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Wine store enhances shopping experience with new app

Tags: Customer Experience, Technology
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Customers of Hi-Time Wine Cellars, a 24,000-square-foot wine and spirits store in Costa Mesa, now can access a plethora of information via their phones to help them make beverage choices while they shop.

iViu Technologies, a location-based mobile media provider, has launched its iViu application in the store, giving customers instant access to detailed information and recommendations on wines based on their location and personal preferences, Chris Turner, CEO of iViu Technologies, said in a company press release.

"From its huge inventory of wines and spirits to its expertise in making recommendations for any occasion, Hi-Time has so much to offer its customers and it wanted to put that wealth of knowledge at their fingertips in the form of our iViu application," he said.

With strategically placed Intelligent Digital Tags inside the store, the application can send notifications based on the customer's specific location and interests. Customers can look at a wine selection and instantly receive information, offers and discounts, as well as customized push notifications to create a more engaging customer experience. The application can also alert app users and fans of Hi-Time outside the store with special offers and upcoming events as well, Turner said.

The iViu application plays a critical role in distributing information to Hi-Time's customers exactly when they want it and when it is relevant, Diana Hirst, CEO of Hi-Time, said in the release.

"We feature staff picks, special offers, wine tastings and much more. By providing real-time information that is convenient to our customers, we can deliver an engaging and personal experience that differentiates our brand," she said.

[Read more about customer experience.](#)

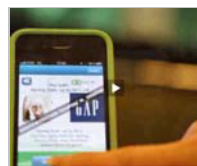
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