

A long-exposure photograph of a bridge at night. The bridge's concrete structure and metal railings are visible. Multiple light trails from cars stretch across the bridge deck, with red trails from taillights and white/yellow trails from headlights. The background shows a dark sky and distant city lights.

LET'S GO PHYGITAL

The Important balance between Physical & Digital presence

Rapidly Evolving Retail landscape



92%

Of shoppers say personalized information encourage them to complete purchase

84%

Of shoppers say that retailers should better integrate online channels and store

73%

Of consumers use multiple channels during shopping journey

2020

Customer experience will overtake price & product as key brand differentiator

Importance of Evolving Customer Engagement



Power of Digital store



**Provide
Comparison
Shopping**

**Remain Open All
the Time**

**Create Markets
for Niche
Products**

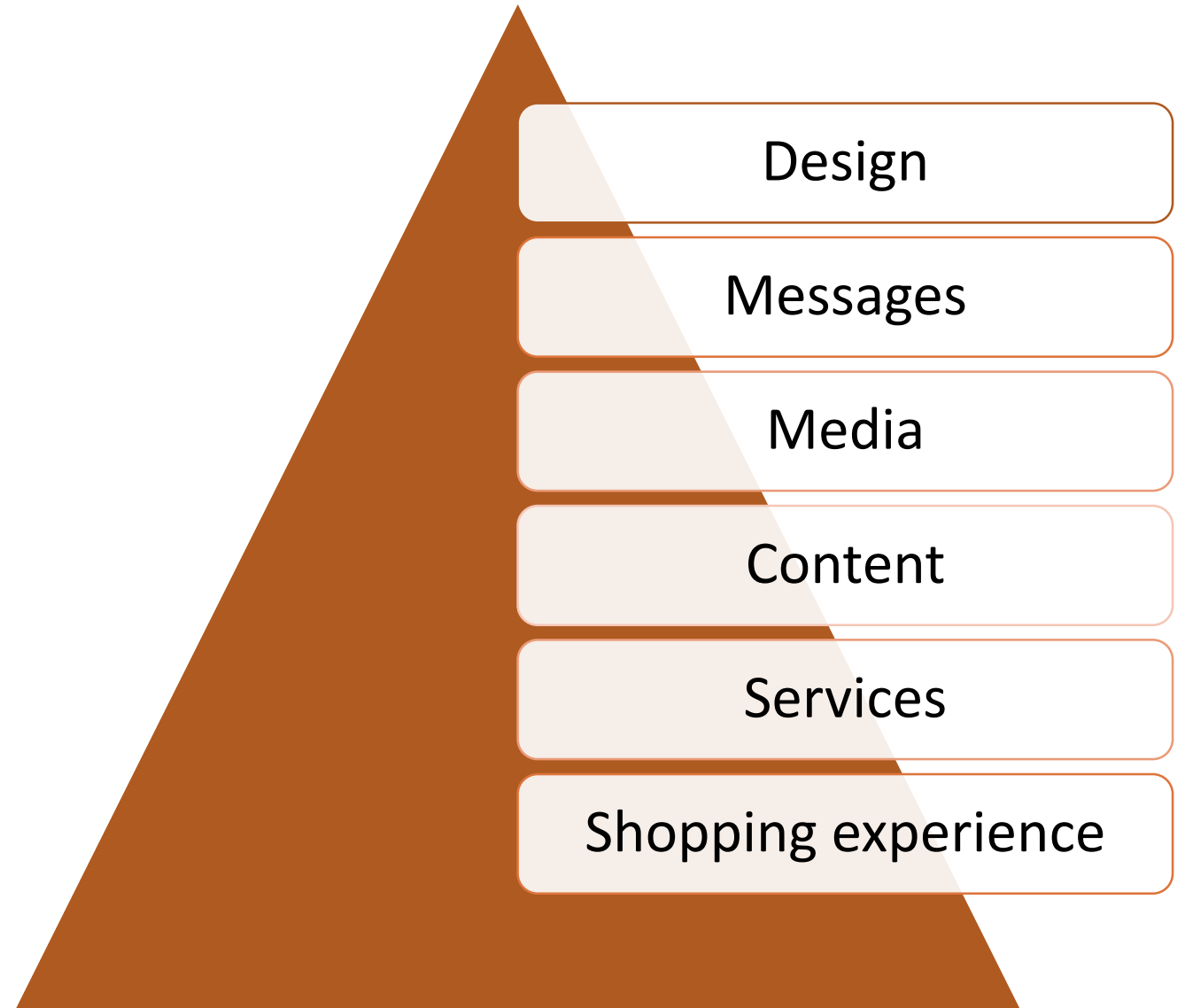
**Gain New
Customers With
Search Engine
Visibility**

