

Press Information

Enhancing OMO shopping and customer engagement with data solutions: Development of an Innovative Customer Preference Management System for Retail Apparel Shops

Kyoto/London, 26. January 2022. Kyocera and TSI HOLDINGS CO., LTD are developing a new Customer Preference Management System to provide customer preferences in stores as a means of enhancing service and customer satisfaction.

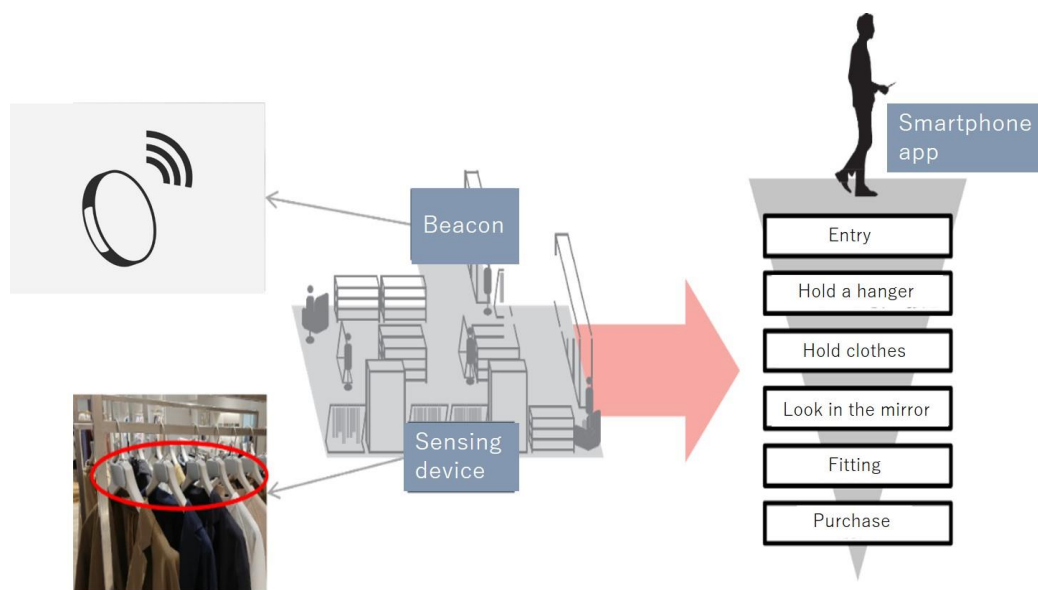


Physical Stores are Less Data-Friendly than E-Commerce Sites

For OMO¹, which integrates online and offline services, creating new shopping experiences based on customer preferences is essential. In e-commerce, it is already mainstream to provide customers with product recommendations based on past searches, favorited products, products in the customer's cart, etc.; however, providing a similar service to customers in physical stores is challenging. The coronavirus pandemic has changed consumer behavior, and the value consumers gain from visiting physical stores is changing from "consumption" to "experience."

To solve this problem, TSI HOLDINGS which provides one-to-one customer services by integrating preferences across stores and e-commerce sites, and Kyocera, which develops IoT solutions, are working together to create a new Customer Preference Management System for OMO stores.

¹ OMO = Online Merges with Offline



Customer Preference Management System

Behavior Analysis System

Manage Customer Preferences in Physical Stores to Enhance Shopping Experience

Preferences managed through the system will help provide recommendations and other services to customers, providing stores with an innovative new direct messaging (DM) tool.

Customer Preference Management System Developed by Kyocera

Kyocera constructed the Customer Preference Management System using sensing devices equipped with a unique state-detection algorithm to observe real-time customer behavior data at stores in the same way as e-commerce. Customers launch an app provided by Nano Universe² when they enter the store. When a customer picks up a product, the app monitors location and product information on a hanger or beacon from a sensing device.

In-store location, product information, and preferences will be sent to the Customer Preference Management System on the cloud. Analyzing these preferences will make it possible to understand customers' interests and tastes among various products and provide future recommendations.

Utilization of the Customer Preference Management System

Customers receive recommendations and other content via smartphone app push notifications or email. In addition, customers will also get reminders about items they did not buy even after engaging with the product in-store and encourage them to return to e-commerce sites or store locations. TSI HOLDINGS will build a new customer experience model integrated with e-commerce customer preferences to improve user experience. Kyocera also aims to provide unique value to customers via innovative data management and IoT-based solutions.

² Nano Universe = Apparel stores operated by TSI HOLDINGS CO., LTD



For more information on Kyocera: www.kyocera.de

About Kyocera

Headquartered in Kyoto, Japan, KYOCERA Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the KYOCERA Group, which is comprised of 307 subsidiaries (as of March 31, 2021), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 45 years of know-how in the industry. The company is ranked #603 on Forbes magazine's 2021 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 78,000 employees, Kyocera posted sales revenue of approximately €11,74 billion in fiscal year 2020/2021. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The KYOCERA Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions Ltd.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (approximately €763,000* per prize category).

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Contact

KYOCERA Fineceramics Ltd.

Daniela Faust

Manager Corporate Communications

Prospect House, Archipelago,

Lyon Way, Frimley, Surrey.

GU16 7ER United Kingdom

Tel: +44 1276 693450

Fax: +44 1276 693460

Mobile: +49 175 72 75 70 6

E-mail: daniela.faust@kyocera.de

www.kyocera.co.uk