

CASE STUDY

A Mobile Store Guide for

Harrods



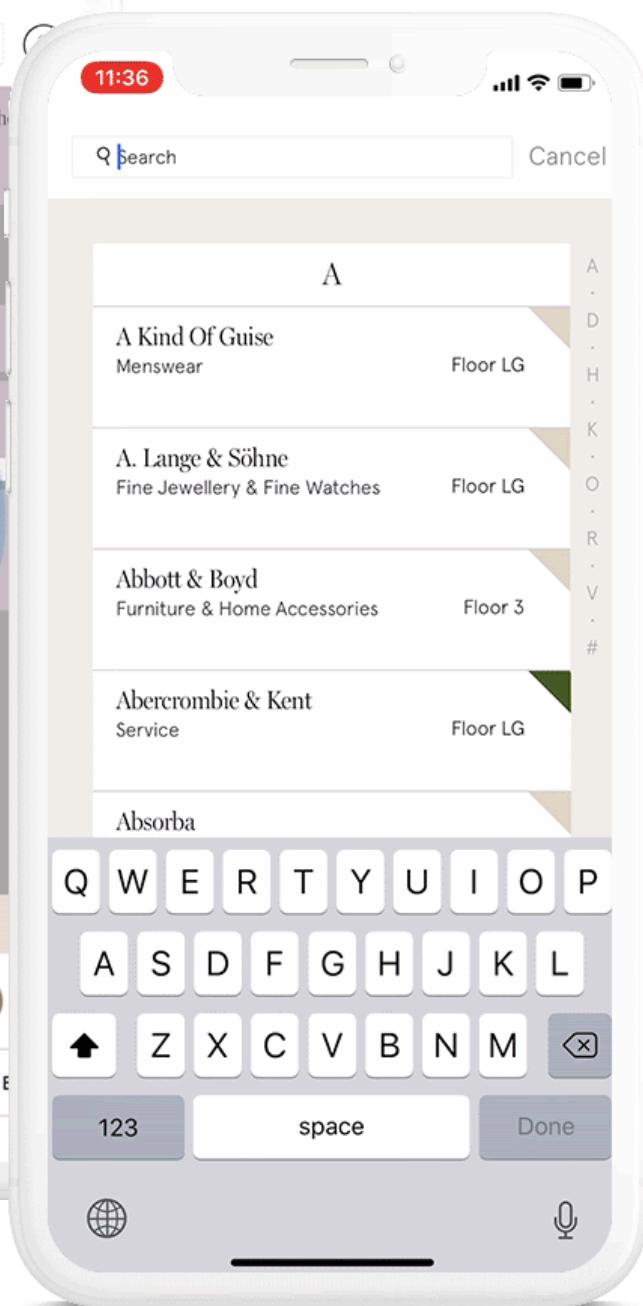
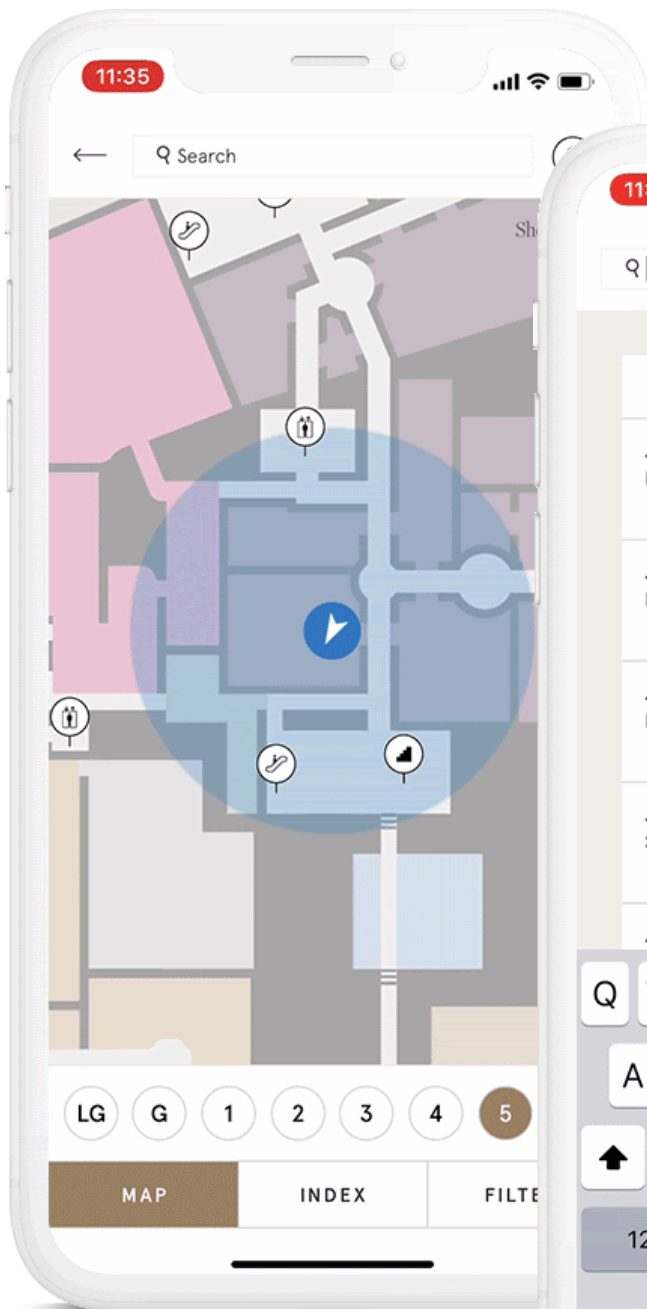