**Lower cost on
Personnel, Ads
& physical
locations**

**Locate the
product quicker**

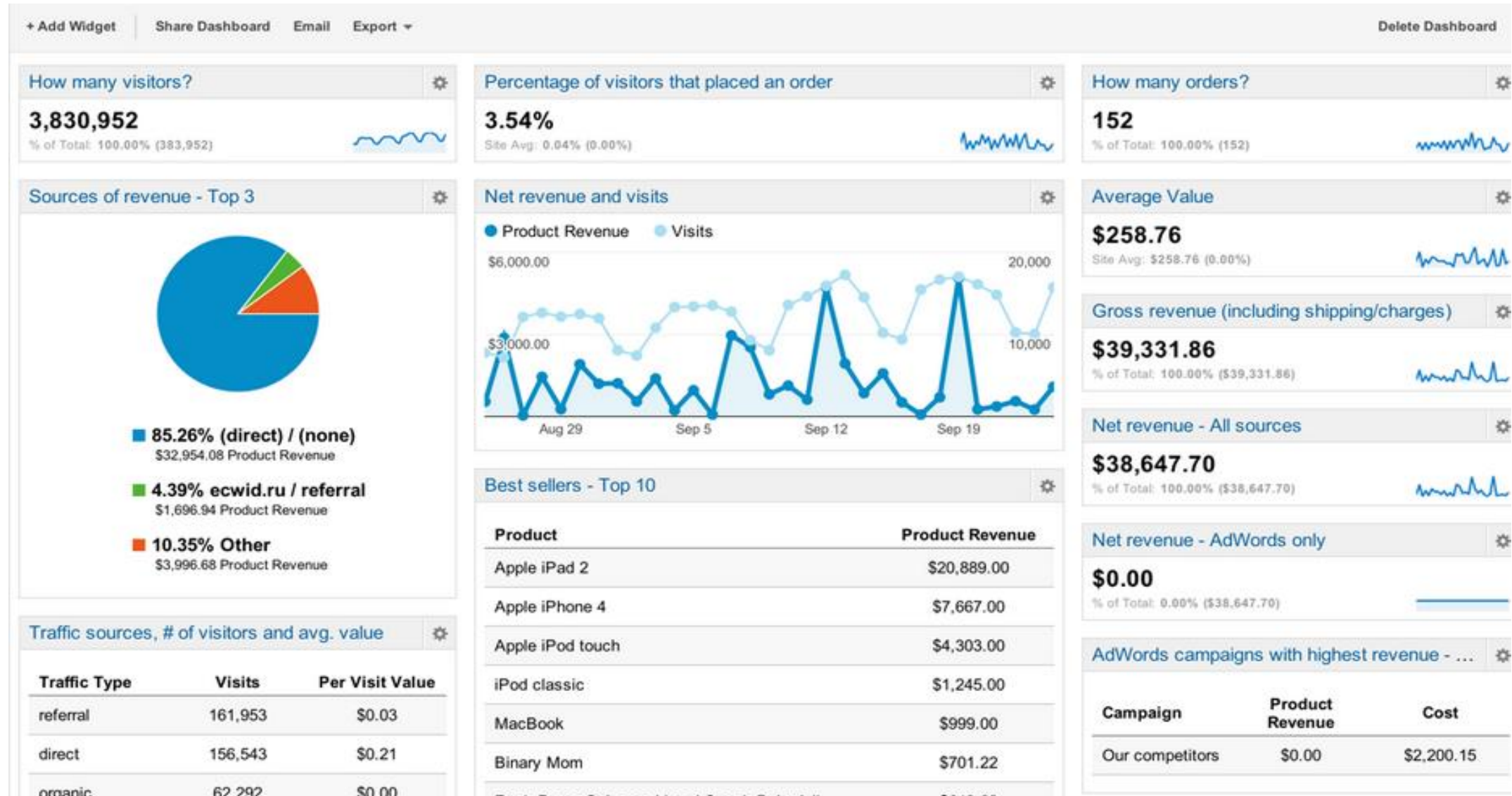
