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SMARTER SOLUTIONS
RETAIL

Wireless IoT Buttons for Retail that boost sales and efficiency

?

Do you need help?

Just push this button.

A sales assistant will be with you shortly.

YOUR LOGO

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In-store experience matters

Though e-commerce is growing faster than any other retail sector, as of 2022, according to Statista, 14.5% of total retail sales were e-commerce, while the rest were from brick-and-mortar retail stores. Both shopping experiences create different value propositions in the eyes of the customer. Physical stores provide customers with a personalized experience that goes beyond what online shopping can offer. Providing a great in-store experience is crucial for attracting and retaining customers.

In the US, a country where e-commerce grew significantly during the Covid-19 pandemic, it remains only a fragment of the total retail sales.

US online penetration
US ecommerce sales as % of total sales

Year	Penetration
2012	8%
2013	8.7%
2014	9.6%
2015	10.5%
2016	11.5%
2017	12.9%
2018	14.1%
2019	15.5%
2020	19.1%
2021	19.1%

Offline sales   Ecommerce sales

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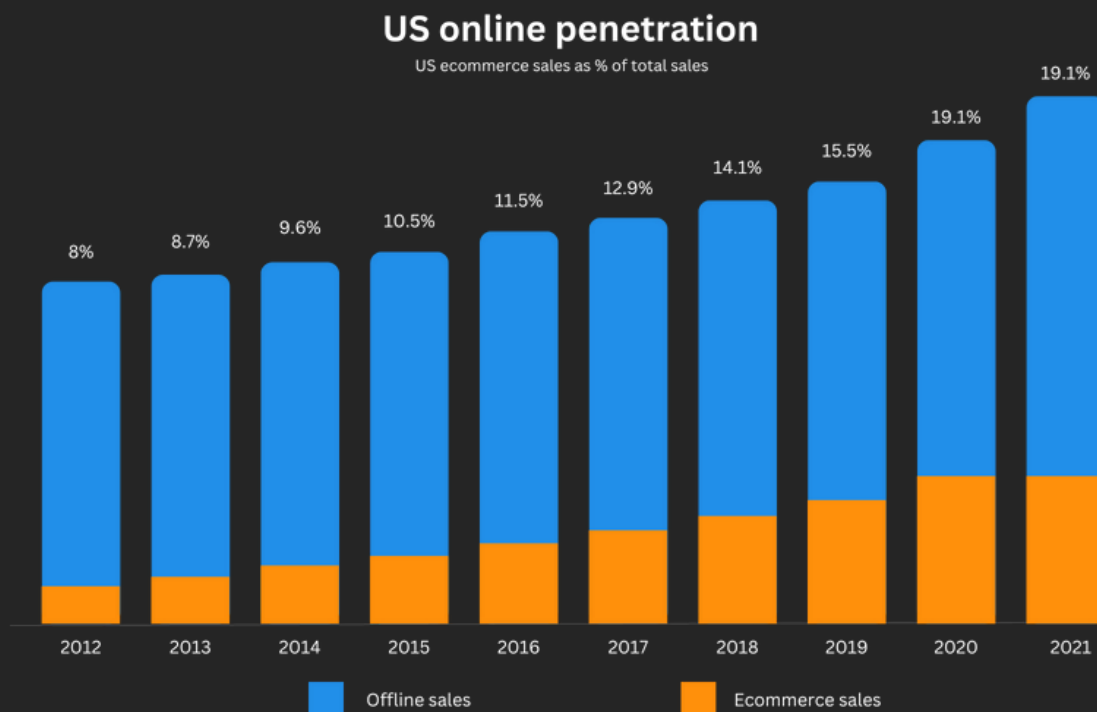
A recent consumer survey about shopping habits, purchase behavior and influences driving decisions found that 71% of respondents (72% of men; 70% of women) typically spend more than $50 when shopping in-store. In contrast, only 54% of respondents (59% of men; 49% of women) are spending more than $50 when shopping online.

In addition, 34% of respondents (36% of men; 33% of women) reported spending more than $100 during a typical in-store shopping visit, compared to only 21% (26% of men; 17% of women) who reported spending more than $100 when shopping online.

