Connecting online and in-store retail channels

The Altarea Cogedim challenge was differentiating its shopping malls. Integrating web insight and smart Wi-Fi was the flash of inspiration. We helped it happen.

"Purchase decisions are better informed, and people never miss out on promotions or bargain buys. So they leave with a truly memorable retail experience."

Blandine Charvériat-Louis, Chief Marketing Officer, Altarea Commerce

Imagine a mall where air conditioning adjusts to accommodate numbers. Shoppers get special offers on their smartphones. And retailers know how many people pass their doors. That's Qwartz.

Challenges	
	• Create a differentiated shopping experience
	• Learn more about shoppers' behaviors
	• Use integrated information to increase customer footfall

Altarea Cogedim is one of France's biggest property groups. In creating Qwartz–a major shopping mall in Villeneuve-la-Garenne north of Paris–it needed a way to compete effectively with online shopping.

So something uniquely different was wanted. Not just to better engage shoppers and bring them back for more, but also to attract anchor brands like Carrefour, Marks & Spencer, and Primark. Seeing deep into shoppers' behaviors to help them get the most from their time at Qwartz would be one key aspect. Sharing that information with the mall's tenants would be another.

Case Study | Altarea Cogedim

Size: 1300 employees	Location: France	Industry: Retail

Mobile data makes shopping more enjoyable and memorable, while boosting business opportunities for retailers.

Solutions	• Cisco® WiFi network and Connected Mobile Experiences (CMX) • OpenField Data Management Platform analytics and reporting

Immensely valuable retail information

At Qwartz, a Cisco wireless network and CMX solution, along with OpenField Technology software, uncovers a wealth of data. The owners know the mall gets up to one million unique visitors a year. They turn up 1.5 times a month and spend an average of 82 minutes there.

Providing persuasive shopping statistics

When clothing store Primark took space in Qwartz, others worried it would eat away at their profits. Altarea Cogedim pointed to data, gathered through CMX, showing visitors still spending plenty of time in the vicinity of the concerned retailers' stores.

Philippe Prudant, chief information officer: says, "It was a real game changer. Now, we've got the proof and can show the benefits to other tenants."

Total visits, unique visits, dwell times, locations, and much more fill retail data vacuum.

Results	• 60% Qwartz newsletter open rates compared to 20% industry standard. • 70% of retail clients take-up Qwartz loyalty cards in-store. • Invaluable market data available to retail clients from day one.

Digitally-integrated shopping journeys

Thanks to Cisco and OpenField, Qwartz shoppers enjoy a fully-connected retail journey. The things they like are noted as they browse the ecommerce marketplace on the Altarea Cogedim website. That information is used, on an opt-in basis, for special offers when they visit Qwartz.

Data from shoppers' movements is cross-checked with other systems, like air conditioning, for their comfort. It's also shared with Qwartz retailers for amazing integration with shoppers' retail journeys.

Right offer, right person, right time

For example, having just bought a new phone on the web, you might get a special offer on mobile cases when walking past a Qwartz gadget shop. Or, just as you approach a bar, you might receive a text announcing its happy hour.

"We didn't have such data before," says Blandine Charvériat-Louis, the Altarea Commerce chief marketing officer. "Now, when customers visit the mall we can make personalized offers based on their online shopping preferences. Purchase decisions are better informed, and people never miss out on promotions or bargain buys. So they leave with a truly memorable retail experience."

Other malls soon to feel the effects

With CMX and OpenField changing the way retail works at Qwartz, Altarea Cogedim is keen to expand the concept to other malls. Soon getting the same solution will be Cap3000, a flagship mall near Nice on the French Riviera, and L'Avenue 83 in Toulon in southern France.

Products & Services

Wireless
- Cisco CMX Advanced License
- Cisco Wireless Controllers
- Cisco Mobility Services Engine APIs
- Cisco Aironet® Access Points

- OpenField Data Management Platform analytics software

Services
- Axians for network deployment and ongoing support

For More Information

To learn more about the Cisco solutions featured in this case study, visit www.cisco.com/go/cmx

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