UX and
Performance Is
Key

Success factors

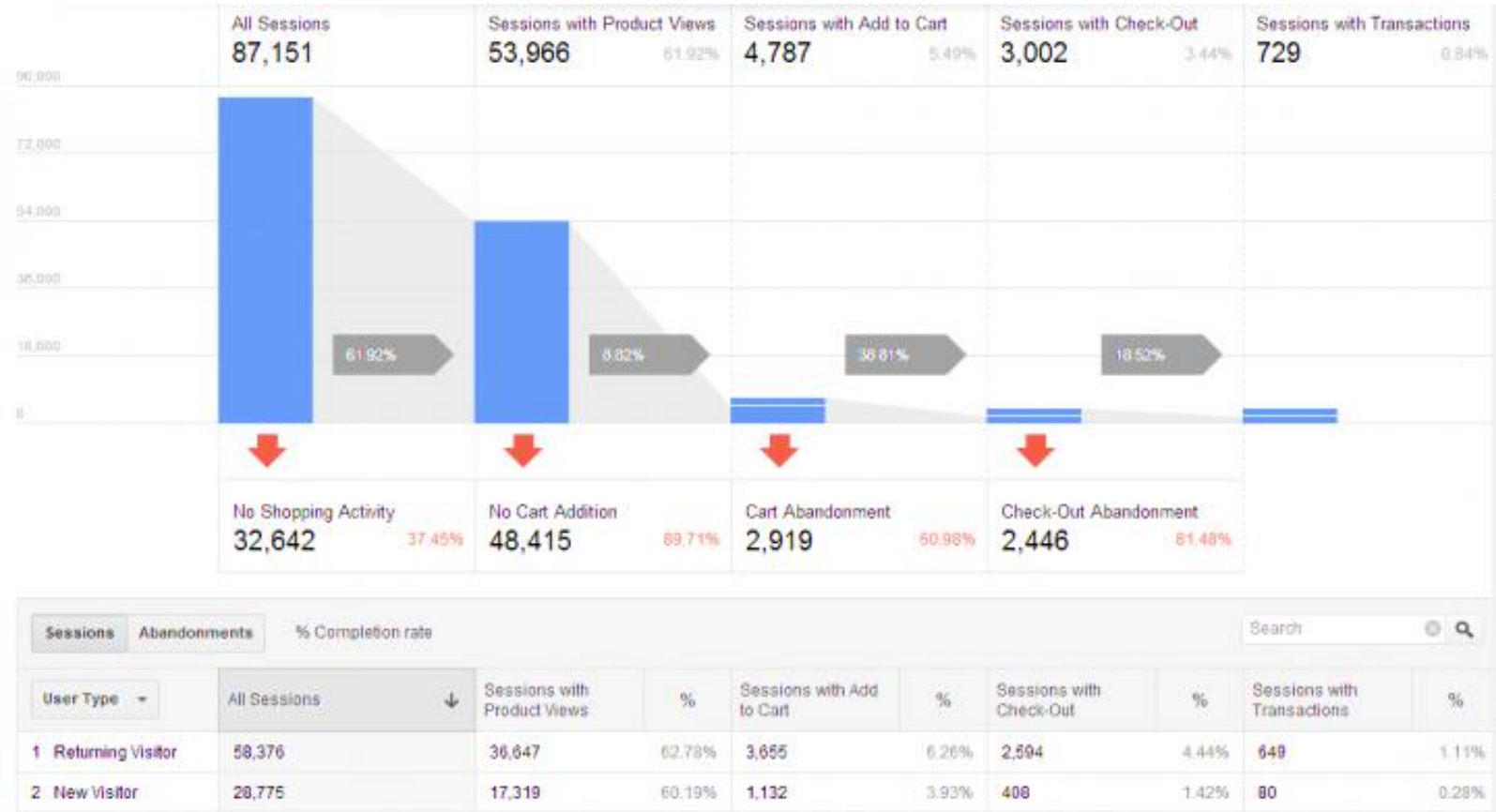


Analytics – Ecommerce Tracking (some examples)

