

ABSTRACT**CUSTOMER IDENTIFICATION AND REGISTRATION DEVICE**

[0097] A customer identification and registration system is provided. The system includes a customer identification and registration device configured to receive a signal from one or more customer communication devices of one or more customers, to detect a media access control (MAC) identification number of each of the one or more customer communication devices. The customer identification and registration device is configured to utilize the MAC identification number of the corresponding customer communication devices to register the one or more customers with the system. The customer identification and registration system includes 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 detected media access control (MAC) identification number of the corresponding customer communication devices. The customer identification and registration system further includes an analytics engine communicatively coupled to the host computer and configured to receive the customer data, wherein the analytics engine is configured to analyze the customer data and to transmit analyzed data to at least one retail partner associated with the system.

Figure 1