



# Aileen

 for Retail

## Smart Retail for Consumer Engagement

Aileen is a solution aimed at transforming shopping into engaging, personalized experiences for consumers.



Grocers



Malls



Restaurants



Retailers

## Discover - Identity. Location. Intent.

Sirqul's software platform and patented smart mesh Edysen devices deliver **Identity**, **Location**, and **Intent**. This intelligence is collected **anonymously** and **without a mobile app**.



Sirqul then feeds data into Aileen's web dashboards for visualization and customization of triggers, actions, and messages. While embeddable SDKs and templates are provided for Mobile Apps, Websites, Kiosks, TVs, and large Touch Screen Displays.



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## Transform In-Store Experiences

Digital transformation delivers new opportunities to engage consumers in the physical store and changes customer experiences forever. Sirqul's devices and software platform interact with your store, optimize customer journeys, analyze and predict traffic and behavioral patterns, and improve conversions.



## Benefits

### Digital Physical Store Intelligence

- Visualize store traffic related to product placement and promotions
- Understand traffic patterns, dwell times, and sales correlations
- Convert more visits into sales.

### Craft a Personalized Journey

- In-store navigation to products and shopping list
- Connect to digital concierge or associates for immediate help
- Receive location-based promos and coupons
- Discover product info at the shelf or in aisle with interactive displays and user-generated content

### Connect Employees and Enhance Store Operations

- Employee task management and staffing optimization
- Predict, monitor, and trigger alerts to prevent costly spoilage
- Pick & Pack with routing for customer store pick-up

