



AUGMENTED RETAIL SOLUTIONS



Make shopping experience unique

Thanks to **AR PLACES**, the first 'drive to store' mobile app including an Augmented Reality feature, shopping experience becomes more playful and efficient.

Available on iOS and Android, this mobile application enables customers to visualize in real time and Augmented Reality useful data from retailers around them : rates, feedbacks, promotions ...

AR PLACES wisely combines new technologies and customer insights to better meet their expectations and behaviors. Indeed, 67% of customers often or always look for their peers' recommendations on internet and social networks before buying in stores (Ifoop).

Augmented Reality is part of the brave new retail world

Augmented Reality can have a great impact in bridging the gap between online and offline worlds in the retail industry, and it seems to benefit both the customer and the retailer.

AR PLACES is a new direct customer media, and a new way to enhance purchases by creating new gamified buying opportunities.

Our value proposition Awareness - Engagement - Conversion

Customer LABS, Start-up expert in E-commerce, M-commerce and CRM, considers that shopping has to be a pleasure and a game.

Our solution **AR PLACES** build a new relation between customers and brands, in shopping centers and commercial streets, turned into a real playground!



Keep in touch with your customers anytime, anywhere

contact@customer-labs.com www.ar-places.com