Note: These are samples, hence you may find \$. The same is possible with local currency



Analytics Enhanced



Orders

Customers

Products

Filters:

Last 30 Days

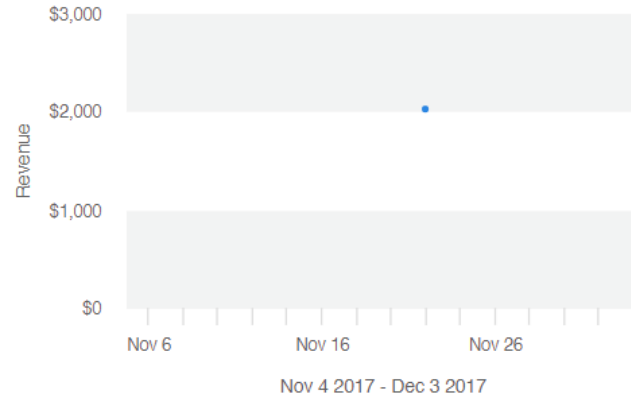
All Store Views

Data last updated Monday, Dec 04, 2017

Revenue

over the last 30 days by day

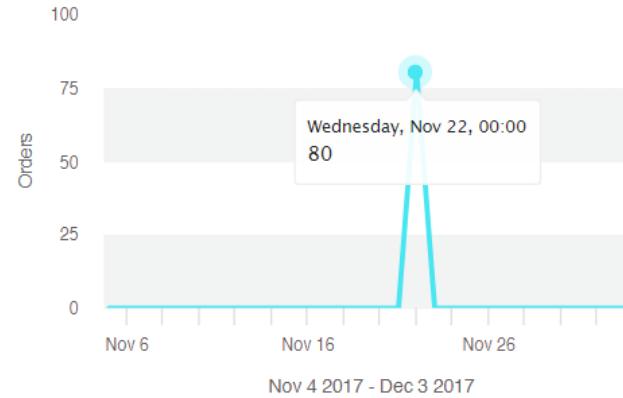
\$2,024.00



Orders

over the last 30 days by day

80



AOV

over the last 30 days by day