IN-STORE SPENDING EXCEEDS ONLINE AMONG SHOPPERS

Spend more than $50 when shopping online	54%	
Spend more than $100 when shopping online	21%	
71%	Spend more than $50 when shopping in-store	
34%	Spend more than $100 when shopping in-store	
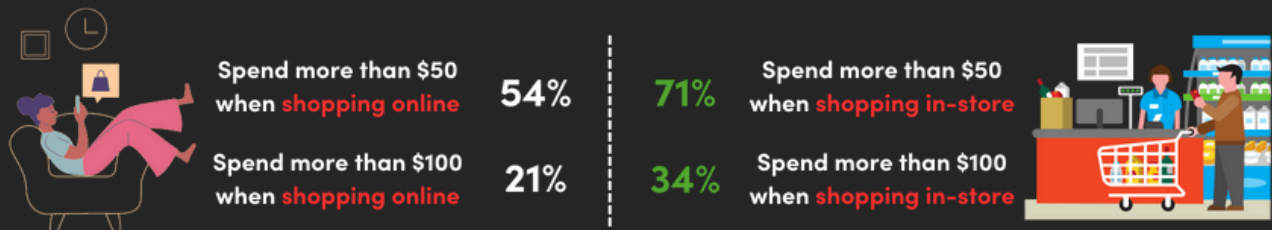
In-store visits are more likely to result in add-on purchases. When shopping in-store, 78% of men and 89% of women sometimes or always add additional items to their cart. By comparison, 67% of men and 77% of women reported adding extra items to their carts when shopping online.

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How IoT is used to battle operational issues

The retail industry has undergone a significant transformation in recent years, fueled by the Covid-19 pandemic and the adoption of innovative technologies to address operational challenges and enhance customer experiences. At the forefront of this technological revolution is the Internet of Things (IoT), a network of interconnected devices that communicate and exchange data seamlessly over the Internet.

IoT holds immense potential to revolutionize retail by providing real-time insights, optimizing operational efficiency, and enabling personalized shopping experiences. At its core, IoT involves embedding sensors, actuators, and other intelligent devices into physical objects, enabling them to collect and transmit data autonomously.

These IoT-enabled devices can range from smart shelves and inventory trackers to interactive displays and customer engagement tools. By gathering data on customer preferences, purchasing behaviors, and product availability, IoT devices offer retailers valuable insights to drive strategic decision-making and enhance the overall shopping experience.

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At the forefront of this IoT-driven transformation is Flic, an innovative IoT device designed to streamline operations and enhance accessibility within retail environments. Flic's wireless Smart Buttons serve as intuitive interfaces, enabling quick access to essential functions within retail apps and solutions.

With Flic, retail professionals can streamline inventory management, track product availability, and optimize customer interactions with just a push of a button, eliminating the need for manual processes and improving operational efficiency. By seamlessly integrating with existing retail systems, Flic empowers staff to deliver seamless, personalized experiences while maximizing productivity and profitability.

In today's ever-changing world of retail, Flic exemplifies the power of simplicity in solving complex challenges. Using these wireless Bluetooth buttons, retailers can streamline operations effortlessly, improve customer experiences, and drive business success. Flic offers an intuitive solution that blends innovation and efficiency, paving the way for memorable shopping journeys and sustainable growth in the retail landscape.

Solutions For Retail

Emergency alarms

Flic Buttons can be customized to trigger emergency alarms that your staff or customers can use.

Push: Send Message "Send Security now"
Double Push: Share location
Hold: Emergency call to 911

Solutions For Retail

Stock replenishment

Streamline your inventory management with Flic, ensuring your shelves are always stocked and ready to serve your customers

Push: Out of T-shirts
Double Push: Aisle 12 restock
Hold: No stock available

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Solutions For Retail

Staff communication

Allow easier communication between your employees by using Flic Buttons for internal communication between staff.

Push: Need help in reception
Double Push: Come at floor 2
Hold: Team check-in

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Solutions For Retail

Customer assistance

Create pre-set messages your patients can use by pushing a Flic button, allowing them to ask for help in an easy and fast way.

