

TROLLEE Smart Retail

Enhance in-store retail experiences with the Veea Edge Platform and smart shopping carts.

Retailers with physical locations depend on engaging customer experiences and personalized service to build and maintain profitable relationships with their customers. Many brands allocate their advertising budgets to influence consumer behavior at the moment of purchase - up to 10% of their total budget.

Veea has partnered with iFREE and Inpinxon to create the TROLLEE solution demonstrator which showcases the potential of the Veea Edge Platform, analytics, and artificial intelligence in transforming the retail customer experience.



Hi-Resolution Touch Screen Displays



Artificial intelligence to reduce costs



Highly accurate indoor positioning system



Smart purchasing & inventory systems



Augmented & VR for a better experience



Cameras, scanners & biometrics support

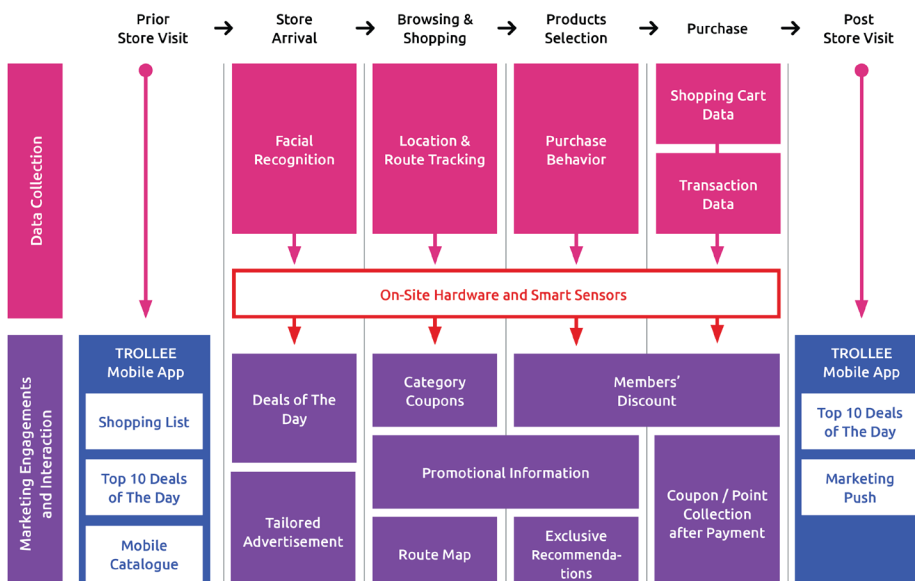
TROLLEE offers a hybrid of online and offline shopping. It enables personalized content for customers and a dynamic advertising medium that responds to the consumer's in-store behavior. This creates a more engaging retail experience, while providing the retailer with increased foot traffic, higher transaction values, and improved conversion rates. Moreover, retailers can benefit from an additional revenue stream.

80%
larger
basket size

40%
greater
conversion

80%
OPEX
reduction

100%
greater ad
revenue



Highlights

- Enhanced customer experience through real-time interactions and smart-suggestions
- Reduced total cost of ownership and operations
- Generates additional revenue streams
- Compliant with GDPR and CCPA
- Included:
 - Wi-Fi and SD-WAN (4G LTE and 5G) connectivity via VeeaHubs
 - AdEdge AI-boosted ad delivery systems
 - Inpinxon indoor positioning system
 - iFREE Android-based smart shopping carts



TROLLEE is designed to provide shoppers and retailers with the benefits of online shopping's rich data experience along with the "hands-on" physical consumer experience. It is a transformative Smart Retail experience that enhances foot traffic, average transaction value, conversion rates, and customer retention. The AdEdge services allow the consumers to receive relevant and timely advertising, while generating a new revenue stream for the retailer.



Increase Sales. Reduce Costs. Add New Revenue Streams.

With TROLLEE, retailers are able to streamline operational procedures and costs, while enhancing profits. The combination of technologies delivered through Veeahub platform provides your customers a fun, personalized, content-rich, immersive in-store experience that they will remember, while you gain more relevant customer data that will enable you to reward them in many new ways when they come back.

- **A completely new source of revenue:** The integrated TROLLEE and AdEdge digital advertising solution rewrites the rules of digital marketing, serving just-in-time ads based on a customer's profile and location. Retailers will benefit from increased sales and a new, highly coveted source of revenue. Advertisers will gain higher conversion rates and clearer returns on their marketing investment.
- **Reduce operational complexity & costs:** Shoppers can find what they need more efficiently while checkout is streamlined, reducing staffing requirements. Based on shoppers' journeys through the store, its planogram can be highly optimized for the majority of shoppers with machine learning and AI.
- **Gain knowledge for additional revenue & cost saving opportunities:** Data collected from Trollee presents many new revenue and cost saving opportunities to retailers. Capture information on traffic patterns, dwell times, shopper behavior and mood throughout the customer journey, and min/mean/max service times to predict satisfaction.



Learn More About TROLLEE and Veeah's Smart Retail Solutions

Contact us for more information about how TROLLEE and Veeah's Edge Platform can help your business: driving up sales and reducing operational costs, all while making the shopping experience a better one for everyone.