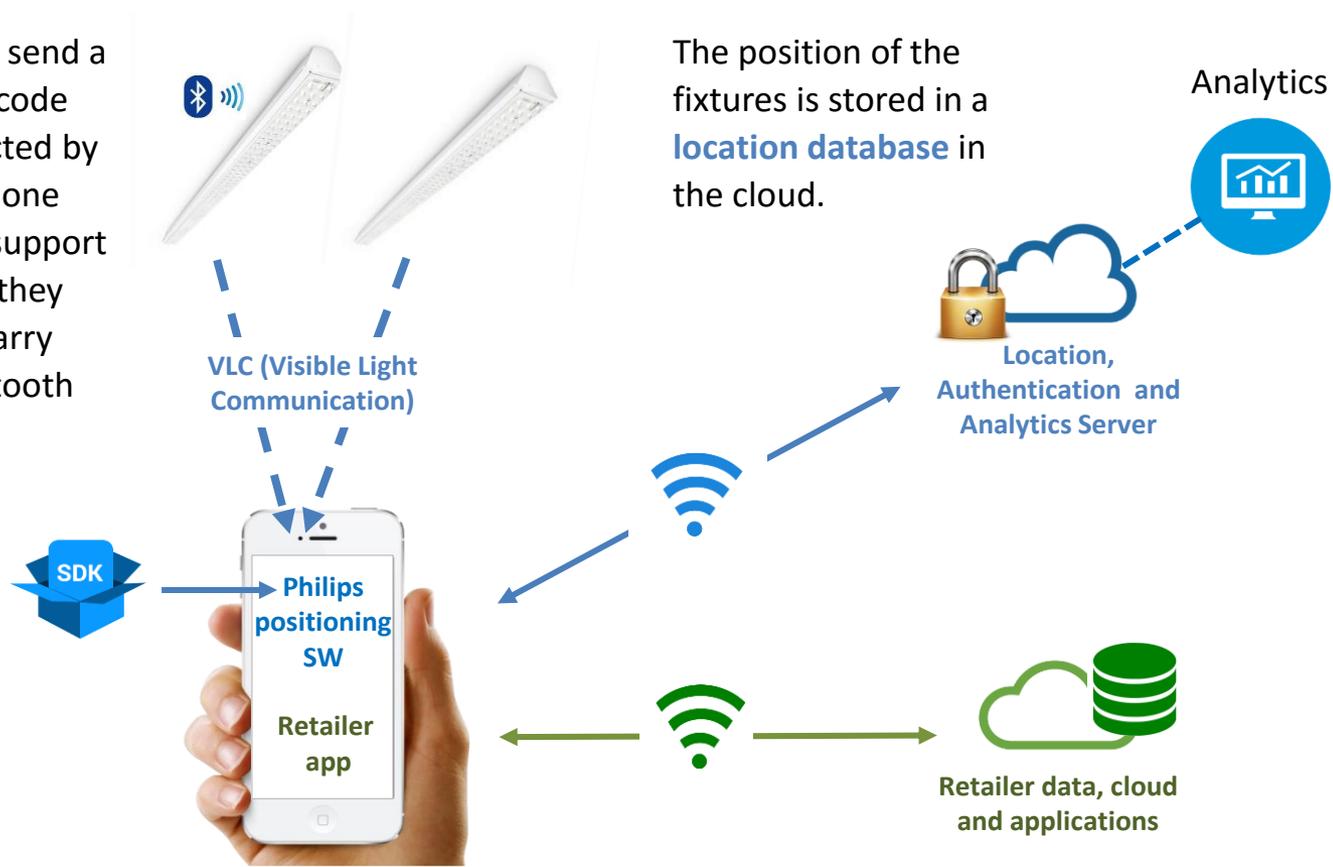


Based on these insight we believe that retailer can achieve a **10% revenue increase** with mobile shoppers that have access to location based services.

# How

## light-based indoor positioning works

**LED fixtures** send a unique VLC code that is detected by the smartphone camera. To support passive use they could also carry Philips Bluetooth beacons.



Philips **software** determines the real-time and exact position of the phone. The software is available as SDK for integration into the customer's mobile app.

# Make it easier and nicer for your customers

All you need is:

- Light
  - A friendly software application
- ... and
- Let the magic happen!

