

A real time coupon recommendation system developed using iFusion™ platform delivers personalized shopping experiences



Client Need

The client, a start-up PaaS company in retail IoT space, wanted to make in-store shopping experience unique for each customer to increase engagement and boost sales.

The client needed a solution that could capture the shopper activity in the store and use that information along with customer historic data to generate real time promotions.

What We Did

Leveraging iFusion™ platform, Innominds developed a distributed cloud-based analytics solution with real time processing capability that could



Sense

Capture the shopper's presence across the store in real-time through IoT integration



Analyze

Use predictive models to compute the relevancy of promotions based on shopper activities in-store as well as shopper history



Send personalized promotion to shopper's mobile phone based on his location in store

Recommend

What the Client Gained



Omnichannel experience

A fully integrated shopping experience by uniting data across channels



< 1s response time

Promotion generation in less than 1 second for cross-sell and up-sell



High Scalability

Ability to process millions of customer activities simultaneously



Real-time recommendations

Enabled the client to analyze high volume store traffic in real time



About Innominds

Innominds is an AI-first, platform-led digital transformation and full cycle product engineering services company headquartered in San Jose, CA. Innominds powers the Digital Next initiatives of global enterprises, software product companies, OEMs and ODMs with integrated expertise in devices and embedded engineering, software apps and product engineering, analytics and data engineering, quality engineering, and cloud and devops, security. It works with ISVs to build next-generation products, SaaSify, transform total experience, and add cognitive analytics to applications.