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SMART BASKET SOLUTION FOR WESTFIELD BELLEVUE MALL BY TECH4BIZ



Leveraging AI and advanced sensor technologies, Tech4Biz transformed shopping at Westfield Bellevue Mall with the ShopEase smart basket solution. The system enabled seamless checkout, real-time billing, and personalized customer engagement, eliminating lines and enhancing satisfaction.

This innovative approach redefined convenience and efficiency, setting a new benchmark in automated retail.

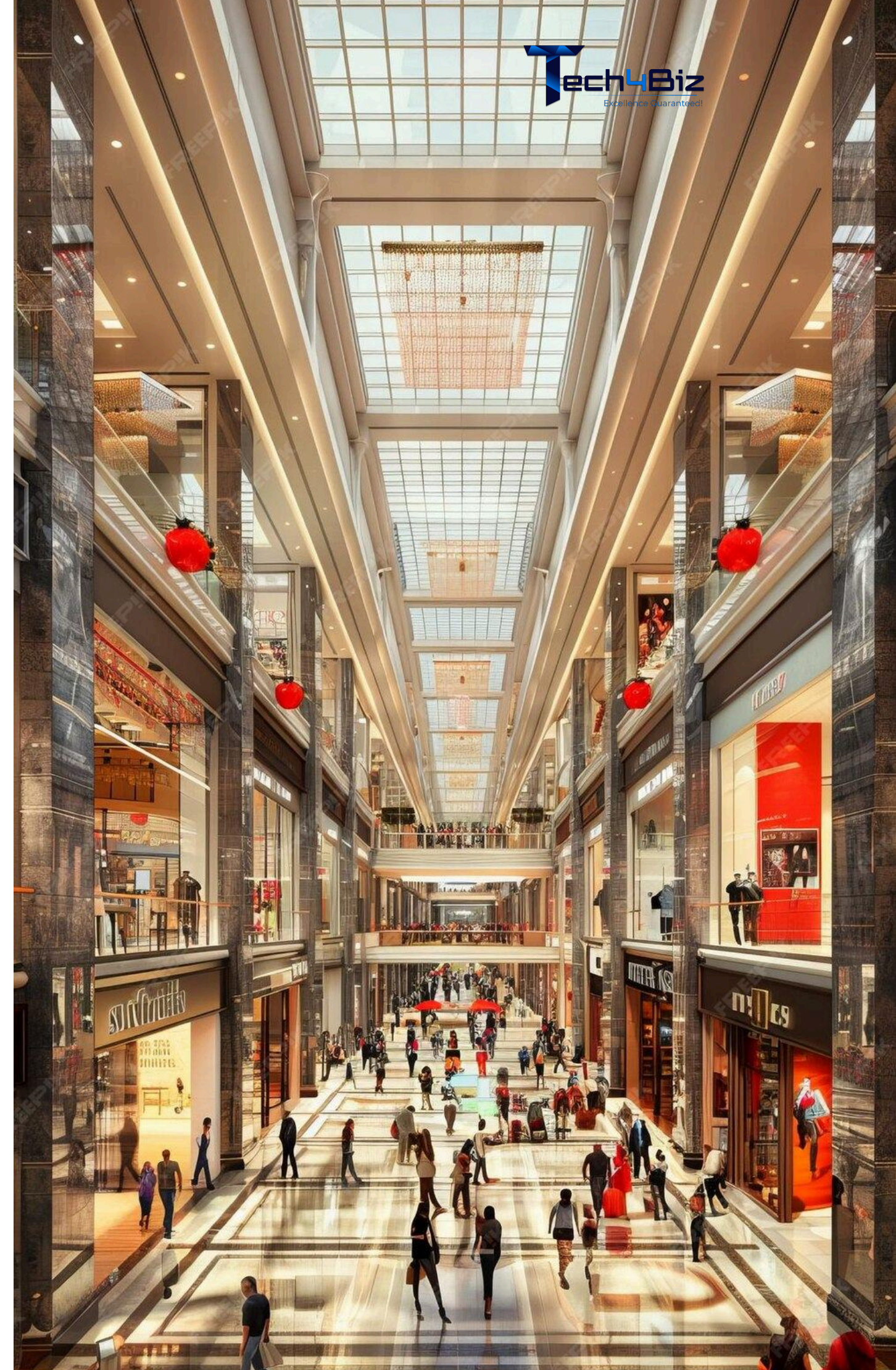
Background:

Westfield Bellevue Mall, a premier shopping destination in Bellevue, Washington, sought to enhance its shopping experience by implementing cutting-edge technology. Inspired by the innovation showcased in **Amazon Go stores**, the mall aimed to introduce a **seamless, automated checkout and billing system** to **reduce wait times** and **elevate customer satisfaction**.

