

Store Communication App

Digitize end-to-end workflow of communications between Backoffice & Store Associates

Technology has stowed itself into almost every corner of business, and retail stores are no exception. In a dynamic business scenario with scaling competition, a strong marketing strategy to promote retail store becomes paramount. This will help them execute wide range of strategic events, routine actions, and peripheral tasks.

Digitization will offer retailers the means to optimize processes, attain cost savings and operational efficiencies by eliminating paper based or manual communication among employees. Modern digital solutions will acquire necessary data to make informed decision and delineate transformation to compete in the market.

Key element in a Promotional Program may be a coupon, price reduction, opportunity to enter a contest, money back, or additional quantum of product/s. If Promotional programs are orchestrated effectively, they can be used as an accelerator to speed up the selling process and maximize selling volumes.



- ✓ Single app to support employees communicate efficiently at different levels within the organization
- ✓ Eradicate erroneous data consolidation, manual and lengthy approval and compliance processes, ineffective tracking of the reports and lack of SLA Management.
- ✓ Data used for visualization and improved operations
- ✓ Integration with organizational apps.
- ✓ Defect-free implementation of routine campaigns

Digital Experience

Built-in seamless digital experience that sits on top of any IT ecosystems, tightly integrated with Microsoft Teams

Seamless collaboration between site employees and management bridging the physical and digital divide

Optimized workflow

Eradicates manual and lengthy approval and compliance process

Lower TCO

Lower licensing costs overall for ready reckoner solutions, differentiated offerings and functionalities, that are easily customizable in comparison to out of the box solutions

Ease of use

Personalized landing page.

Compatibility with mobile devices.

Role based user access to the dashboards of respective departments.