

Yas Mall: Transforming Shopping Experiences with AI

A comprehensive case study exploring how Centric's innovative AI-powered solutions revolutionised customer engagement and loyalty at Yas Mall during the EID 2023 campaign, demonstrating the transformative power of artificial intelligence in retail environments.





The Challenge: Seamless Splurge

In the ever-evolving ballet of consumer behaviour, today's shoppers are discerning, seeking not just products but stories, experiences, and connections. The UAE's grand shopping arenas faced the challenge of reimagining their allure, especially during the festive embrace of EID.

Consumer Evolution

Modern shoppers demand immersive experiences that go beyond traditional purchasing, seeking meaningful connections with brands and memorable moments that resonate long after the transaction.

Festive Expectations

During EID celebrations, customers expect elevated experiences that capture the spirit of generosity and celebration, requiring innovative approaches to engagement and reward.

Experience Design

The fundamental question became: How does one craft an experience that's not just about spending, but about winning, celebrating, and cherishing every interaction?

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The Solution: AI-Powered Innovation

Yas Mall Eidiya Campaign 2023

Centric crafted a revolutionary platform optimised for mobile-first experiences, featuring quick QR scans that whisked shoppers into a realm of possibility. The campaign's centrepiece was Malican, an AI maestro trained to read and recognise mall receipts with remarkable precision.

Key Features:

- Mobile-optimised platform with seamless QR code integration
- AI-powered receipt verification for genuine entries
- Interactive spin-to-win gaming experience
- Configurable odds and tailored visitor experiences
- Comprehensive analytics on shopping habits



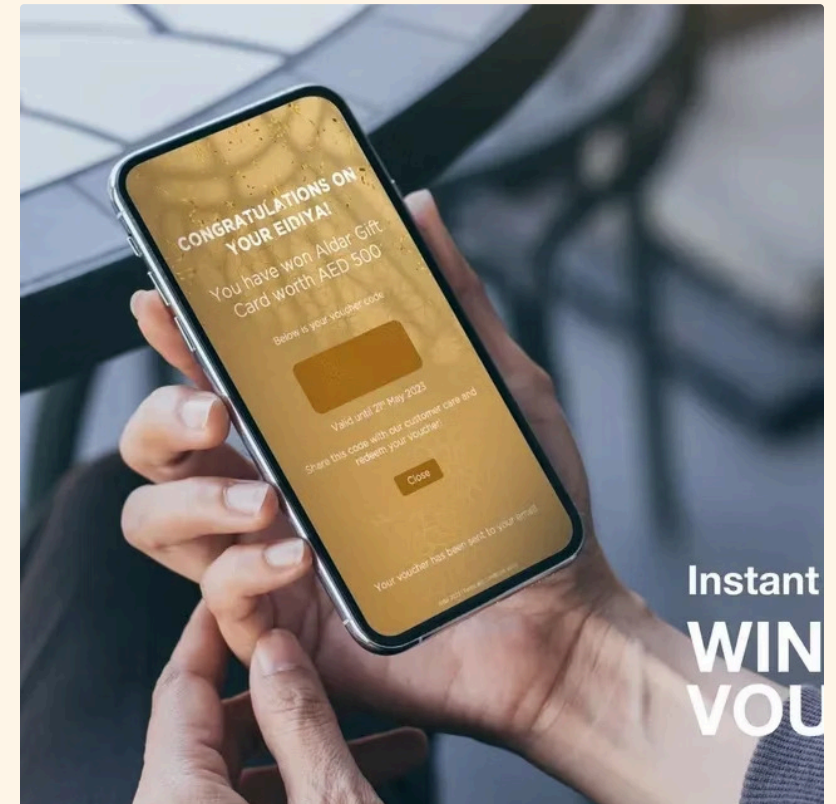
Malican AI

Advanced receipt recognition technology



Loyalty Solution

Comprehensive customer engagement platform



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Outstanding Results: Retail's New Melody

Malican didn't just meet expectations; it danced beyond them. The Eidiya Campaign 2023 resonated with shoppers, drawing them into a waltz of participation and reward. As receipts transformed into chances and spins into wins, Yas Mall redefined the shopping narrative.

348%

Increase

New customer registrations during the campaign period, demonstrating exceptional engagement and acquisition success

500%

Growth

Daily receipt submissions, showcasing increased shopping frequency and customer participation in the loyalty programme

435%

Higher

Average customer spend per day, reflecting the campaign's effectiveness in driving revenue and enhancing shopping value

This transformative campaign established a new benchmark for AI-driven customer engagement in the UAE retail sector, proving that technology and creativity can craft moments of unparalleled delight.

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