Data Sheet
RetailImpact 2.20

BIZERBA

RetailImpact - our versatile multimedia sales assistant for more customer loyalty. Bundled benefit for you and your customers: Product knowledge, advertising and price information in real time. Targeted information, up-to-date, automated and controlled centrally.

More information
High performance with a wide range of solutions and options.

RetailImpact: Product knowledge, advertisement, advice and more.

Offering a unique shopping experience and increasing operating efficiency at the same time.
RetailImpact permits controlling of the demand as well as improving customer loyalty and brand differentiation. In a few steps, product, advertisement and cross selling information is provided for scale displays and external displays - based on content and optically customized to your offer. Furthermore, sales and knowledge are improved by providing recommendations, training and product information on operator displays.

Display of dynamic database contents
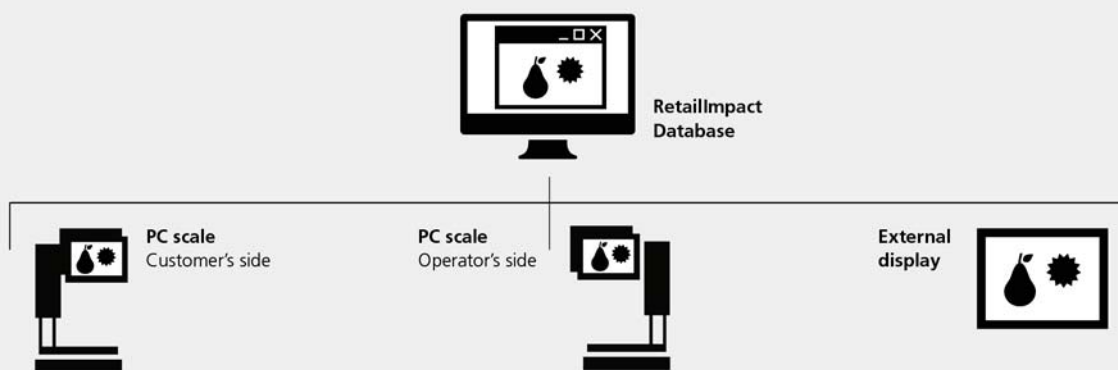
Impressive USPs

– Creating your own advertising templates with the Bizerba Designer RetailVision
– Advertising templates with dynamic contents
– Displaying of dynamic contents from the scale database, article prices, PLU texts, general texts etc. as a result, the correct information is displayed at all times. No more redesigning of images.
– Dynamic content can also be provided for external displays.
– Automatic displaying of promotional articles - articles from a promotion can be automatically advertised on the customer display. No more manual assignment.
– Parallel displaying of customer information on the operator display
– Optional connection via an on-line or off-line scenario

RetailFramework family

RetailImpact
Advertising and increase in sales thanks to buying incentives, recipe printouts and cross selling at the point of sale

RetailControl
Branch management and monitoring for the distribution of content information

RetailVision
Design of user interfaces and advertising templates

RetailConnect
Host integrator for the automatic import of article information, images and videos

A provable benefit at point of service

– Service orientation:
  Product information for operator and consumer
– Customer loyalty:
  Product information which creates security and trust
– Increase in sales:
  Buying incentives with recipe printouts and cross selling deals
– Differentiation:
  The right information at the right time - advisory skills and active selling
– Emotionalization:
  Appealing visualizations
– Cost savings:
  Training on the Job for operators
– Resource saving:
  Maintenance and logistics of content and advertising content
– Flexibility:
  Individual adjustments easily possible

New and extended functions

– Simple user interface based on Outlook
– Easy and convenient creation and scheduling of advertising campaigns via advertising wizards
– Maintenance and management of product information
– Displaying of videos in full screen mode
– Controlling of operator, customer and external displays
– Displaying and printing of article information, recipes ....
– Use of dynamic contents (price, text, ...)
– Use of advertising templates
– Automatic import and distribution of complete advertising play lists