

# Smart shelves

Optimise inventory management, pricing and the customer experience.



Smart shelves use a combination of technologies—including radio frequency identification (RFID) tags, electronic shelf labels (ESL), sensors and cameras—to create a more personalised shopping experience for customers and more efficient stock management for grocers.

You can track inventory levels in real time and monitor product movement, knowing not just when items need restocking but also the exact number required.

## Quicker, simpler pricing

Smart shelves can also help retailers cut the cost of printing pricing labels—something that can be particularly costly for large chain retailers with lots of products on lots of shelves. It also means staff aren't required to manually print and affix the labels, so they can spend their time on other jobs—like assisting customers.

Plus, if the price of a product changes, the digital price tag can be updated instantly—reducing time and effort, and protecting against potential pricing inaccuracies.

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business

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### For a better in-store experience

The right technology improves the overall shopping experience. For example, if a customer is looking for a specific item, smart shelves can provide real-time information on its availability and location within the store. This saves them time, putting an end to those frustrating aisle-to-aisle searches, while also increasing sales.

In addition, smart shelves can personalise the shopping experience for customers by tracking customer behaviour and preferences. Retailers can use the data to target recommendations and promotions based on individual needs and interests. This helps to increase customer loyalty and drive repeat business.

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### How Verizon can help

Advanced in-store connectivity is essential for smart shelves to work properly. The use of apps, sensors and cameras requires a robust infrastructure that can handle large amounts of data in real time. High-speed internet connections and reliable wireless networks are also needed to support the use of mobile devices and other connected technologies.

As well as offering such outstanding connectivity, Verizon provides expert solutions that deliver operational efficiencies and supply chain flexibility, coupled with unique customer experiences that help differentiate a brand. Plus, our Private 5G solutions with built-in security help retailers keep customer data safe by helping to protect networks, apps, IoT devices and endpoints, and more.