

Why Your Business Needs an Indoor Navigation App

Bluetooth indoor navigation technology continues to advance at a stunning pace. What once was a dream has now become a reality: you can create a model of any indoor location using wayfinding beacons and provide a map to help visitors and employees find their way around.

Some business owners and managers are under the impression that Bluetooth indoor navigation systems are an unnecessary luxury, but that would be a misconception. Indoor navigation apps are much more versatile than you might think. Here are a few reasons why your business needs an indoor navigation app.

1. Bluetooth Indoor Navigation Can Be Used in Various Ways

When we talk about implementing an indoor navigation app with wayfinding beacons, the first thing we need to address is the various ways this system can be utilized.

You know, of course, that indoor GPS can be used for navigation. Whatever type of facility you have – whether it's a shopping mall, a museum, an airport, a university, a factory, a warehouse, a convention center, an office building, or a corporate campus – your visitors and employees will surely benefit from being able to easily find their way around.

But that's not all that an indoor navigation app can do for you. Other uses for Bluetooth indoor navigation include:

- **Location Sharing** – Visitors and employees can use location sharing to find one another and designate a meeting spot.
- **Advertising** – If the wayfinding beacons detect a customer nearby, you can call their attention to products or services in the area by having a message sent to their mobile device.
- **Location-Based Coupons** – A special offer or coupon can be sent to a visitor based on their location. For instance, if a person is next to a handbag display, they could receive a coupon for 25% off any bag. This is a great way to personalize the shopping experience.
- **In-App Search** – If a visitor or employee is looking for a specific product or place, they can search in the indoor location app and receive detailed directions to that spot.
- **Inventory and Asset Tracking** – You can keep track of merchandise, machinery, vehicles, and other assets (including personnel) using Bluetooth indoor navigation with wayfinding beacons.
- **And more...**

2. Bluetooth Indoor Navigation is Convenient and Accurate

There's really no comparison between using an indoor navigation app versus a traditional map. Sure, they both might help you get where you're going, but the similarities end there.

For example, if you're in a mall that has one of those large maps with the big "you are here" sticker, it could take you a while to get oriented and find what you're looking for.

But with Bluetooth indoor navigation, those helpful little wayfinding beacons that were installed throughout the mall will guide you step-by-step to your destination. No more guesswork or forgetting which way you need to turn to get to the store you're looking for!

3. Indoor Navigation Apps Save Time and Attract Customers

Because Bluetooth indoor navigation is so accurate and convenient, it ends up saving you, your employees, and your customers a lot of time. And when customers enjoy shopping at your store, they're likely to return, bringing even more money in the door.

Imagine that a customer comes into your home improvement store to find a specific type of light bulb. He wanders around the store but can't find what he needs so he leaves the store in frustration and heads to the nearest Wal-Mart to make his purchase.

If that same customer had access to an indoor navigation app that maps out your store, he can easily find exactly what he's looking for. The wayfinding beacons will detect where he is and tell him the quickest route to the light bulb section. The indoor navigation app can even tell your customer what shelf he can find the light bulb on.

Your customers will appreciate the time they save because they don't have to roam around the store or track down an employee for help. Based on their positive shopping experience, they're much more likely to come back to your store in the future.

Indoor Navigation Apps are the Best Tool for the Job

You might think that your company can make do with the old, printed map that you've had for years, but is that really the best tool for the job? Business is competitive, and one way you can gain an edge over your rivals is by implementing a Bluetooth indoor navigation system. With all the benefits that an indoor location app can provide, your employees, customers, and shareholders will all thank you.