

## Digitisation of in-person store experience

### Is that the next big thing?

Retailers are working harder than ever to deliver a seamless shopping experience to their customers. A vast majority of retailers have seen digital as an enabler of better customer experience and have implemented many digital technologies across all points of contact between the retailer and 'The Digital Customers.' In this era of Digital Disruption, where everything happens in real time, companies that offer immediacy, personalization and accessibility to their customers will win out in the long-run. Retailers who focus on customer experience and respond with agility and innovation to adapt the technologically advanced requirements at the fastest rate will fare better and strengthen their relationship with customers.

Have you adopted a resilient sales channel in your digital transformation journey, yet?

### Resource of the Month



#### The complete brand experience on a single conversation-based platform

The customer journey is ever-changing and retailers need to be equipped to take steps in the direction of a technology-driven, contactless & an omni-channel approach. Additionally, now is the time to rethink retail by digitising the in-store experience using conversational commerce.

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### Featured Product of the Month



#### Shopster can do 11/10 things that your brand needs to boost your sales and digitise brand's Shopping experience

1. Loyalty Inquiry
2. Latest Collections
3. Recommended Products
4. Store Finder
5. Appointment Scheduling
6. Shopping
7. Video Calling
8. Digital Payments
9. Customer Feedback
10. Digital Receipts
11. Elevates your customer's shopping experience

[Know More](#)

### Industry Insights

Conversational Commerce is the way ahead!

**86%**

Online shoppers prefer proactive customer support, a major advantage offered by conversational commerce WebBots - Aumcore

**91%**

Indian consumers have changed shopping behavior, many of them for convenience and value - McKinsey

### In The News

#### Easyrewardz launches India Retailers AI-Powered Sales Channel Shopster 4.0



Easyrewardz has launched Shopster 4.0 contactless Conversational Commerce toolkit to enable Indian Retailers with AI powered sales channel. Shopster 4.0 is a complete suite that helps drive Commerce, Loyalty, Brand Engagement and Store Engagement.

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### In Conversation With

"Crisis-driven digital disruption has been a challenge & opportunity for retailers in India. As retailers look for tech solutions, conversational commerce has emerged among the top sought-after but at the same time, it is easy to get it wrong. Built on data, powered by right tech, without losing simplicity in interface and execution are all important in retaining customer base, and deliver on their expectations, while they remain indoors. Indian retailers must embrace the modern marketers' playbook in formulating their digital strategies to battle the headwind."



**Noor Fathima Warsia**  
Group Editorial Director  
BW Businessworld

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