interact Retail

See shopping in a new light with 'Find my product' app

With the introduction of Interact Retail Indoor navigation integrated in the 'Find my product' app, Albert Heijn in Hoofddorp, the Netherlands, can now efficiently help shoppers to find everything they need, enhancing the shopping experience and avoiding lost sales.

"This technology truly offers infinite possibilities'."

Steven de Kroes
Format developer Albert Heijn

Customer challenge

Albert Heijn is committed to making grocery shopping and cooking easier for customers. But this can be a challenge if customers can't find all the products on their list. Independent research* conducted with 1,000 Dutch shoppers found that 14% occasionally cannot find one or more products when shopping. This relates to many different products, not just a few items they only occasionally buy or are poorly-placed. And although 75% of those shoppers would eventually try to find those product themselves, 44% would still leave the store without buying at least one product less than planned for.
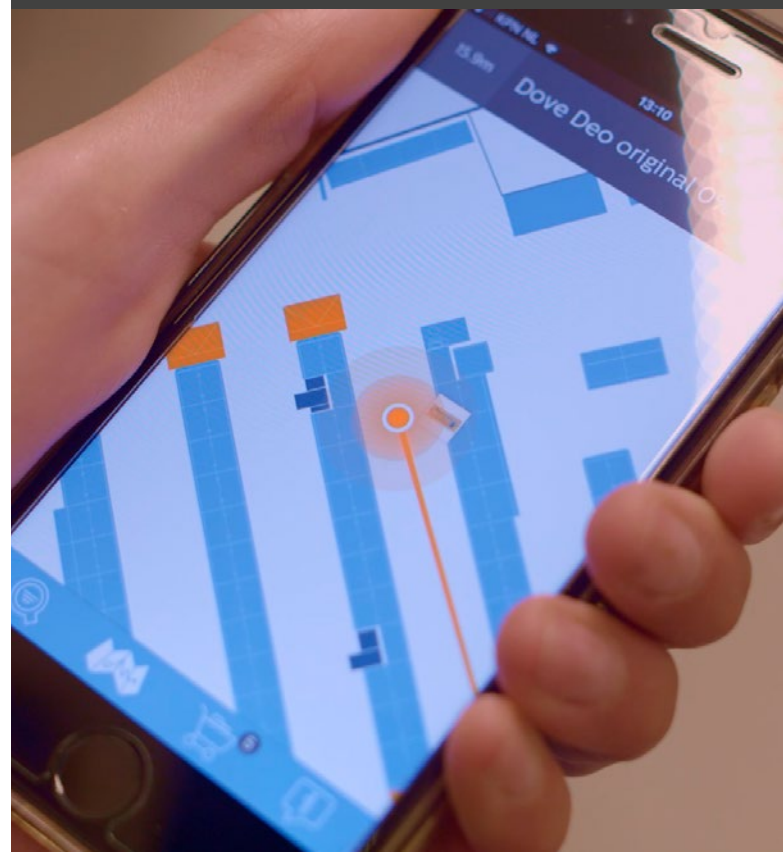
Solution

Albert Heijn needed a solution that would help shoppers to find products quickly and easily. Our solution connects the Interact Retail Indoor navigation system to Albert Heijn's product data base in one app, making it possible to locate every item that is sold in the store with a hyper-accuracy of 30cm/1ft.

Each lightpoint in the store sends a unique code that is captured by the front camera of a smart device, providing the location of the shopper and combining that with the location of the product. Customers can then follow a dynamic route on a digital map that takes them to the product, using the shortest route to the shelf.

Interact – shopping made simple

The "Find my product" app harnesses the power of connected lighting to create a dynamic location system. Qualitative research* shows the app is highly appreciated with a high usage intention. The most important benefits mentioned by users are the convenience of being able to find a product, the speed of finding a product versus searching or asking, and being independent from others to find it. Shoppers really appreciate the app, 84% gave it a 'thumbs up'.

* Research by PAM research & advice, commissioned by Signify, October 2018

Shop till you drop
There is also the option to enter a complete shopping list. The app sorts the products on the list by prioritizing the nearest first. This enables customers to complete their shopping trip as quickly and easily as possible.

Delighting customers
People were particularly pleased with the speed and ease with which they can now find products. Thanks to Interact Retail Indoor navigation, customers experience a better service and Albert Heijn can reduce lost sales and achieve a higher turnover.

Endless possibilities
In the future, the 'Find my product' app can take the customer relationship to the next level. Possibilities include sharing tips about their evening meal, or showing which of their regular purchases are on special offer.

Analytics on the spot
The system also provides retailers with location analytics such as dwell time, footfall and density helping them to improve business and marketing initiatives.

Project details

Watch the case study video

- The app can help to avoid the 44% of people leaving the store without buying at least one product or less then planned for
- The most important benefits mentioned by shoppers: convenience, speed and being independent
- After using it, 84% of customers gave the app the 'thumps up'

⊘ Find out how Interact can transform your business
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