

IMAGES Retail

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The Personal Touch

HOW SAVVY RETAILERS GET
INTIMATE WITH CUSTOMERS

- In conversation with Hidesign founder Dilip Kapur
- MK Retail's saga
- Fairies of Bengal land in Paris

IRF
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'OUR SOLUTIONS OFFER CUSTOMERS ROI IN 12-15 MONTHS'

TOUCH SCREEN SYSTEMS ARE GETTING INCREASINGLY POPULAR IN THE RETAIL SECTOR AS THEY INCREASE THE RETAILER'S OPERATIONAL EFFICIENCY, PROVIDING A HIGHER NUMBER OF TRANSACTIONS AND INCREASED CUSTOMER INTERACTION. SANKALP SAXENA, CHAIRMAN AND CEO, MOVEO SYSTEMS PVT LTD, TALKS ABOUT THE INCREASING POPULARITY OF MULTI-TOUCH SCREEN KIOSKS.



Sankalp Saxena, chairman and CEO, Moveo Systems Pvt Ltd

WHAT IS THE CORE BUSINESS MODEL OF MOVEO SYSTEMS? WHAT KIND OF SERVICES DO YOU PROVIDE TO RETAILERS AND MALLS?

Moveo Systems provides highly innovative next generation human interaction solutions spanning touch, web, mobile and voice to the retail sector. Our solutions deliver rich interactive multi-sensory experiences for a broad set of users in the retail space. Built on state-of-the-art technology platforms, our solutions ultimately deliver closed loop interaction between end-users and advertisers.

We have also broken the language barrier by offering our solutions in a host of local languages.

Our solutions are intuitive and easy-to-use, thereby accelerating the adoption of the self-service paradigm in the Indian retail sector.

At Moveo, we thrive on pushing the technology envelope by bringing to market innovative solutions that deliver high impact in the retail space. We offer several business models to our customers, providing the greatest flexibility to retailers and helping accelerate their return on investment (RoI) on our solutions.

HOW VIABLE IS THE MULTI-TOUCH INTERACTIVE TECHNOLOGY IN THE INDIAN RETAIL SCENARIO?

Interactive technology-based solutions have great growth potential in India, as the space is relatively unsaturated. Such technology, though, is not limited to the retail space, but spans across numerous verticals such as financial services, infrastructure, hospitality and education, among others.

HOW COST-EFFECTIVE IS THIS TECHNOLOGY FOR A RETAILER OR A MALL DEVELOPER?

The best characteristic of technology in general, as seen historically, is that it continues to get more cost-effective over time. Laptops, mobile phones, LCD TVs typify this phenomenon.

Our solutions offer retailers and mall developers RoI in 12-15 months. This can be further accelerated with the growth of the scale of implementation. As such, the technology, in our opinion, is highly cost-effective and will see rapid adoption in the space.

WHAT KIND OF IT SUPPORT DO YOU PROVIDE TO RETAILERS OR MALL DEVELOPERS WHO TAKE YOUR SERVICES?

We offer a 100 per cent turnkey managed solution to our customers and complement this with an onsite technical resource, coupled with a robust backend operations management team. The customer does not need to invest in any servers, databases, data centres, as we entirely manage this complexity for them. Important system updates are performed remotely and built-in system alerts facilitate predictive maintenance to ensure optimal uptime.

IS YOUR MULTI-TOUCH KIOSK BETTER THAN THE NORMAL POS SYSTEM?

Our solution can be used by the retailer to quickly discover products for specific requirements and find comparable products in a given category. The opportunity for cross-selling and up-selling, therefore, significantly increases for retailers.



Our system also provides the customer with a comprehensive list of retailers present in the mall, thereby expanding the number of options available to them for making a purchase. It also provides information on promotional campaigns, sales and coupons, among other things, to help shoppers save money on their purchase.

HOW CAN THE DISPLAY TECHNOLOGY BE USEFUL FOR THE MALL AND ITS TENANTS?

Interactive advertising is the next generation of advertising, as it helps grab the attention of consumers and capture their interest in specific products or promotions. This concept is being popularised as "augmented reality" in some overseas markets. At Times Square (New York), for example, interactive LED boards have created quite a stir for advertisers as well as consumers.

Retailers have benefitted immensely by leveraging the multi-sensory elements we offer them for promoting their products. No longer are they limited to print and billboard advertising at the mall. They can now incorporate rich, multimedia elements and grab the attention of shoppers.

HOW CAN A MALL DEVELOPER OR A RETAILER GIVE A HIGHER LEVEL OF CUSTOMER SERVICE TO SHOPPERS WITH THE HELP OF MULTI-TOUCH INTERACTIVE TECHNOLOGY?

The self-service nature of our technology, coupled with catchy interactive elements on the kiosk, helps enhance the customer service levels for shoppers in the mall. Furthermore, our kiosks provide shoppers with the opportunity to give feedback to the mall operator on a host of parameters such as ambience, cleanliness and value for money. Feedback captured on the kiosk is consolidated onto a secure web application, which can be accessed on demand by authorised users. In case of Mantri Square, for instance, we have had over three million interactions to date on our interactive kiosks in only the last few months.

HOW IS THE MULTI-TOUCH INTERACTIVE TECHNOLOGY HELPFUL IN AIRPORT RETAILING?

