

Meijer Find-it App Helps Customers through the Entire Shopping Process

About Meijer, Inc.

Meijer is a Grand Rapids, Michigan-based retailer that operates 196 stores throughout Michigan, Ohio, Indiana, Illinois, and Kentucky. As the inventor of the "one-stop shopping" concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer and the ability to shop for more can be found at www.meijer.com.

The challenges

Understanding the significant and rapid increase in the use of smartphones by their customers while shopping, Meijer decided to pursue a branded mobile solution. Known as innovators, Meijer wanted to help make shopping more convenient and fun for their customers and selected Point Inside's indoor mapping and micro-location technology to make this a reality.

The first challenge was to figure how to assist shoppers with finding items in store. According to Elizabeth Wilson, head of ecommerce, marketing and promotions at Meijer, "Location-based services are popular, but no one seemed to have solved how to get someone from entrance to product location for a mass merchant." Meijer sought the ability to assist any customer with a smartphone, even if a team member was not nearby.

Secondly, Meijer wanted a mobile application that could analyze and understand customer behavior, and provide a personalized service to increase sales and customer loyalty. Since they already had a thriving customer coupon program, mPerks, Meijer needed a seamless way to incorporate it into their app while adding extra benefits for these loyal shoppers.

Meijer and Point Inside partnered to create a revolutionary mobile shopping experience – Meijer's Find-it application.

The solution

Not only did Point Inside provide detailed, interactive maps of the Meijer stores, but with the Find-it application, shoppers can pinpoint the location of more than 300,000 items in the Meijer retail supercenter using their smartphones. Shoppers no longer need to ask team members the common question 'Where is...?' as items' locations are represented as pins placed on an interior map of the store. Saving time, enabling self-service, and making sure customers don't leave the store without finding what they need is a win for both shoppers and retailers.

The application also provides updated information on weekly specials and product promotions available in the store, with the ability to instantly locate sale items.

For loyal Meijer customers, Find-it goes even further. The Meijer mPerks program is integrated within the mobile application, providing customers with a seamless and convenient way to clip coupons on their mobile devices and automatically have the coupons applied at checkout. This process is not only attractive to consumers, but also has real benefits for Meijer and brands as the entire coupon clipping process is tracked from start to finish.

With the addition of the shopping list feature, the Meijer Find-it application now helps customers as they plan their trip to the store. Shoppers can easily add products to their list and find their exact locations within their selected stores, making the shopping experience much more efficient and enjoyable.

Conclusion

The Meijer Find-It app reaches customers across the entire shopping process – from at home preparation, on-the-go planning, and in store shopping. Every step of the way, Find-It delivers an enhanced experience for shoppers through the use of shopping lists, product information, exact product location, store locator, mPerks integration, and coupon clipping and redemption.

The Find-it app is available for free for Android devices in the Android market and for iPhone and iPod touch at www.itunes.com/appstore.

About Point Inside's Interact Platform

The Find-it application is built upon Point Inside's Interact platform which includes the following features:

- **Engagement Engine** – Engage customers in real-time while they are at home creating their shopping list or in-store shopping. Leverage buying intents, past purchases and exact location within the store, by sending customers messages, offers, coupons, and more to enhance their shopping experience.
- **Micro-location** - Know where your customer is at any time to send them location- and context-specific suggestions.
- **Shopping list** – Shoppers can create shopping lists that are associated with specific products in the store, including exact product locations.
- **Indoor mapping** – Present a map of the inside of the store that includes aisle locations, store amenities and product locations. Show contextual information and routing/navigation guidance.
- **Efficient routing**– Display an efficient path through the store to pick up products, creating time to purchase additional items.
- **Analytics** – Understand more about your customers, including data and heat maps of where they spend their time, what they do and which deals are most effective.

About Point Inside, Inc.

Point Inside has transformed the shopping experience by enabling retailers to proactively engage with customers through their smartphones at every point along the purchase path. Mobile apps driven by the Point Inside Interact™ platform increase sales, loyalty and customer satisfaction from initial research and product discovery to the creation of shopping lists and in-store activities. This new level of customer engagement is made possible through Point Inside's patent-pending technologies in indoor mapping, micro-location services and customer engagement.

Point Inside also offers consumers a free mobile application, "Point Inside Maps for Airports and Malls", on iOS and Android devices. Users can quickly find stores, gates, kiosks, restrooms, elevators, escalators, and other guest services in over 900 malls and airports.

Founded in 2009 and based in Bellevue, WA, Point Inside is led by a team of executives with decades of experience in retail, software development, wireless telecommunications and location-based services for companies such as Amazon, AT&T, Boeing, Mercent and Qualcomm. Additional details can be found at: www.pointinside.com; Facebook: www.facebook.com/PointInside; Twitter: www.twitter.com/PointInside.