

IN-STORE CUSTOMER TRACKING AND ENGAGEMENT SYSTEM

ABSTRACT

[0074] An instore customer tracking and engagement system for tracking customers in a retail store is provided. The system includes a memory having computer-readable instructions stored therein. The system further includes a processor configured to access customer identification data of one or more customers visiting a retail store. The processor is further configured to determine a unique customer identity signature (UCIS) of each of the one or more customers based upon the customer identification data of the respective customer. In addition, the processor is configured to track the activity of each of the customers within the retail store using the unique customer identity signature of the respective customer. Further, the processor is configured to generate an offline clickstream for each of the one or more customers using the unique customer identity signature as the respective customer moves across the retail store. The system includes a data analytics cloud platform communicatively coupled to processor. The data analytics cloud platform is configured to analyze the offline clickstream of each of the one or more customers and to generate one or more of customer engagement and retail insights. The system further includes a personalized engagement module communicatively coupled to the data analytics cloud platform and configured to facilitate direct and/or in-direct engagement with the customers based upon the customer engagement and retail insights.

FIG 1.