Retail opportunities at airports, especially those with redesigned terminals, are growing rapidly. Retailing environments at airports have, at times, been described as mall-like in nature as they offer a pleasurable shopping experience for a broad set of passengers. As retail footprints grow at airports, our solutions are being used to help find the retailers present, map their locations across terminals and showcase any special promotions they might currently have on offer.

In addition, our Airport Information Portal also provides real-time flight information, captures passenger feedback, lists airline and embassy contact details, destination weather, news, etc. In this manner, the value derived is multi-faceted and retail is one important element.

CAN YOU TELL US ABOUT THE FUNCTIONAL DESIGN OF MULTI-TOUCH INTERACTIVE KIOSKS?

Interactive kiosks are self-contained computing terminals that provide access to on-demand information and transactions. Our in-house Experience Design (XD) team has developed our next generation kiosks that are contemporary in design.

We have also used an innovative combination of materials as part of

this design and offer customers two variations for deployment.

Beyond the external aesthetics, it is equally important that due care is given to the internal placement of the technology components in order to ensure reliable and long-term operation of the units. The kiosks typically run 12- or 18-hour cycles and do so seven days a week. As such, the optimal design and placement of the internal hardware is equally vital.

DO YOU USE DIFFERENT KINDS OF INTERACTIVE KIOSKS FOR AIRPORT RETAILING POINTS, MALLS AND RETAIL OUTLETS?

We offer our customers a variety of innovative next-generation designs for deployment. The ambience is an integral component for consideration when selecting one, or more, of our kiosk designs for implementation. We have started work on our third generation designs as well, in order to offer additional choices to customers.

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THE KIOSKS TYPICALLY RUN 12- OR 18-HOUR CYCLES AND DO SO SEVEN DAYS A WEEK. AS SUCH, THE OPTIMAL DESIGN AND PLACEMENT OF THE INTERNAL HARDWARE IS EQUALLY VITAL.



MOVEO SYSTEMS

Moveo Systems is a provider of multi-touch screen interactive solutions, which deliver rich interactive multi-sensory experience for users across both the consumer and enterprise segments. Founded in 2006, Moveo Systems is headed by accomplished software industry veterans and the company has raised \$2.2 million in angel funding. The privately held company, headquartered in Bangalore, is currently headed by Sankalp Saxena, who is CEO of the company. He previously held senior level management positions in sales and marketing with Oracle and Lucent Technologies and in manufacturing with Procter & Gamble and Honeywell.

CLIENTELE

Forum Mall, Mantri Square Mall, QVC Realty (real estate company), UKN Properties (real estate company), Bangalore International Airport (BIAL), Mumbai International Airport (MIAL), GMR, Cinnamon (designer boutique outlet) and Kian (furniture store), among others.

INFORMATION KIOSK SOLUTION

Information kiosks give customers and employees access to self-service kiosk-based applications, which can help enterprises lower overhead costs while improving customer and employee satisfaction.

The information kiosk solutions have been a great hit with people of all ages and across various industries. The solution can also be localised to a host of languages, thereby enhancing the user experience by not requiring the user to be proficient in English. This feature significantly enhances user adoption. By the simple touch of a finger, users can gain access to a host of product information, company services and submit feedback forms.

"THE INVESTMENT MADE IN OUR KIOSKS IS TYPICALLY RECOVERED IN 12-15 MONTHS, WHEREAS OUR SYSTEMS CONTINUE TO PROVIDE VALUE TO BOTH ADVERTISERS AND CUSTOMERS FOR A LONGER PERIOD."

**WHAT KIND OF INVESTMENT IS REQUIRED TO INSTALL MOVEO SYSTEMS' INTERACTIVE KIOSKS?**

The investment a retailer makes for our kiosks is typically recovered in 12-15 months, whereas our systems continue to provide value to both advertisers and customers for a longer period.

WHO ARE YOUR CLIENTS? HOW DO YOU PLAN TO EXPAND THE CLIENT BASE?

We currently have customers across a host of verticals in India. GVK (Mumbai Airport), Indian Bank, Mantri Square, GMR and Home-of-the-Future are a few customers who have deployed our innovative technology.

We have a healthy lineup of new customers, including the Bangalore airport, who are keen on deploying our solutions and are actively working on converting these discussions into contracts.

HOW DOES THE MTRACKER APPLICATION WORK?

Measuring customer sentiment, across a host of parameters, provides valuable insights into how an enterprise can continue to offer differentiated services to their target customers. All our interactive kiosk solutions come with the ability to capture end-user feedback by providing an easy-to-use platform for conducting surveys and thereafter notifying the respective internal

stakeholder of the feedback and analysing it via rich analytical dashboards.

The mTracker engine is the core web-based solution that receives feedback across multiple sources (kiosks, web, paper, among others) and processes the same for analysis. For the Mumbai airport, for instance, we are benchmarking 39 key parameters across seven service categories across all terminals (T1A, T1B, T1C and T2). To date, we have processed over 2.8 million notifications to stakeholders at the Mumbai airport and the benchmarked data has provided quantified measurements into the services currently offered at the airport. Furthermore, this quantified information has helped provide insights into what services should be provided in the new T2 terminal currently under construction.

WHAT KIND OF GROWTH IS MOVEO SYSTEMS LOOKING AT?

We continue to see rapid growth on the revenue side, as well as on the customer front. We are confident that our solution momentum will continue to show significant growth and adoption in the market. ✕

— As told to Shubhra Saini