



“Retaining Relevance in the Omnichannel Journey”



opusresearch Report





“Retaining Relevance in the Omnichannel Journey”



How indoor positioning technologies give retailers the ability to offer a richer, more relevant experience for mobile shoppers bridging real-world and digital commerce.

»

December 2015

Derek Top, Research Director, Opus Research

Opus Research, Inc.
350 Brannan St., Suite 340
San Francisco, CA 94107
www.opusresearch.net

Published December 2015 © Opus Research, Inc. All rights reserved.



About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and mobility strategies. Opus Research calls this market “Conversational Commerce” with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Intelligent Assistance, Mobile Search and Commerce, and Intelligent Authentication. **www.opusresearch.net**

For sales inquiries please e-mail info@opusresearch.net or call +1 (415) 904-7666.

This report shall be used solely for internal information purposes. Reproduction of this report without prior written permission is forbidden. Access to this report is limited to the license terms agreed to originally and any changes must be agreed upon in writing. The information contained herein has been obtained from sources believed to be reliable. However, Opus Research, Inc. accepts no responsibility whatsoever for the content or legality of the report. Opus Research, Inc. disclaims all warranties as to the accuracy, completeness or adequacy of such information. Further, Opus Research, Inc. shall have no liability for errors, omissions or inadequacies in the information contained herein or interpretations thereof. The opinions expressed herein may not necessarily coincide with the opinions and viewpoints of Opus Research, Inc. and are subject to change without notice.
Published December 2015 © Opus Research, Inc. All rights reserved.