

kompas wayfinding

Software for digital wayfinding



The customer information system kompas wayfinding guides customers safely to their destination in shopping centers, DIY superstores, clinics and administration buildings. kompas wayfinding functions on a wide variety of hardware, whether vertically on an information column or horizontally on a touch-sensitive console.

The user accesses the information via the intuitive LogoCloud developed by dimedis using a touch-sensitive surface. In addition, search terms can be entered via an on-screen keyboard. And kompas wayfinding has even more to offer: it documents all the users' actions and search requests anonymously and thus serves as a permanent survey tool. This means that you always know what your customers really are searching for and allows you to continuously optimize your range of products.



Intelligent marketing instrument

kompas wayfinding is a learning system: When searching for terms that are not yet in the database, these terms are automatically added to the repertoire in the blink of an eye.

This makes kompas wayfinding an important source of information for the operating company: What are customers looking for? Which shops and products are especially sought-after?



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Wayfinding

- Keyword search with auto-completion
- Display of related terms
- Direct information about the most important destinations
- Display of the route to the destination in an easily remembered plan view (2D depiction)
- Display of distinctive points on the way
- Dynamic wayfinding

Content management

- Administration via web interface
- Comfortable assignment of keywords in several languages
- Editing of names, logos, branch and rental sector
- Individual display options for each logo
- List of all keywords available
- Assignment of potential typos for each keyword

Marketing and media data

- Reports for each terminal or for the overall installation
- Use of retail space for sales promotions
- Marketing of search terms and logo presence
- Voucher marketing possible
- Usage statistics displayed in concise diagrams:
 - ✓ Number of users
 - ✓ Target location hits
 - ✓ Search term hits/search terms not found/blacklists
 - ✓ Route descriptions
 - ✓ Top 10 shops
 - ✓ Export of the diagrams as graphic files

System maintenance

- Comfortable monitoring functions
- Alarm function for the event of errors and malfunctions
- Terminals can be repositioned at any time
- Automatic updates
- System switches on and off in accordance with opening hours

- **Intuitive LogoCloud**
- **Redundant wayfinding by means of graphic (logo) or keyword**
- **Comfortable search function**
- **Calculation of dynamic routes**
- **Display of wheelchair-accessible routes**

