

Challenge Theme: Crowd Management and Customer Identification

Revolutionising In-Store Experience with IoT Solutions

Vodafone Ziggo Challenge Overview

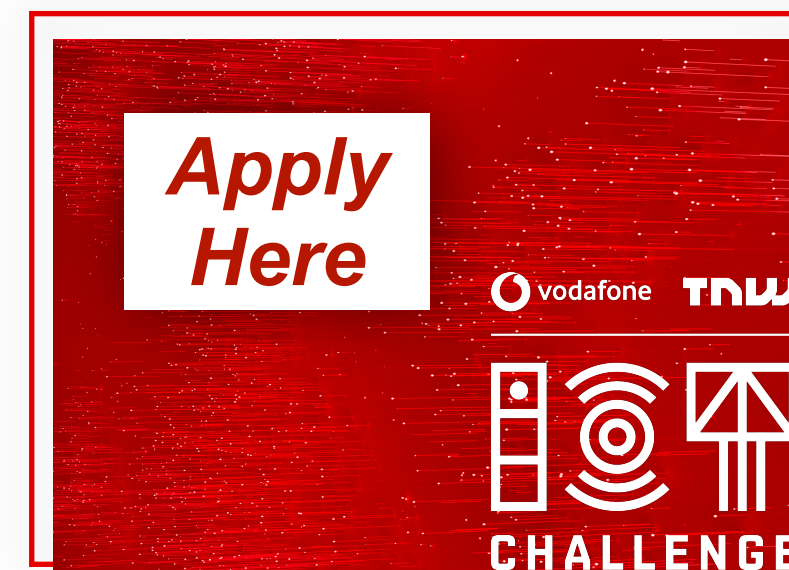
Welcome to our IoT Challenge focused on enhancing in-store customer experiences through innovative platform and sensor combinations. Corporates seek to test the capabilities of IoT solutions to monitor customer patterns, understand crowd composition, demographics, personas, and engagement levels in their physical locations. Additionally, platforms capable of aggregating diverse sets of data for comprehensive insights are highly sought after.

How to Participate:

If your startup addresses the challenges outlined here, apply to this IoT Challenge! Successful applicants will have the opportunity to pitch their solutions to Vodafone Ziggo. Participating in this challenge offers startups a fully paid pilot opportunity, co-creation prospects, and potential long-term commercial collaborations.

Apply now to be a part of the journey towards enhancing in-store customer engagement and satisfaction!

Info and FAQs are available on the [IoT Challenge Website](#).
Otherwise, [Apply Here](#)



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VodafoneZiggo's objectives

The primary objectives of this challenge include:

1. **Customer Understanding:** Gain a better understanding of customer demographics, motivations, and behaviours within store premises to tailor offerings effectively.
2. **Actionable Insights:** Obtain clear and actionable insights, preferably in real-time, to enhance decision-making and optimise in-store operations.
3. **Targeted Offerings:** Become more targeted and effective with shop offerings by leveraging insights derived from IoT solutions.

Selection Criteria

1. **Compatibility:** Solutions must integrate seamlessly with existing providers and sets of sensors, and have the capability to integrate additional data from new sets of sensors, external sources, and legacy data.
2. **Data Points Handling:** Solutions should effectively work with and derive insights from various data points, including customer demographics, in-shop traffic counts, high-street traffic data (e.g., Retail Sonar), and customer engagement with different areas of the shop floor.
3. **Real-Time Insights:** Solutions should deliver real-time insights or offer the shortest possible turnaround time to enable timely decision-making.
4. **Non-Invasiveness:** Solutions must not disrupt or intrude upon customers and staff, ensuring a seamless and comfortable experience.
5. **Actionable Insights:** Solutions should provide actionable insights in addition to data aggregation and visualisation for informed decision-making.
6. **Price:** While cost is not a strict criterion, solutions should offer value relative to their capabilities.

Solution Requirements

1. **Netherlands Pilot Readiness:** Solution providers must be prepared to pilot in the Netherlands with at least a working Minimum Viable Product (MVP).
2. **EU Legislation Compliance:** Ability to comply with general EU legislation, particularly regarding data privacy management.
3. **Data Security Compliance:** Must comply with Vodafone IT security policies to ensure data protection and confidentiality.

Success Criteria

- **Enhanced Shopper Experience:** Gain insights into customers' in-store experiences, including their behaviours, engagement levels, and preferences, to enhance overall satisfaction and value.
- **Sensor Capabilities Evaluation:** Understand the capabilities of current and additional sensor sets in enhancing the in-store experience for customers.
- **Data Aggregation and Actionable Insights:** Aggregate data from multiple sources into actionable insights to drive informed decision-making and operational improvements.
- **Long-Term Partnership:** Find a solution provider capable of establishing a long-term partnership and scaling nationally around a validated solution.
- **Design Validation:** Validate new and improved designs for shops through initiatives like A/B testing, particularly in areas such as entertainment offerings.

