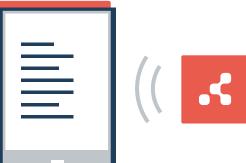# WHAT CAN I USE BEACONS FOR?

Cheat Sheet

COASTER

Searching for a proximity-based solution can be an exhausting task.

There are so many different use cases! How can you know if beacons can solve your specific issue?

Fear not. With our brief cheat sheet you won't get lost.

Learn how beacons can address your needs and which solutions they can provide.

SEND CUSTOMISED OFFERS AND MESSAGES

Information Sharing

If you are looking to:	You can use beacons to:
- Attract people to your venue - Raise awareness about your product or company - Engage people with your product - Share information with your clients at the touch of a button	- Share useful information about your product or a company with people passing by - Send an agenda of your event or a restaurant menu directly to customers nearby - Save money on printing costs by transmitting information digitally - Reward visitors with exclusive and free access to VIP information Improve customer experience by sending greeting messages as people enter the venue

Commercial use

If you are looking to:	You can use beacons to:
- Boost your product sales - Raise awareness about ongoing promotions and discounts - Retain your customers - Enable contactless payments - Decrease time your customers stand in line	- Drive people to your venue as they pass by, through location sensitive notifications - Transmit messages on sales and discounts next to relevant products - Give loyalty points for each purchase or check-in at the venue - Enable customers to proceed with payments triggered by beacons by integrating them with your Point of Sales

ENHANCE YOUR CUSTOMER'S INTERACTIVE EXPERIENCE

If you are looking to:

- Make your visitors' experience more personal, customised, and engaging
- Educate visitors about the space they are in and the objects they are facing
- Attract attention and raise awareness about the parts of your venue that are usually neglected
- Motivate users to visit more places at your venue
- Enable users to interact with your product or service
- Streamline ordering, ticketing, and booking processes
- Help visitors to socialize and exchange information

You can use beacons to:

- Share useful information about your product or a company with people passing by
- Send an agenda of your event or a restaurant menu directly to customers nearby
- Save money on printing costs by transmitting information digitally
- Reward visitors with exclusive and free access to VIP information
- Improve customer experience by sending greeting messages as people enter the venue

HELP YOUR CUSTOMERS NAVIGATE

If you are looking to:

- Support visitors' navigation in complex venues and huge open spaces
- Enable visitors to easily find a specific point / room / object in a venue
- Make indoors navigation accurate, directed, and real-time
- Adjust navigation to dynamically changing spaces like exhibition halls or markets, where booths constantly change their location and ownership
- Attract people to cities, landmarks, or historical sites through context-rich navigation solutions
- Help visually impaired people navigate your venue

You can use beacons to:

- Implement an indoor navigation app that will work similarly to GPS for the end user
- Introduce path and time estimation features
- Link navigation with the real-time or offline schedule of your event
- Enable beacon guided tours, which will be available exclusively through in-app purchase or subscription
- Add environmental information for visually impaired people
- Integrate beacon and GPS navigation for outdoors / indoors spaces such as universities, fairs or concerts

TRACK YOUR CUSTOMERS AND GOODS

Users' movement and behaviour

If you are looking to:	You can use beacons to:
- Learn which spots get the most footfall and how users interact with those spaces - Learn about the pathway and movement patterns of your users or employees - Improve crowd management - Learn how much time people spend next to a specific object or in a certain room / part of the building - Enable automatic check-ins at your office	- Use beacons to gather aggregated statistics and draw time and space sensitive heat maps - Identify best places to exhibit your best offers - Improve your sales by learning who your repeat customers are - Identify peak times at your venue - Improve security, cleanliness of the facility, and the working schedule of your employees

Assets monitoring

If you are looking to:	You can use beacons to:
- Track your tools, transport, commodities, and stock - Keep tabs on important public objects that change position - Locate your personal goods and valuables	- Locate goods in a warehouse or livestock on a farm - Quickly find defibrillators or other other critical medical equipment in your hospital - Find your notebook and never lose it again in your office or dormitory

SECURE YOUR VENUE AND ASSETS

If you are looking to:	You can use beacons to:
- Improve entrance security of your venue, household or office - Secure your vehicle - Improve effectiveness of security service guarding your facilities	- Open doors with a smartphone by building beacons into electronic locks - Get a beacon-triggered notification if your bike or car gets stolen - Double secure your bike or car by requiring the presence of your smartphone for identification - Track security guard and lifeguard path patterns to improve overall safety of your venues and visitors

Assets monitoring

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Did you make it to the end?
CONGRATULATIONS!

Chances are that you already found your beacon powered solution.

Probably you would like to learn more about it?

Visit **www.coastercms.org** for further information