

Mobile Shopping with TPiSHOP



Mobile shopping solutions are perfectly matched to the retail industry trend of adopting a self-service/self-checkout organization in stores. Personal shopping solutions provide convenient facilities for consumers and great benefits for retailers in the form of inter-active communication with customers at the point of purchase. Mobile sales solutions assist your sales staff, enabling them to advise customers on the spot with the appropriate information for the product.

With TPiSHOP, Wincor Nixdorf offers a complete mobile shopping solution to its retail customers. TPiSHOP can be used with Wincor Nixdorf checkout solutions or with third party POS solutions.

Mobile Shopping Scenario

- Pervasive Retailing with TPiSHOP
- Customer-Centered Online Services
- Product Merchandising at Point of Purchase
- TP.net Technology

Registration / Check-in

- Check-in by Customer-Card
- Check-in by Credit card
- Check-in by temporary Customer-Card



Shopping

- Self-Scanning
- Personalized product information
- Promotions and product advertising



- Easy shopping
- Easy customer contact
- Excellent Self-Service & Fast Check-Out



Check-out

- Assisted check-out at dedicated lane



Check-out

- Self-Service Payment at Pay Tower



Mobile Shopping Functionality

	TPiShop Mobile Self- Scanning	TPiShop Mobile Shopping	TPiShop Personal Shopping
Multimedia Content	No	Limited	Full
Shopping List Service	No	✓	✓
Advertising at POS	No	✓	✓
Basic Price/ Product Information	✓	✓	✓
Additional Product & Information Service	Limited	✓	✓
3rd party content for instore marketing	No	✓	✓
Product Campaigns	No	✓	✓
Cross- /Up-Selling	No	No	✓
Integration into Customer POS	✓	✓	✓
Customer Messages	No	Limited	Full

Hardware components



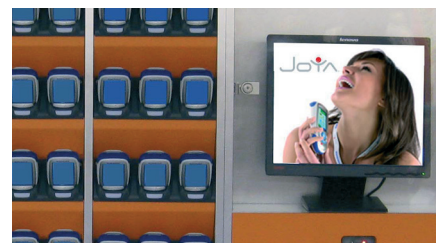
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