



# PÉARLAÍ PROTECT

HOW IT WORKS IN  
FOUR SIMPLE STEPS

Helping you protect your staff and shoppers

NEWRY  
PERFECTLY PLACED

The background of the slide is a photograph of two women walking on a city street. The woman on the left is wearing a dark blue top and a black and white striped blazer, and is pointing towards the right. The woman on the right is wearing a pink dress and carrying several shopping bags, including a black one with 'NEWRY' written on it. In the background, there are trees, a street sign, and a sign for 'WEEKEND OFFERS'.



If you're unsure how **Péarlaí Protect** works, we have prepared our installation steps, to give you a **full insight** into the technology solution we are currently offering to help city centres in these challenging times.

We've taken into consideration the feedback from our existing clients and reviewed the potential challenges the shopping centre industry faces as a whole after the lockdown restrictions are lifted, and we expect that **crowd management** is top of everyone's concerns but making your centre as **safe and accessible** as possible should also be ranking high in your priority list. **Péarlaí Protect** is a solution which will easily **resolve** all main concerns.

The logo for NEWRY, featuring a stylized wave icon above the word "NEWRY" in a bold, sans-serif font, with the tagline "PERFECTLY PLACED" below it.

**NEWRY**  
PERFECTLY PLACED



ALREADY IN PLACE IN NEWRY



## STEP 1

Péarlaí engage with your businesses (with your help) to explain the benefits of:

NEW CROWD MANAGEMENT  
SOLUTION

- Giving their customers the ability to book their visit at a specific time slot.
- Having real time data on visitors who have booked time slots to enable them to manage staffing schedules.
- Safely engaging with their customers while they are on site.
- Knowing who their shoppers are, when they arrive and dwell times.
- Creating engagements to encourage visits to their stores during quieter periods.



ALREADY IN PLACE IN NEWRY



## STEP 2

Once required business participation has been met :

- Péarlaí install readers within the participating business stores (1-2 days max).
- Péarlaí provide city centre management and businesses access to the Péarlaí dashboard where they set their queue management up with Péarlaí's help.

NEW CROWD MANAGEMENT  
SOLUTION

A white arrow points from the "NEW CROWD MANAGEMENT SOLUTION" box to the text "where they set their queue management up with Péarlaí's help." in the second bullet point of the list above.



## STEP 3

City Centre begin promotion of the new VIP Time Slot Booking initiative which provides their customers with:

- Individual retailer time slot booking feature which allows shoppers to avoid unnecessary queuing & crowds making their shopping experience in your centre more appealing than other centres.
- Each business sets their own parameters i.e. Opening times, time slot lengths, no. of people per time slot etc
- All year round discounts in multiple retailers.
- Personalised SMS from their selected retailers.
- Loyalty rewards while they shop.

ALEADY IN PLACE IN NEWRY



## STEP 4

City centre management and their businesses can view:

- The number of VIP's who visited.
- The number of VIP's who booked time slots for individual retailers and what times are the busiest and slower periods.
- Having this data will enable both city centre management and retailers to manage their staffing requirements and create promotional campaigns to encourage shoppers to visit them during quieter periods.



Queue management is here for the foreseeable future and Péarlaí are on hand to help you, and even add additional features to our package if and when required.



# Peter McCaul CEO & Founder

peter@pearlai.com  
+44 (0) 2830256246, +44 (0) 7743571539  
75 Belfast Road, Newry, Co. Down, N. Ireland

Peter, 43, business owner

Wayne, married, postcode is BT34 1QH

Paul, favourite shop Apple

Lillie, 35, 2 kids, visits twice a week

Daisy, Avg dwell 35 mins

Hi Jim, good to see you've arrived on time for your 2:30 book in.

Free parking today.

