

Claims

1. A customer identification and registration system to be used in at least one establishment, the system comprising:

a customer identification and registration device configured to receive a transmitted signal from one or more customer communication devices of one or more customers via a media access control (MAC), wherein each transmitted signal includes a MAC identifier that results from the transmission of the transmitted signal via the media access control of each of the one or more customer communication devices, wherein the customer identification and registration device is configured to utilize the MAC identifier of the corresponding customer communication devices to register the one or more customers with the system;

a host computer communicatively coupled to the customer identification and registration device and configured to generate customer data for the one or more customers based on the MAC identifier of the corresponding customer communication devices;

a centralized database configured to store the customer data received from the host computer; and

at least one retail analytics engine communicatively coupled to the host computer via the centralized database and configured to receive the customer data from the centralized database, the retail analytics engine configured to analyze the customer data; wherein the customer identification and registration device is configured for a long-range communication such that in the long range communication, the customer identification and registration device is configured to detect the MAC identifier of the one or more customer communication devices and submits the detected MAC identifier to the centralized database.

2. The customer identification and registration system of claim 1, wherein the customer identification and registration device is configured for short-range communication.

3. The customer identification and registration system of claim 1, wherein in the long-range communication, the customer identification and registration device further configured to detect a presence of the customer communication device of a customer and identifies the customer using the MAC identifier.

4. The customer identification and registration system of claim 1, wherein the customer data comprises customer profile data, transactional data, or combinations thereof.

5. The customer identification and registration system of claim 4, wherein the customer profile data comprises name of the customer, age of the customer, contact number of the customer, address of the customer, email address of the customer, demographic data of the customer, preferences of the customer, profile of the customer on a social networking site, day since last visit for the customer, number of total visits of the customer, or combinations thereof.
6. The customer identification and registration system of claim 4, wherein the transactional data comprises data regarding purchases made by the customer, registration of the customer, purchase location of the customer, payment modes used by the customer, redemption of one or more offers provided to the customer by the client, or combinations thereof.
7. The customer identification and registration system of claim 1, wherein the retail analytics engine is configured to generate one or more customized offers for the customers based on the analyzed customer data.
8. The customer identification and registration system of claim 7, wherein the one or more customized offers comprise product offers, discount coupons, award points, or combinations thereof.
9. The customer identification and registration system of claim 1, wherein the host computer is configured to retrieve the customer data from a local memory, or a shared memory.
10. The customer identification and registration system of claim 1, wherein the customer identification and registration device is Wi-Fi enabled device.
11. The customer identification and registration system of claim 1, wherein the customer identification and registration device is communicatively coupled to a point-of-sale (POS) device of a retail store.

12. The customer identification and registration system of claim 1, wherein the at least one establishment comprises business organizations, retail outlets, consumer outlets, hotels, restaurants, warehouses, banks, hospitals, or combinations thereof.

13. The customer identification and registration system of claim 1, further comprising a shielding layer configured to shield the customer identification and registration device from unwanted signals present in the at least one establishment.