

OPTICAL PHUSION SOLUTIONS BROCHURE



PERSONAL SHOPPING SOLUTION (PSS)

If you are considering a Personal Shopping Solution (PSS) in your store, OPI's 15 years of experience in implementing these systems can help you with planning, analytics, and decision-making.



Our Solutions. Your Success.

A BETTER SHOPPING EXPERIENCE

With the dramatic rise of online shopping, it is critical that retailers, especially grocers, enhance the in-store shopping experience. Personal Shopping Solutions (PSS) are making this happen. Retailers who have implemented a Personal Shopping Solution (PSS) are seeing an increase in customer loyalty and frequency of visits. Customers can scan items and retrieve instant information as they shop for faster checkout. The result? Your customers spend less time waiting in checkout lines, save more and purchase more, boosting customer satisfaction, basket size and sales.



HARDWARE

The Datalogic Joya Touch can be used as a handheld or with the trigger handle attachment and features a smartphone style touch display and wireless technology.

THE OPI SOLUTION

CUSTOM DEVICE RACKS

As part of an OPI solution, we can create a custom built rack to hold and charge your store's devices. The rack can be any color and custom branded. OPI custom kiosks can be integrated into the display as well.

DEVICE CRADLES

OPI can also supply your store with device cradles that attach to shopping carts.





7-10%

CUSTOMER ACCEPTANCE

Surveys show self-scanning makes the shopping trip faster and more enjoyable for customers. Retailers see an increase in basket size of 7-10% as a result.



SOFTWARE

The Joya Touch has a powerful mobile platform, making for a fully-equipped PSS solution that easily interfaces with all major POS applications.



SELF-SCANNING

Shoppers can scan and bag items while walking through the store and keep track of total price, savings and shopping lists.



SECURE MOBILE CHECKOUT

Customers can skip the check-out line and pay directly on the handheld scanner or their smartphone via the PSS Application.



ADDED FLEXIBILITY

PSS Software offers various innovative functions like pushed promotions, mobile loyalty and beaconing. In addition, your customers have the option of using your stores' customized App on their smartphones with the same content and capabilities.





SERVICES

OPI Professional and Mobility services complete your Solution and truly set OPI apart from other solution providers.

SOLUTION LIFECYCLE MANAGEMENT

OPI's end-to-end approach to project management ensures the success of your PSS solution. We are your partner from the planning stages, when we help to custom design your solution, through providing on-going help desk support and device and system maintenance.

DEVICE MANAGEMENT

Mobile device management (MDM) services play a key role in a PSS Solution. Update software and control access on all of your devices from a central console. To prevent loss, each of your stores' customer-facing devices can be RFID tagged and you will receive an alert if they're taken out of the building.

DEPOT SERVICES

OPI Mobility Depot services prevent PSS device downtime. **Comprehensive Coverage** includes device replacement and repairs. If you enroll in **Advanced Replacement** and **Spares Pool Management**, OPI will maintain a pool of spare devices and can quickly replace defective devices, within 24 hours where possible.



About Optical Phusion, Inc.

Optical Phusion, Inc. (OPI) is a self-service kiosk, enterprise mobility and wireless technology integration solutions company that helps customers manage the entire lifecycle of retail technology and PSS projects with application-driven solutions for a range of customers. Its customer facing and mobile device management solutions support a broad range of kiosk and enterprise mobile assets. OPI's experience, expertise and partnerships with industry leading suppliers will deliver a responsive solution to your needs, a reduced total cost of ownership (TCO) and greater return on investment (ROI).

OPI was recently honored by Datalogic at its annual partner conference for *"Highest Growth Partner in Retail."* The company was cited for having the highest sales growth in retail as a Value Added Reseller for 2017. A Datalogic partner for several years, OPI earned the award primarily due to implementation of the JOYA Touch handheld device for OPI's Personal Shopping Solution for one of their largest customers in the grocery industry.

Visit opticalphusion.com to learn more or contact us!

Don't Be Shy

Feel free to drop us a line anytime!

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