



PRESS RELEASE

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Customer LABS showcases AR PLACES for Augmented Retail Experience at CES 2018

The French Customer Relationship Start-Up is exhibiting for the third year in a row at the famous **Consumer Electronics Show**, taking place **January 9-12, 2018 in Las Vegas**. Valérie SEGRETAIN, CEO, will meet you in the **Eureka Park Hall G - Stand 50222**.

"We are proud and happy to exhibit at the 51st edition of CES. Innovation is firmly at the heart of our DNA. This year at our booth Augmented Reality & Digitizing customer relationship are in the spotlight to offer you - and your consumers - a unique experience. With the fundraising being carried out during Summer 2017, we are continuing to strengthen our Customer Satisfaction Management Platform" tells Valérie SEGRETAIN – Founder & CEO at Customer LABS.

Customer Satisfaction: a major issue for brands & retailers

By 2020, customer experience will overtake price and product as a key brand differentiator (Gartner Predictions).

Customers' expectations are growing stronger:

- **67%** often or always look for their peers' recommendations on internet and social networks before buying in stores;
- **32%** who interact with a brand or retailer are waiting for an answer in **less than 30 minutes**;
- **64%** expect brands and retailers to exceed their expectations by offering them unique experiences.

Augmented Retail Solutions

Perfectly in line with these new trends, Customer LABS believes that shopping must be a pleasure and a game. Our solutions meet customers' behaviours and enable brands and retailers to engage and retain customers in innovative and effective ways. Our value proposition can be summarized as follows:

- **LISTEN:** Aggregate customer voice across all the touchpoints;
- **ENGAGE:** Interact with your customer in real time;
- **CONVERT:** Gather customer feedback to improve your business, products, services and experience.



Our solutions are designed and set-up to support brands in the digitalization of their customer relationship:

- **Make shopping experience unique with AR PLACES**

It's the first 'drive to store' mobile app including an Augmented Reality feature to make shopping experience more playful and efficient.

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 behaviours.

Follow this links to download video and additional content

<https://youtu.be/V18Rg1lqeIE>

<https://customer-labs.com/wp-content/uploads/2018/01/AR-PLACES.pdf>

- **Drive your customers' satisfaction to make them real ambassadors with UpMyShop!**

Our solution UpMyShop! will naturally be in the spotlight at CES 2018. It's a unique platform that enables brands and retailers to manage and measure customer satisfaction in real time.

More than just a social media aggregator, UpMyShop! enables brands and retailers to interact with their customers across all the touchpoints.

Thanks to UpMyShop! brands and retailers can gather customer feedback to improve their business, products, services and build loyalty.

Follow this link to download video and additional content

<https://www.youtube.com/watch?v=Uqe6xMGuALs>

<https://customer-labs.com/wp-content/uploads/2018/01/UPMYSHOP.pdf>

A PROPOS

Customer LABS – Retail & Digital Start-Up – innovates in customer relationship management. Our know-how is based on real-time aggregation of consumer voice across all social networks. Our solutions are designed and set up in an innovative and efficient way to create a unique customer experience!

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