Tech4Biz, a leading provider of advanced retail solutions, partnered with Westfield Bellevue Mall to design and implement a **customized smart basket solution** branded as ShopEase.

Objective:

To provide Westfield Bellevue Mall with a **comprehensive, automated checkout system** leveraging **advanced sensor technologies**, **AI-powered billing**, and **real-time payment integration** to **eliminate checkout lines** and **enhance the overall shopping experience**.



Challenges:

High Foot Traffic:

Westfield Bellevue Mall experiences a **large volume** of daily visitors, necessitating a system capable of **handling peak hours** efficiently.

Integration with Existing Systems:

The new solution needed to **seamlessly integrate** with existing POS and inventory management systems.

User Adaptability:

Ensuring that the technology was **intuitive** and **easy** for customers to adopt.

Security and Accuracy:

Preventing billing errors and ensuring **robust anti-theft** measures.

Solution:

Tech4Biz developed and implemented ShopEase, a **smart basket solution** tailored to the mall's unique requirements. The solution combined the following features:



Key Components:

Smart Basket Technology:

- Equipped with weight sensors, **RFID** scanners, and **image recognition cameras** to detect items placed in the basket.
- Real-time item tracking and pricing updates displayed on an integrated LCD screen on the basket handle.

AI-Powered Billing System:

- An AI algorithm **cross-verifies** items using RFID and visual recognition to ensure accuracy.
- Automatic bill generation upon completion of shopping.

Mobile App Integration:

- Customers could link their smart baskets to the mall's ShopEase app for real-time updates, personalized offers, and payment options.

Contactless Payment:

- Integration with **NFC**, **QR code** payments, and digital wallets like Apple Pay, Google Pay, and credit cards.

Anti-Theft Mechanisms:

- **RFID** gates at exits for security.
- Alerts for unbilled items.

Centralized Management System:

- **Dashboards** for mall operators to monitor usage, generate reports, and manage inventory in real-time.

Implementation Process:

Requirement Analysis:

- Conducted workshops with the mall management to understand customer behavior and operational needs.

Technology Design:

- Customized the ShopEase system to align with the layout and existing infrastructure of Westfield Bellevue Mall.

Deployment:

- Deployed **2500+** smart baskets across the mall.
- Installed **RFID gates** and configured centralized management systems.

Staff Training:

- Conducted hands-on training sessions for store associates and technical teams.

Pilot Testing:

- Launched a pilot program in select stores to gather feedback and fine-tune the system before mall-wide rollout.



Results:

Reduced Checkout Time:

Average checkout time decreased by **70%**, eliminating queues during peak hours.

Enhanced Customer Experience:

Over **90%** of surveyed shoppers reported a smoother and faster shopping experience.

Operational Efficiency:

Streamlined inventory management and billing processes.

Increased Revenue:

Shoppers spent **15%** more on average due to reduced friction and personalized offers through the app.

Conclusion:

The implementation of the ShopEase solution at Westfield Bellevue Mall demonstrates the transformative potential of automated checkout systems in modern retail. Tech4Biz successfully delivered an **end-to-end solution**, setting a new benchmark for customer convenience and operational excellence.

If you're looking to revolutionize your retail operations, contact Tech4Biz for innovative, tailor-made solutions.



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Our mission is to provide businesses with the best possible IT solutions. We understand that a reliable and efficient IT infrastructure is crucial in today's increasingly competitive marketplace. That's why we offer a wide range of services, from managed IT to cloud computing, that are designed to help businesses stay ahead of the curve. We're also committed to providing outstanding customer service. We know that when it comes to IT, businesses need solutions that are both effective and easy to use. That's why we offer 24/7 support and make sure that our team is always available to answer any questions you may have.

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