



LaunchPad for Commerce



At-a-Glance

Launchpad for Commerce by TTEC Digital is an end-to-end commerce solution that uniquely weaves together Microsoft Dynamics 365 Commerce with our proven CX design and orchestration methodology. It ensures a holistic customer-centric transformation, fueled by data and delivered in record time with our proprietary rapid-start methodology.

56%

percent of consumers are more likely to shop at a retailer that recognizes them by name, according to IHL Group (NRF).

Overview

Deliver personalized and meaningful customer experiences across physical and digital channels with Launchpad for Commerce by TTEC Digital. This rapid-start solution leverages the Microsoft technology stack to connect the whole shopper journey and provide companies with an advanced system to manage all their needs around the point of sale (POS), e-commerce, marketing, contact center, finance, inventory, business intelligence (BI), analytics, and more.

Benefits

- Unify back-office, in-store, e-commerce, and contact center experiences to personalize customer engagement, increase employee productivity, and optimize store operations
- Enable customers to purchase when, how, and where they want on any device with consistent online and offline engagement
- Complete implementation in two to four months



Transform the Buying Experience with Launchpad for Commerce

With Launchpad for Commerce, companies can more effectively:

Engage customers across channels

Provide exceptional experiences across traditional and emerging channels, or across different business models, scenarios, and personas. Connect digital, in-store, and back-office operations on a unified commerce platform.

Leverage BI & analytics

Take advantage of TTEC Digital Insights to see a personalized set of dashboards for your business, encompassing retail operations, e-commerce sites, store performance, customer KPIs, product analysis, and more.

Build loyalty and exceed expectations

Provide personalized interactions across all channels, giving the customer the option of when, where and how to buy and pick up, while having a 360-degree view of your customer.

Complete engine for digital commerce

Build and launch websites with ease thanks to drag-and-drop functionality, while maintaining consistency with your other channels and giving customers (B2C and/or B2B) a personalized experience.

Enable AI-driven intelligent commerce

Use AI-based recommendations to cross-sell and upsell customers while providing AI-moderated ratings and reviews that improve product selection and accelerate purchase decisions.

Modernize and streamline retail operations

Use the modern POS to offer customers the right products at the right time and price, while benefiting from accurate and clear inventories and demand forecasts to effectively manage your supply chain.

Deliver a connected commerce journey

Use Microsoft Dynamics 365 Marketing to build personalized multichannel journeys to increase engagement and reduce customer-abandoned carts.



Request More Information

Ready to turn your customer data into actionable, profitable insights? Connect with one of our CX experts and book a demo of LaunchPad for Commerce.

Reach out to get started →

<https://ttecd.co/microsoft-team>