

## Enhance In-Store Experience with IoT Platform

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Bangalore, India-based Happiest Minds Technologies, [www.happiestminds.com](http://www.happiestminds.com), a next generation **digital** transformation company, has partnered with **Sunnyvale**, Calif.-based Tickto, [www.tickto.com](http://www.tickto.com), a provider of beacons and IoT (Internet of Things)-based platform for retailers across the globe with a mobile-enabled and cloud-ready technology platform, to deliver an integrated retail solution.

Happiest Minds Omnichannel retail solutions enhance the in-store customer experience with location-enabled services and personalization, the company says. These solutions empower store associates and management for a richer sales assistance, customer tracking, and engagement. The integrated retail solutions deliver proximity **marketing** and out-of-box in-store customer behavior analytics.

Happiest Minds and Tickto aim to provide a unique proposition for retailers to help them rapidly improve their customer engagement using Bluetooth, [www.bluetooth.com](http://www.bluetooth.com), based beacons. The partners plan to expand their new platform to Omnichannel fulfilment, loyalty building, and store performance improvement.

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