Challenge

Harrods is one of Europe's most iconic and prestigious department stores with a long tradition of excellence since 1849. With 100,000 visitors navigating its million square feet of maze-like shopping area every day, it is one of the busiest tourist attractions in London.

Harrods and Pointr started their collaboration in 2014 to improve the digital customer experience at the department store. Harrods asked Pointr to provide mapping and navigation to help customers navigate the store and find their favourite departments and brands.

Harrods is both a very large, old and complex building and a prestigious brand with global renown and loyal customers. It was critical for Pointr to ensure that the in-store navigation experience worked to very high standards. Moreover, with daily changes to the layout of the store and products on display, it was crucial for Harrods to be able to keep the Mobile Store Guide up-to-date.





Solution

Harrods integrated Pointr's location technology into its Mobile Store Guide application to enable customers to navigate the shopping area using a smartphone or a tablet.

The Mobile Store Guide detects the location of a customer's device and highlights their location on the interactive map inside the app. Customers can also locate brands, services and restaurants using a searchable store index, as well as find routes to their favourite departments.

With location-based analytics, Harrods is able to better understand how customers browse and shop. Insights include what customers search for, common customer routes, visit frequency and duration and an overview of busy areas to improve product placement.

Behind the Scenes

To make this possible, Pointr digitised Harrods' entire store catalogue, creating beautifully designed digital maps in line with the company's brand. Pointr created automated tools to ensure that the Mobile Store Guide stays accurate.

The in-store geolocation technology deployed at Harrods uses data gleaned from a network of beacons, which have been installed by Pointr in the ceiling of its 167-year-old Knightsbridge store.

The signals emitted by beacons are analysed and enhanced by Pointr's Deep Location™ platform. The technology connects to visitors' smartphones and tablets



through Bluetooth® and highlights their location on the interactive map. This allows for real-time positioning and navigation throughout the estate. By enhancing the signals from sensors, Pointr's technology ensures highly accurate positioning of 1 to 3 meters throughout the venue.

Deployment highlights

Challenge	Solution
Harrods is a very large, old and complex building.	Pointr provided high accuracy positioning with very few sensors. This was made possible by Pointr's Deep Location™ technology and powered by machine learning algorithms.
Harrods is a prestigious brand with very high expectations for customer experience and design.	Pointr worked closely with Harrods to deliver beautifully designed digital maps in line with the Harrods brand and excellent customer experience for wayfinding & search.
Harrods offers thousands of products that change daily. How do you keep the Mobile Store Guide up-to-date?	Pointr created a custom feature for Harrods that provides automatic updates to the product catalogue, pulling changes directly from Harrods' database. This feature can pull changes from data in most formats.
Harrods regularly refurbishes the store. Paths, Maps and Points of Interest change all the time. How do you keep the maps and wayfinding up-to-date?	Pointr has equipped Harrods with automatic mapping updates. Thanks to Pointr's dynamic CMS, Harrods is able to make changes to the maps & wayfinding in a few clicks. There's no need to log a ticket.
Harrods can get very busy at times. The Mobile Store Guide needs to work even when the visitor is offline.	Pointr's technology works 100% offline, which allows visitors to use the Mobile Store Guide even without data or Wi-Fi.



Results

The app has transformed the in-store experience, giving shoppers a constant and consistent touch point for use at home and en route to Knightsbridge.

The launch and steady improvement to the Mobile Store Guide has helped increase app downloads by 60% YoY with a 22% uptake in average monthly users and improving return users by over half.

