

ITC Infotech's Cx-eCommerce Capabilities



Why Customer Experience in eCommerce Matters?

Quick Facts

73%

of your customers are Brand Loyal due to Customer Experience

86%

of your customers will pay for a Great Customer Experience

89%

will switch to your Brand for a Better Customer Experience

Current Ecommerce Trends



Key Objectives

- Consistent Brand Voice
- Connected interactions
- Personalized journeys
- Efficient service
- Rewarding relationships

ITC Infotech eCommerce Capability Snapshot



Development, Implementation & Delivery

- UI design and development
- Solutions development
- Solution Customization
- Portlet development using web frameworks
- Intranet and Internet design template for Portal Migration



Architecture & Consulting

- E-commerce firm suggestion
- Architecture design,
- Implementation Best Practices
- Roadmap for recommended enhancements



Integration

- 3rd party applications
- Backend systems – ERP, SCM
- Workflow, rule engines Integrations
- Social media
- Analytics and other data platforms etc.



Application Performance Services

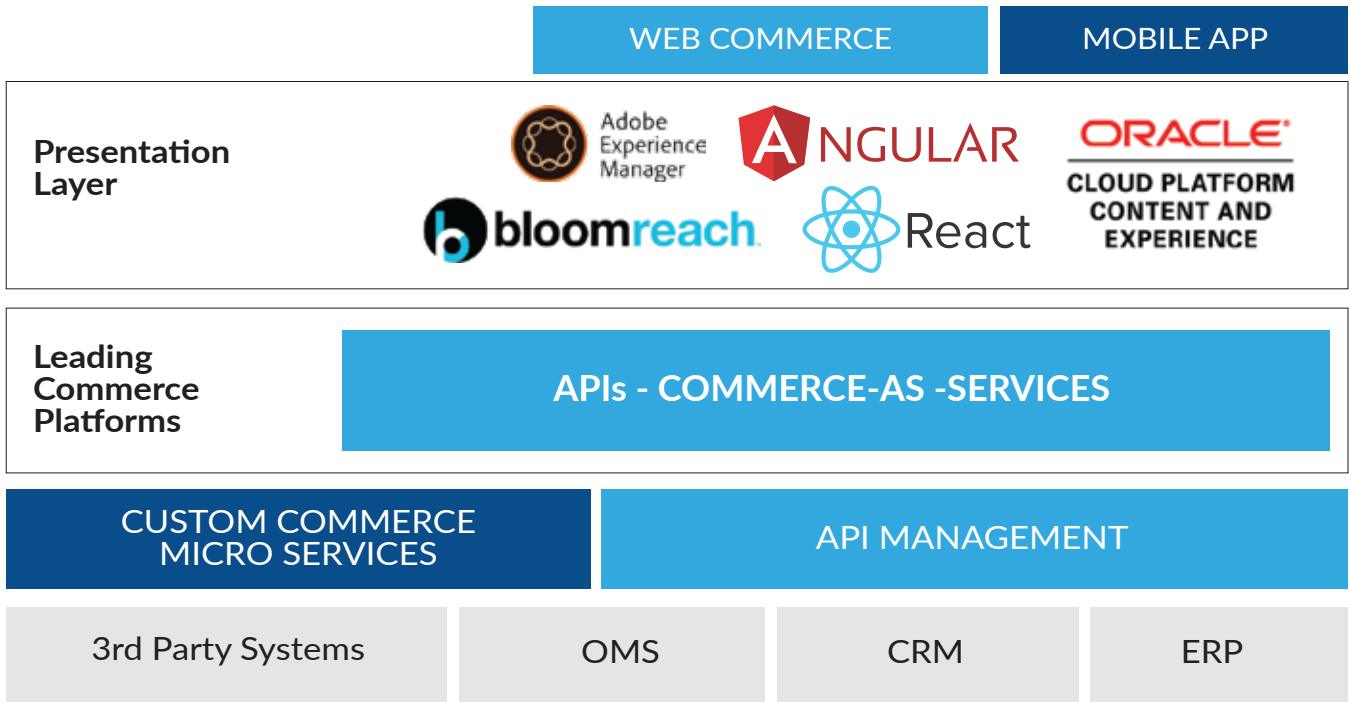
- Hardware/software environment recommendation
- Portal performance optimization
- Clustered environment setup for scalability and fault tolerance



Marketing

- E-Commerce branding,
- Search Engine Optimization
- Gamification
- Social Media Marketing

ITC Infotech's API Driven Headless Commerce Solution



- Retaining technical robustness of leading commerce platforms while providing flexibility to tailor UI/UX
- Microservices on-demand
- Faster time to market
- Lesser technical complexity
- SaaS Solution
- Enable Cx through multi-device, PWA, SPA and AMP support
- Breaking away from monolith commerce platforms

