

## Next Generation Retail Experiences with ITC Infotech's Mobility CX Solution

With the emergence of devices like Smartphones, shoppers' buying behaviour has undergone a sea of change. Consumers now have the option to shop wherever and whenever they want, and no longer feel obliged to be loyal to any one retailer. This change in mindset has thrown a big challenge to retailers as they now need to devise a strategy which would help them rebuild the special bond that existed between the shopper and the retailer. To take on this challenge, retailers must converge various customer engagement channels with technological advancements and offer customers the next generation retail experience.



# Business Challenges

However, redefining the retail experience for Smartphone users is riddled with challenges, including:

- Ensuring convenient and simple shopping experience
- Integrating online shopping experience with in-store experience
- Providing a more personalized shopping experience
- Executing 'customer targeted marketing' initiatives
- Enabling easy store navigation
- Providing easy and quick access to rewards programs, which are customizable, quick & cost-effective to deploy

## Solution

ITC Infotech's Mobility CX Solution provides a definitive, one-of-a-kind retail shopping experience. It helps retailers CONNECT with their target audience by creating unique identities for each customer's smart device; it provides retailers with a SERVICE platform to offer personalized services to all customers; and serves as a platform to create a differentiated user EXPERIENCE by enhancing both the in-store and out-store interface when accessing the retailer's site through mobile devices. Thus by leveraging a multi-dimensional approach, ITC Infotech's Mobility CX Solution brings both convenience and connectedness to retail shopping thereby helping retailers re-ignite and retain customer loyalty.



## Connect

Our solution builds a platform to let smart devices become an identity of the customer and implicitly authenticate it in the retailer's Wi-Fi network. While on the one hand it helps retailers know who is in the store to personally gratify the customer, on the other, it empowers shoppers to use their own mobile phone to communicate with the brand, the associates and even the products.





## Service

ITC Infotech's Mobility CX Solution helps in-store customers connect to the store's wireless guest network. A personalized 'welcome message', customized as per the store's location will greet the customer on his arrival in the store. They can also access personalized store maps, product data and customized offers from the retailer. Using the store's wireless network, location-based service channels can also be built into our solution to enable location based coupon promotions. Thus it serves as a complete platform to enable retailers to execute their targeted marketing/branding scripts.

## Experience

Our solution enables Smartphone users to utilize their devices in the store to generate shopping wish lists, gather product info, review products, get information on new arrivals, share shopping experiences as instant feedback to retailer and/or on social networks, and much more.



## ITC Infotech's Mobility CX Solution for Retail Customers

- Check for current sales, specials, new arrivals
- Personalized coupon offerings
- Easy access to mobile coupons for redemption
- Maintaining personal shopping wish list
- Lookup information
- On spot assistance
- Instant feedbacks
- Expert advices
- Store navigation, both in-store and store finder

# ITC Infotech's Mobility CX Solution for Retailers

- Customer Recognition: Auto recognize customers on arrival for delivering personalized messages
- Location Based Offerings: Make offers to customers based on their location inside the store
- Easy Access to Loyalty Information: Provide customers with information on loyalty status and points earned/redeemed status and obviating the need to carry loyalty cards
- Better Customer Knowledge: Advanced updates to store associates on customer purchase history for servicing them better
- On-Go channel for Executing Targeted Marketing/Branding Scripts

## Business Impact

- Channel to connect with Next-Gen Shoppers
- Enhances customer loyalty by engaging with customers with differentiated in-store experience
- Increases staff efficiency by providing advanced updates to retail staff on customer purchase history, preferences and feedbacks
- Keeping customers updated on product-info, engaging their interest on new arrivals and making targeted and logical coupon offerings
- Enhances exposure to social networks
- Integrates latest technology advancements with store
- Provides personalized services to differentiates the retail store against competition

ITC Infotech is a fully owned subsidiary of ITC Ltd, a diversified business conglomerate. ITC is one of India's foremost private sector companies and runs market-leading businesses in multiple segments. ITC completed 100 years of leadership in 2010.

ITC Infotech is a global IT services and solutions company. The company focuses on developing industry specific solutions aimed at client's unique business requirements and challenges in critical performance areas. ITC Infotech has also established technology Centers of Excellence (CoEs) to deepen capabilities and incubate cutting-edge technical competencies.

A robust outsourcing model, comprehensive suite of differentiated solutions, and focus on excellence in execution, have provided ITC Infotech a leadership position in its chosen domains. The company is working with a bevy of Fortune listed global customers and its service delivery footprint spans five continents, spread across 140 countries.

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For more information, please write to: [contact.us@itcinfotech.com](mailto:contact.us@itcinfotech.com) | [www.itcinfotech.com](http://www.itcinfotech.com)

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