



SMARTe Retail Environments

Intelligent Interaction

From food and beverage to clothing and entertainment, enhance your retail environment and customer engagement in ways that deliver positive experiences for your customers — ways made possible by the latest technology, and with inspired insight into your specific needs.

Interaction with your customers through SMARTe Kiosks, end caps, and digital signage, gives you the ability to react quickly, whether in inventory, pricing, traffic flow, or resource deployment — providing you with the intelligence to generate new revenue and loyal customers.

Intelligent Environments™

Virtually Aware

Intelligent Environments™ can give you the ability to not only understand what is happening in your store, but to know how and why your customers are interested in certain products. Our contextual intelligence technology will help you define how to market your content strategy based on visitor patterns, area visitations, length of dwell and advanced biometrics data. Recognize employee-staffing needs and redefine store hours to increase sales and minimize costs. Define which products are more attractive to customers and which ones should be replaced. Support efficiency in both retail space utilization as well as product stock decisions ultimately resulting in financial benefits.

SHOP Connect™

Community Engagement

The fusion of virtual and physical interaction with your brand allows for multiple touch points over an extended period of time in both the retail/physical experience, as well as online/virtually. For example, you may offer your customers the ability to pair beverages with meals, develop a dinner menu and locate the ingredients, or create complete outfits with existing inventory. Digital interaction can be conducted on a tablet, a mobile device or an interactive touch-screen. SHOP Connect™ is customizable, so you can publish virtual items such as branded personalized photographs, ads and promotions. Plus, SHOP Connect™ incorporates all the best practices in social media marketing and integration. From social validation, to measuring social sentiment, turning “likes” into “buys”, and much more.

Content Management

Content Management System is developed to allow you to create and publish new content on the fly, so your SMARTe Kiosk is alive and engaging.



**Generate new revenue
and create loyal customers
with SMARTe Kiosks.
Contact Exsel today.**





Touch-screen kiosks

- Data from kiosks directly links marketing to sales
- Extend the amount of time people will spend in your store
- Create the appearance of 'saving time' by finding items on the kiosk
- Entice product purchase with recipes directing which aisles to fulfill ingredients list
- Switch out featured products and promotions daily
- Display advertisements at the top or bottom of the screen

SHOP Connect Example Wine/Beer & Food Pairing

- Pick out a certain type of wine/beer or food and find out which items pair well
- Find out which types of grapes/wheat/ingredients are used
- Learn what types of food it can be paired with
- Pick 'poultry, beef, vegetarian, etc'
- Learn about beer and wine tastings that are offered in the store



Employee Log In & Career Center

- Apply for a job
- Clock in and out before and after shift
- Promote special events and training sessions