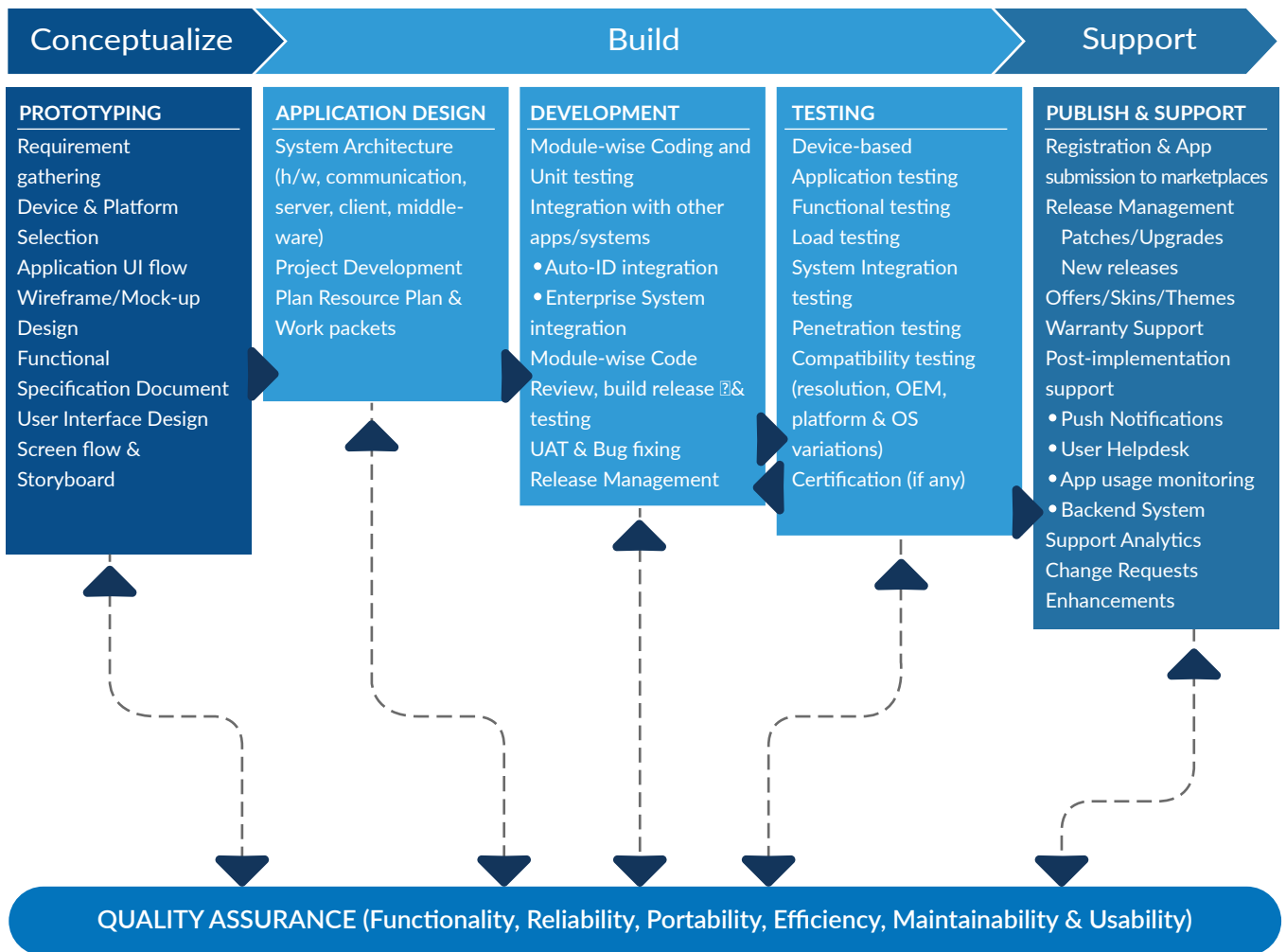
ITC Infotech's Accelerator Features and Integration Capabilities

Features	Integration
Full fledged commerce cloud site with niche UI flavor.	LookBook to point out the collection of fashionable looks for the particular month or season.
Customization of header layouts, login modals, wishlist, plp and pdp layouts etc.	Thumbnail images flashing in PDP page adding meticulous look of the product.
Leverage a powerful and versatile PIM solution that can truly enable omni channel initiative.	Optimization of widgets to display recently viewed products, bestseller and new arrival products.
Powerful AI based personalization and product recommendation engine for e-Commerce Platforms	Quick Add to Cart functionality in plp Search box feature with thesaurus and guided navigation layouts.
Influence Content Management System providing advanced Machine Learning through Personalization	Fast convenient and simple payments engaging customers to do self checkout at stores(Bluepay).
Inbuilt integration to Leading Cloud Loyalty solutions for enhanced customer service experience	In house react spring cloud native interaction with Commerce Platform APIs.

ITC Infotech - mCommerce Capability

- Extending the commerce solutions to mobile platforms
- Enabling consistent Customer experience and Connected journeys
- Enable interoperability between multiple channels
- Deploy & manage Mobile apps across platforms
- Design Thinking led UX approach

Mobility Development & Deployment Approach



About ITC Infotech

ITC Infotech is a specialized global technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digitaligence@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a diversified conglomerate.

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