



# Internet & Data

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## Shopping Malls & Centres



# Internet to Shopping Malls & Centres

**K**eeping shopping centres relevant in the digital world is crucial. Shopping experiences are becoming smarter and both shopping centre owners and retailers alike would benefit from improving the customer experience and service to ensure shoppers return to the traditional, bricks & mortar shopping space.

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NeoGo has a solution that merges the online and offline world through connectivity, customization and new interactions, keeping shopping centres relevant for customers.

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# About Us

“ NeoGo offers a comprehensive data and internet solution to shopping centres that can be white labelled to the owner’s requirements

We provide products, services and solutions that serve owners, retailers and customers alike.

## Products & Services



### Shopping Mall & Centre

#### Direct Internet Access:

- A direct fibre connection from T1 fibre partner.
- Providing the centre with stable, fast & uninterrupted internet speeds.
- A second fibre fail over is optional to ensure 24/7 connectivity.

#### Security Solutions



### Retailers

#### Internet to retailers:

- Internet to every retail space
- Wi-Fi Access Points for customers
- White label option for centre owner

#### Security Solutions



### Customers

- A Hotspot solution transforming the mall into an internet & data hub.
- Users connect to the Wi-Fi via the app/the Wi-Fi-portal.
- On the platform they will be prompted to use free data/ purchase data.
- White label solution to shopping centres to provide hotspot data in parking lots and taxi ranks within close proximity to the premises.

# Connectivity Creates Opportunity

## Smart malls are the future

### Key features turning your shopping Centre in to a smart shopping Centre:

How to create a smart shopping mall experience? by Margot SOULIER

# 01

#### Easy Access

Giving visitors simple and quick access to information.

# 02

#### Smart Mobile App

Offer a custom app with all the relevant information for shoppers.

# 03

#### Digital Kiosk on site

The smart kiosk is a good place to promote the browser-based shopping Centre map.

# 04

#### Proximity marketing

Using location-based technologies, shopping Centres can easily locate customers and send them personalized notifications.

# 05

#### E-commerce – When online meets offline

Combining online and offline commerce is a logical next step.

# 06

#### Interactive Data Visualization

Predict performance results and identify areas to monitor.

# 07

#### Augmented and virtual reality

Technology like Augmented Reality can be used to improve the consumer's in-store experience.



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Imagine arriving at your mall to be greeted via a notification that invites you to sign in and enjoy free limited data, daily updated specials and news about upcoming events? Remember when you lost your car in the parking lot? The Neogo Mall App will ensure that you always find your car and can even track your children in the mall for your peace of mind.

For Retailers, you will be notified when your customer is passing your store, invite them in via a personal message or if they are already instore, update them on special deals – this direct targeted marketing takes the guess work out, provides you with invaluable data on your customers and will save you time and money by not having to print flyers or promo labels for every line item.

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# 01 Easy Access

Giving visitors simple and quick access to information is a top priority. With the NeoGo solution you are able to provide visitors with smart access to maps and information on every device and system. Our platform works with what your visitors have to hand, and not the opposite way around. For example, by providing access to interactive maps through all devices, you'll be able to give your customers the best shopping experience possible. They'll be able to locate their favourite stores, see what time they open, find the nearest restrooms, have access to parking assistance and more with just a few clicks. The navigation system can also provide shoppers with mobility issues with alternative routes and other useful information.

# 02 Smart Mobile App

The next option is to offer a custom app with all the relevant information for shoppers. This goes beyond helping them to get around. You can show them upcoming events, special offers, and keep them up to date on everything that's going on with their favorite stores. You can also provide your customers with opening hours, the possibility to reserve a table in any restaurant, or even book an appointment in a beauty salon. A smart mobile app brings value to retailers as well. They can not only add value to their existing customer base, but they can use the app to attract new ones. They can coordinate activities such as special sales or promotions, all without having to invest in a new way to reach mall visitors.

# 03 Digital Kiosk On Site

Touch screen maps and guides have become commonplace in many shopping centres over the last decade, but you might be surprised at how much the technology has evolved since then. Shopping malls and retailers are replacing the traditional map kiosk with interactive kiosk technology and improving the customer experience in the process. By installing touch screen platforms visitors will have the possibility to find any store with just a few clicks, learn about opening stores, access an interactive gamified experience (to collect data) and reward with vouchers or coupons, and also to see widgets like weather, traffic or local news. For the digital marketing manager or landlord of the shopping centre, it is another way to monetize assets and promote their tenants with offers, deals, sponsorships, and advertising opportunities.

The smart kiosk is a good place to promote the browser-based shopping Centre map. Visitors can access the map through QR code scanning, without the need to install a mobile app. For some people, this is an advantage because they do not want to download the official application to avoid being tracked.



# 04 Proximity Marketing

Using location-based technologies, Bluetooth beacons and Wi-Fi, shopping centres can easily locate customers and send them personalized notifications in their app based on their geographical location, making the shopping experience unique. For instance, the shopping centre app connected with a beacon in real time

could detect a consumer stopping at a coffee shop and send out a notification about a new coffee product the shop has launched that might interest them.

Proximity technology benefits retailers and service providers as well. In addition to sending out messages, proximity technology can retrieve information about the shoppers and their shopping habits, such as their preference for specific stores, the duration of their stay in the mall, the time of their visit, or their interest in specific events. This allows shopping centre owners to combine data such as customer preferences with geographic information, which gives owners the opportunity to send relevant messages in real time to their customers. The buyer's experience becomes highly personalized.

