

Contactless Commerce - A Reality of New Retailing

Conversational and contactless commerce has played a substantial role in uplifting the businesses of numerous retail brands by helping them recover after the pandemic. It is fostering better and deeper customer relationships and is proving to be a game-changer in its own way.

With contactless commerce leading the way, brands are now able to provide a consistent and seamless experience!

Blog of the Month



A Reality Check on the Brands of 2021

With an enhanced customer experience this year, we take a look at the most unrealistic expectations related to consumer buying behaviour and pricing to set the tone right

[Read More](#)

Featured Product of the Month



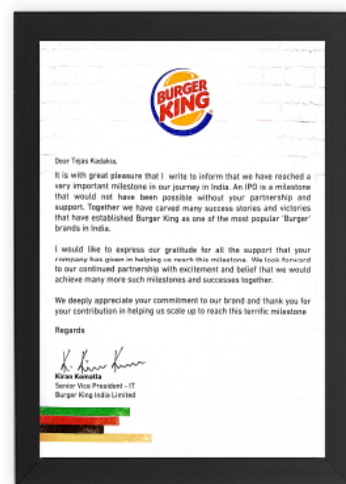
Digital Receipt

Contactless Experience Emerging BIGGER Customer Opportunities

Leveraging e-receipt for a safe in-store sales & engaging customer experience. Digital Receipt, a cost-effective channel of engagement, enables retailers to share customized communication on customers in hand digital devices via WhatsApp or SMS.

[Know More](#)

Brands Speak



"... An IPO is a milestone that would not have been possible without your partnership and support. Together we have carved many success stories and victories that have established Burger King as one of the most important 'Burger' brands in India... We deeply appreciate your commitment to our brand and thank you for your contribution in helping us scale up to reach this terrific milestone."



Kiran Kematla
Senior Vice President - IT
Burger King India Limited

Latest Event

[Virtual Event](#)

CONGRATULATIONS! to our Client Partners on WINNING at the Customer Fest 2021



Levi's Best Use of Direct Marketing in a Loyalty Program

Bata Best Contactless Service Experience - Bata Chat Shop

JSW Best Channel Loyalty Program - JSW Heroes Club

In Conversation With

"Since mid-2020, most customers prefer the convenience of contactless payment, be it from their cards or mobiles or any other smart devices. Tap and Go is the new norm millions of people have already adopted contactless technology, with COVID-19 boosting contactless payment adoption not only in India, but worldwide. UPI payment have replaced physical wallets and Card taps have replaced swipes. Contactless payment has emerged as a secure bet for both the businesses and the customers"



Melwyn Nazareth
AVP - Product Credit Card
Kotak Mahindra Bank

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