



Automated Customer Engagement

Large Retail Chain | Cape Town, South Africa

Woolworths South Africa worked with Skyfii to deliver a proximity marketing campaign designed to surprise and delight shoppers by delivering relevant content to their devices during their visit.



APPROACH

- Skyfii's Guest WiFi was deployed to register shoppers to the network and capture profile data.
- Smart zones were created to measure interaction with different areas of the store.
- Targeted messages were automatically sent to shoppers during their visit based on their profile and location in the store.



CONTENT DELIVERED

- Female shoppers received an SMS message with a coupon for apparel upon entering the fashion retail zone.
- Return visits triggered the delivery of a welcome back email designed to drive rewards program subscriptions.
- Upon exiting, shoppers were emailed a customer experience survey, enabling timely customer feedback.