# 05 E-commerce – when Online Meets Offline

For shopping centres looking to reduce loss of customers to online options, combining online and offline commerce is a logical next step. One way is to allow customers to try out and buy in store and

have their purchases delivered to their doorstep, letting them continue shopping without having to fuss around with heavy groceries or big shopping bags. Not only will this benefit customers, but also retailers as they can optimize their in-store layout. This could eliminate the need to carry large stock at each location.

As people are more in a hurry and essentially time poor, click and collect is an appealing option: shoppers can order online and come to the store to pick up their order. As more centres offer collection points this will become a differentiator for shoppers.

Book Online and try in store: even if online catalogues are well populated, they still don't allow the shopper to test or try the products in real time. For that, more and more retailers propose to be able to reserve the piece online to be able to come and try it on in store.

# 06 Interactive Data Visualization

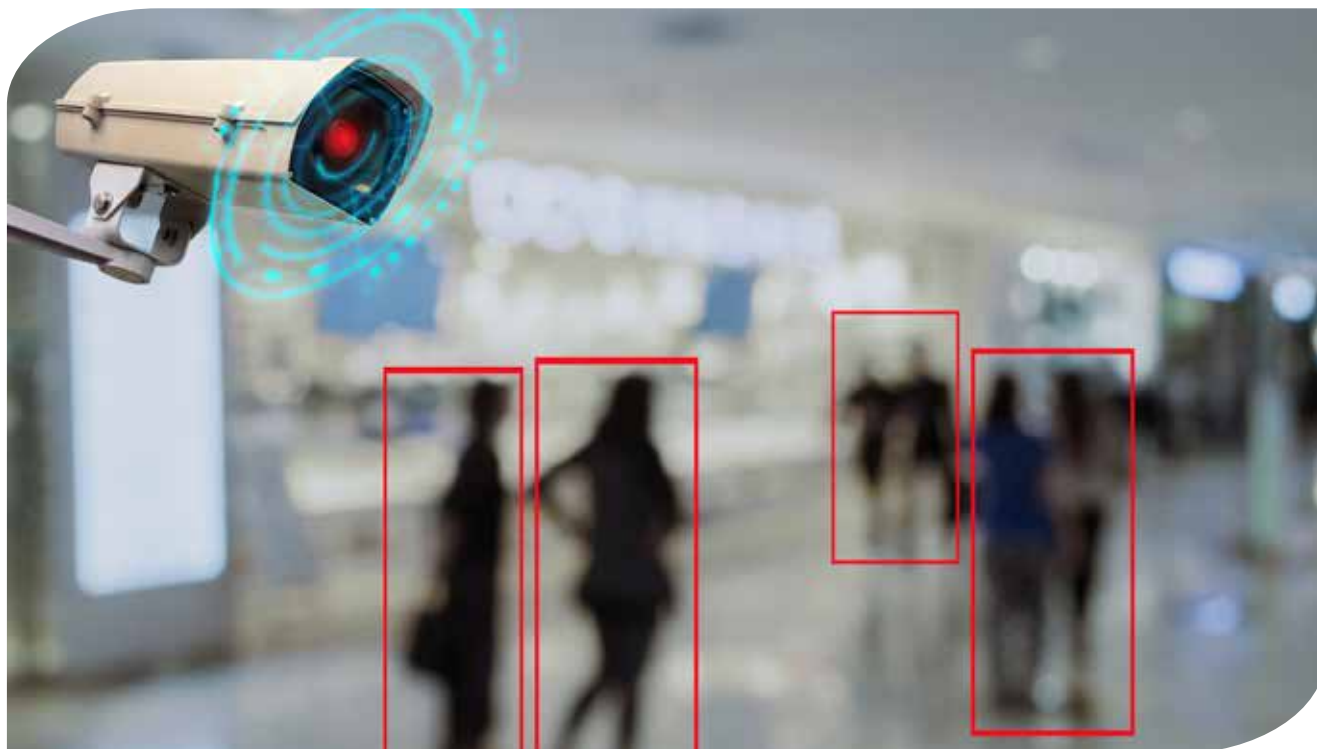
In shopping centres, data is golden. However, making heads or tails of it is often the challenge. Shopping centres can address this issue by implementing a visual system of representative data in charts and visual graphs overlaid on indoor maps. This allows them to predict performance results and identify areas to monitor much faster than with ordinary static reports. This data can also be used in lease negotiations with current and future tenants.

# 07 Augmented and Virtual Reality

Technology like Augmented Reality can be used to improve the consumer's in-store experience, to promote a product or to create brand awareness inside a shopping centre. Virtual reality is also finding a place within the shopping experience by allowing display providers to move away from traditional designs. Shopping centres and retailers alike will be able to evolve the way they create their displays, stretching the traditional cost and time constraints by using virtual and augmented reality to push their offering in a new direction. Indeed, it presents a perfect opportunity to delve into something ultra-contemporary and creatively challenging.



# Security Solutions



**Network Cameras**



**Network Audio Solutions**



**Video Management Software Solutions**



**Video Storage**



**Network Video Recorders**



**Access Control**



**Analytics**



**Camera Housing and Accessories**



**Facial Recognition**



**License Plate Recognition**



# Service the Un-Serviced

Data to the community at an affordable rate forms the foundation of NeoGo.

NeoGo offers a turnkey white label solution to shopping centres to provide hotspot data in parking lots and taxi ranks within close proximity of the premises.

NeoGo is constantly striving to bridge the gap between poverty and connectivity by providing data to students and educational institutions by joining hands with corporate South Africa and turning every rand spent on BBBEE and Social Economic Development into an investment of students who are indeed the future of South Africa!

If you want your Shopping Centre or Company to be part of the solution, get in touch [sed@neogo.co.za](mailto:sed@neogo.co.za) – we look forward to working with you to make a real difference in our beautiful country.

**Contact Us**





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**working** together to service the un-serviced.

