

X-Retail

Tech Mahindra's Next Generation Retail Digital Transformation

The Retail World is transforming. Rapidly evolving technology, saturated marketplaces, competitive offerings and consumer's instant access to multiple equally compelling products and services are creating unprecedented levels of expectations.

What is X-Retail?

X-RETAIL platform is a suite of unique solutions based on Next-Gen Technologies like Beacons, Virtual Reality, Augmented Reality, Mobile Wallet Payments, Analytics and Cloud which helps retailers track their customers' In-Store behavior & preferences to provide them better quality of service; resulting in increased revenue and NPS.



Why customers use X-Retail ?

To help retailers RISE from a satisfactory store of today to a digitally transformational customer experience zone of tomorrow, X-Retail features-

- In-store positioning and personalized offers (Beacon based)
- Buy Online Pick-Up from Store (BOPIS), Locate the nearest store and selects the store for pick up
- Cart-less shopping with Augmented Reality view and domain coherence – Scan n' Go
- Entellio, The NLP enabled Chabot for help.
- Robotic Assistance within the store
- Digital feedback services – Emotion and face tracking

Business Benefits

- Increased Digital Sales
- Broader Customer reach
- Better customer retention

20% increase in digital sales revenue by in-store buying and online payment

More Benefits

- Reduced OPEX
- Faster Time to market

Approximately 30% OPEX reduction by replacing sales assistants with in-store digital assistant

And Finally...

- Increased footfall track with Heat-Map.

Approximately 15% increase in footfall due to In-Store gamification and 20% increase in customer retention with seamless customer centric experience

X-Retail platform is a suite of unique solutions based on next-gen technologies like beacons, virtual reality (VR), Augmented Reality(AR), mobile wallet payments, analytics and cloud.



Omni-channel buying experience

- Scan N Shop
- Click N Collect (Buy Online Pick In Store)
- Queue Management System



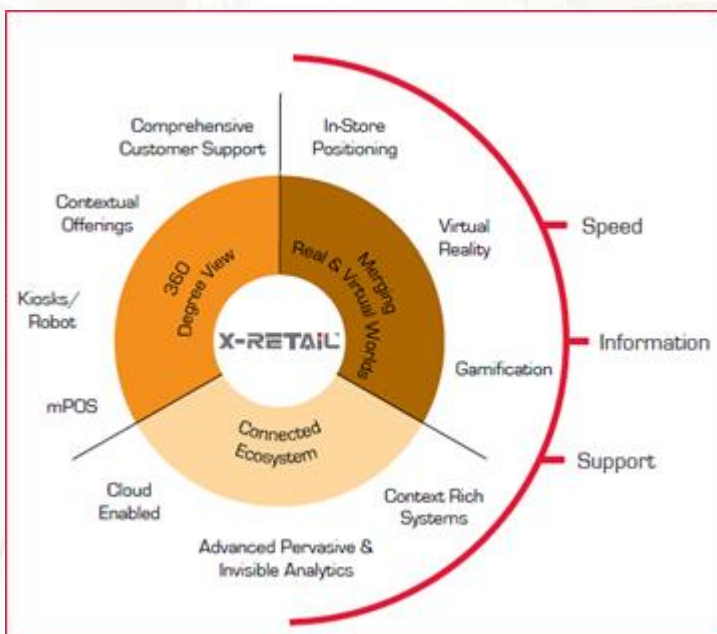
Technology driven

- AR(Augmented Reality) enabled shopping
- Feedback wall
- Virtual Inventory



Higher conversion rate

- Location based Contextual Marketing
- Efficient Recommendation engine



The X-Retail framework can be quickly implemented with less time to market with the readily available features and only build on critical connections to the existing systems. It promises-

- Attraction to millennial consumers
- Larger inventory exposure similar to online channel.
- Hyper personalization of the shopping channel experience.
- Having hybrid model to have mix of both Brick-N-Click and Brick-N-Mortar shopping experience.
- Queue Management System to have less waiting time and smooth In-Store buying experience.
- Efficient MPOS strategy to have smooth in-store experience.

Why us?

To succeed in business, decision makers must keep abreast of the continuously changing wants and needs of clientele, and motivate them and retain them. The services we can build through X- Retail is intended to partner with customers /partners and help them stay in business & help them and ourselves achieve what we are set to and this has to be a rule rather than the exception...

Business Models

- Base License cost and License Cost per service
- Service cost revenue sharing
- License + Support cost