Push: Need help in changing room
Double Push: Staff at the cashier
Hold: Staff at aisle 10

Why Retail companies are choosing Smart Buttons

Instant Assistance: Flic Smart Buttons eliminate the need to search for a phone. With a simple push, customers can call for assistance in a changing room, your staff can communicate easily and timely, and you get to improve operations with just a push!

Effortless & Discreet Activation: By bypassing the time-consuming process of unlocking a phone and navigating through apps, Flic simplifies the activation of emergency alerts, without drawing attention.

Versatility and Easy Integration: Flic Buttons have three triggers activated by Push, Double Push & Hold which can be easily customized thanks to our free SDK's.

Enhanced Efficiency: Whether customers need assistance or your staff requires help, all it takes is a simple push of a Flic button which can be attached to the uniform or worn with our wristband.

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Flic Smart Buttons for Retail Providers

PushAppy™ turnpike BÜTEMA
consumer centric retailing BAUHAUS

WiLLY:S coop H&M HOME TOMRA

ZEBRA SYNDICO ICA BARCODE
WAREHOUSE

TRUSTED BY COMPANIES WORLDWIDE

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ABOUT US

We are Flic- Shortcut Labs AB, from Stockholm, Sweden. Our mission is to simplify life and empower all people through technology.

Founded in 2013, we are proud to be today, the world leader in the Smart Button industry, empowering through technology both consumers and businesses around the world.

Our flagship product is Flic Smart Button. A small wireless programmable controller that allows you to trigger shortcuts to frequently used actions.

Flic is extremely versatile. We provide everything you need so that you can easily customize these buttons to fit your needs! Emergency alarm? Internal Communication? Customer service? Stock replenishment? We got you!

Your own app or software

All starts with a push.
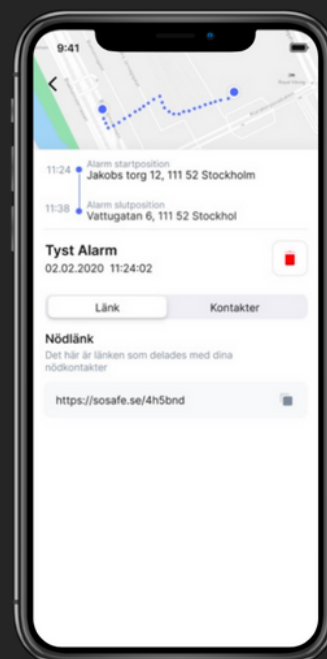
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HOW IT WORKS

Flic buttons can be easily integrated to your app or business system, thanks to our free SDKs.

Empower your workers with physical customizable buttons to enable key functions, making your solution radically more accessible and easier to use.

Your Service or Application

The Easy way to manage and implement new processes

✅ Simplicity: We provide Software Development Kits, libraries, guides, and even an example app so developers have an easy workload without any additional costs.

✅ Device Manager: Our platform allows for centralized management of Flic buttons, enabling administrators to track usage, monitor battery levels, and ensure optimal functionality at all times.

✅ Short Integration Time: With our Open SDK, integration into your existing systems is quick and seamless, minimizing disruption to your operations.

✅ Scalable Solution: Whether your customers are a small local store or a large retail chain, our button solutions can be scaled to meet your needs, providing flexibility and adaptability as your organization grows.

✅ Long-lasting Battery Life: Our buttons have three-year battery life, powered by easily replaceable coin batteries. This ensures continuous protection without the need for frequent maintenance or downtime.

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Best Practices and success stories

Flic & Bütema

For over 30 years, Bütema AG has been providing hardware and software solutions for retail stores. Now, they've added Flic buttons to their offerings, allowing customers to get product details, faster checkout experience and more!

Discover more on www.flic.io/blog/Bütema

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Best Practices and success stories

Flic & Turnpike

Turnpike's solution allows for an efficient working environment and a better customer experience. As a part of their Smart Retail offering, Flic Buttons are used to ask for in-store help with a simple push.

Discover more on www.flic.io/blog/Turnpike

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Want to learn more?
Hop on a quick call with us!

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