The beautiful design of the Mobile Store Guide has been a key to the success of the Harrods app experience. In the latest app user survey, 9 in 10 had used the Mobile Store Guide to route their way around the one-million-square-foot Knightsbridge store.

By providing a tool to support the customer journey, satisfaction and time spent shopping has increased, leading to more store visits and trade.

Harrods won the Drapers Digital Awards 2019
for 'Best use of technology in-store' in recognition
of its work with Pintr on the Mobile Store Guide

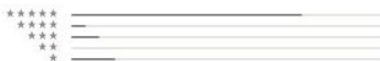


What Harrods Customers Think

Ratings and Reviews

4.2 out of 5

22 Ratings



Love it



melissa3007

This app has everything! The monthly digital magazine has amazing content - from recipes and travel to fashion... (and the photoshoots are beautiful!) The mobile store guide is incredibly handy to have for any trips to the store - it's not hard to get lost in Harrods!!! Would recommend

A google maps for Harrods



ambro_

Being able to search through the brands list and generate routes is so handy for when I'm shopping in Harrods. Content in the mag is great too with lots of videos.

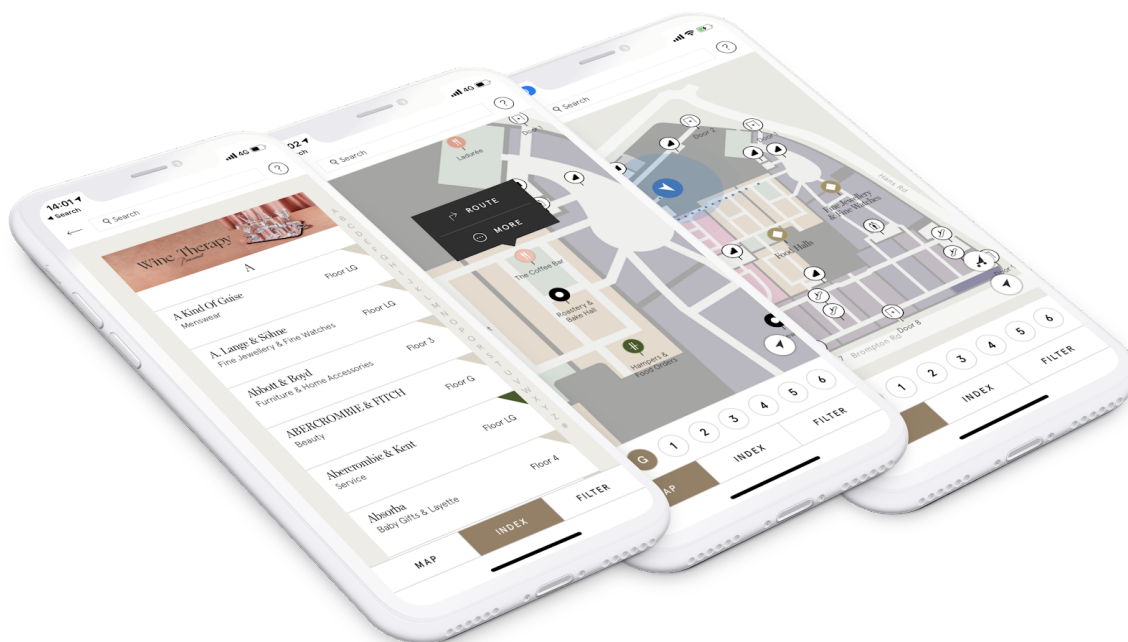
A great 'go-to' app for all needs



Samantha_x

The mobile store maps is a godsend! Super helpful when shopping in th Knightsbridge store so I don't get lost but there's also an events page, online shopping and a magazine.

Harrods





Meet Pointr

The Deep Location™ company for smart retail

We digitise venues, enabling them to create immersive location experiences and to improve their operations. We work with major international customers in retail, aviation, hospitality and smart workplace.

Location-Based Services

Provide the finest location experience for your visitors.

- Digital Mapping & CMS
- Real-Time Positioning
- Turn-by-Turn Navigation
- Intuitive Search
- Asset Tracking
- Augmenting Reality

Location-Based Marketing

Engage with users based on their real-time location.

- Contextual Notifications & Geofencing
- Location Sharing
- Omnichannel Messaging (SMS, Email or Social Media)
- Instant Customer Surveys & Feedbacks
- Plug & Play; Easy Integration with CRM

Location-Based Analytics

Real-time analytics to make data-driven decisions.

- Heatmaps
- Crowd Simulation
- Zonal Analytics
- User Behaviour (Customer Flow, Footfall, Dwell Time)
- Predictive Analytics

Let's Talk

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