

# How To Create the Best In-Location Experiences for Your Retail Shop

With all the shopping options people have online, providing an enjoyable experience at your retail store is more important than ever. Make your customers feel happy, comfortable, and excited to be in your store and they'll keep coming back for more.



Here are a few ways you can provide the best possible customer experiences at your retail store.

## 1 Bring your online experience into your store

Nothing beats in-store shopping, but your online store has a lot to offer. With Raydiant, you can recreate the options and convenience of online shopping in your location. With Raydiant, you can create self-service Kiosk terminals that allow customers to peruse your selection to see what's available, what's in stock, and where to find it in your store.

## 2 Provide a little ambience

Music is an important element of the shopping experience. Raydiant has apps that let you choose from hundreds of mood-based playlists to select music that perfectly fits your store. You can even change and schedule music from our cloud-based platform, making it easy to switch it up from a lazy afternoon of chilled out instrumentals to an energetic evening with Top 40 hits.

## 3 Be more social

Social media is a powerful force in today's retail world. Capitalize on your business' social efforts by bringing your social media efforts in-store. Raydiant can help you create engaging social walls that show off the human connection to your brand and inspire customers to like, follow, and share.

## 4 Stay current with the times

In the retail industry it's especially important to stay on top of trends. Thanks to Raydiant's easy-to-use remote platform, keeping up with the latest fashions or switching up your marketing for the new season is as quick, simple, and painless as it gets. Just log on to our user-friendly platform to gain complete access to all of your screens and your apps any time you want, from anywhere in the world. No more Christmas signage in January.

## 5 Keep your messaging consistent

Consistent messaging helps customers enjoy their brand experience by making it feel familiar and comfortable. New printed promotional campaigns can take weeks to roll out across multiple locations as you wait for designers, printers, shipping, and your employees to change signage. With Raydiant, it just takes a few minutes. Use one of over 150,000 templates to create exciting promotional signage quickly and easily without the need for a designer. Then, choose which screens in which locations you want to display your signage and it will update the second you click.