\$25.30



Refunds

over the last 30 days by day

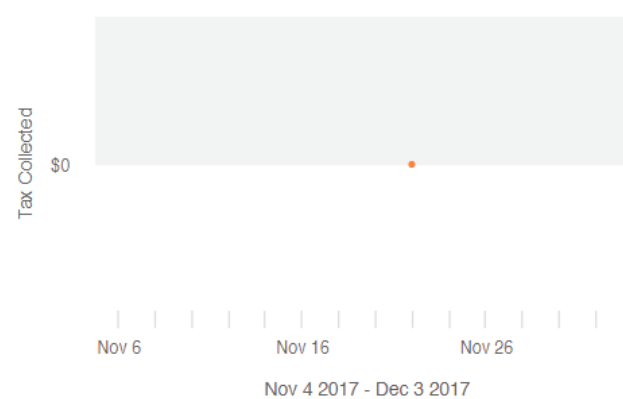
80



Tax Collected

over the last 30 days by day

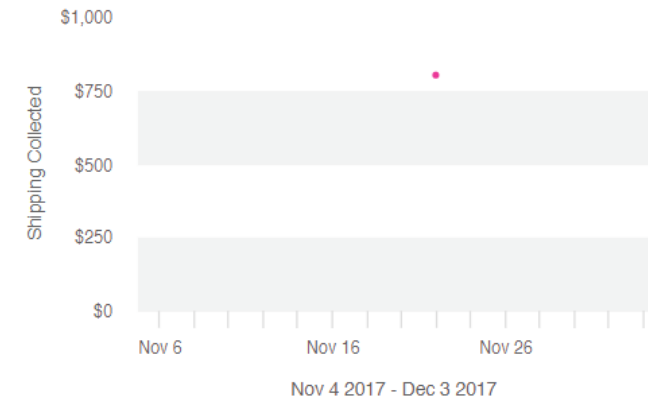
\$0.00



Shipping Collected

over the last 30 days by day

\$800.00



Marketing & Branding

Search
Engine
Optimization

Live Chat

Social Media
Integration

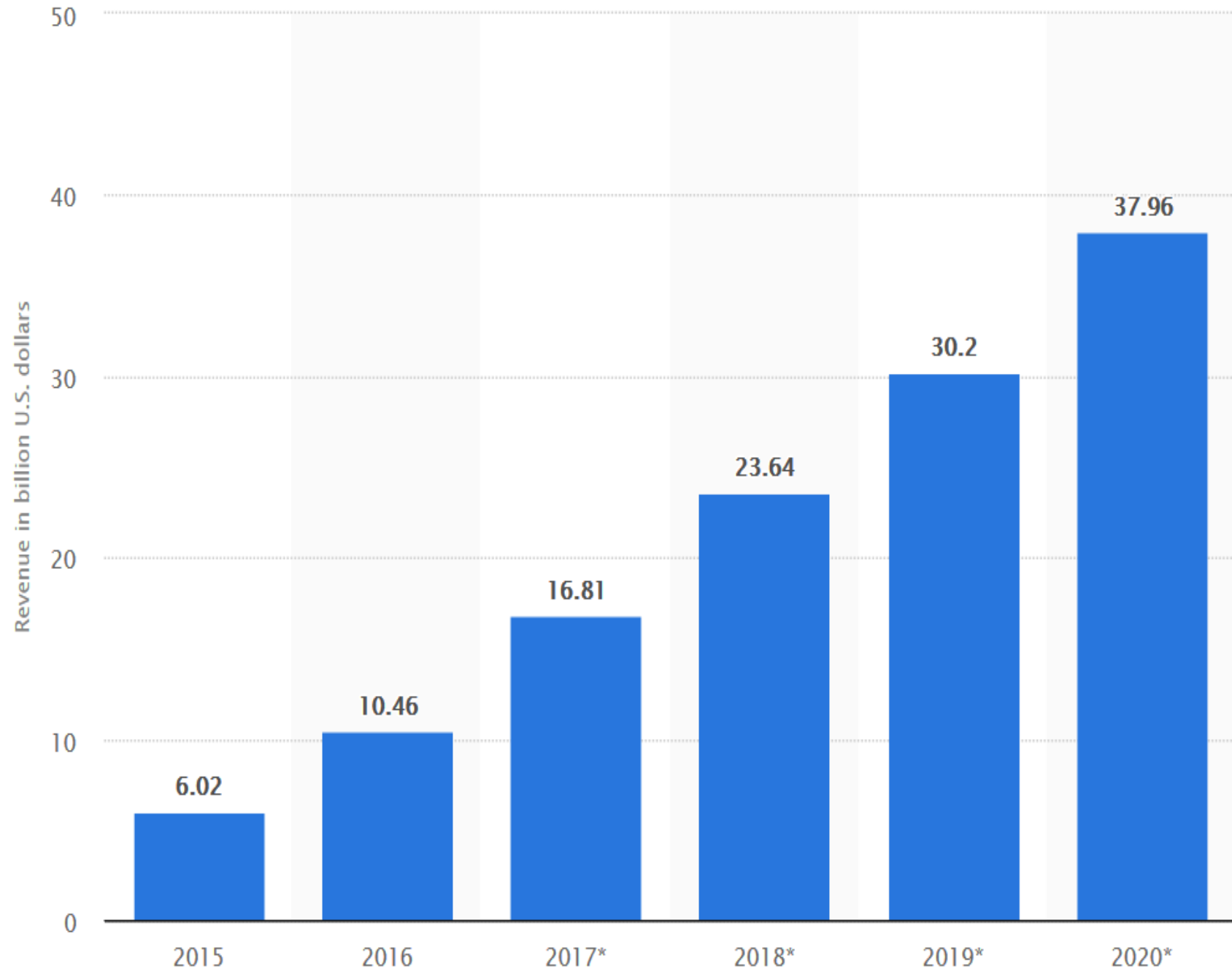
Abandon
cart Email
Marketing

Gift cards,
Ad
campaigns

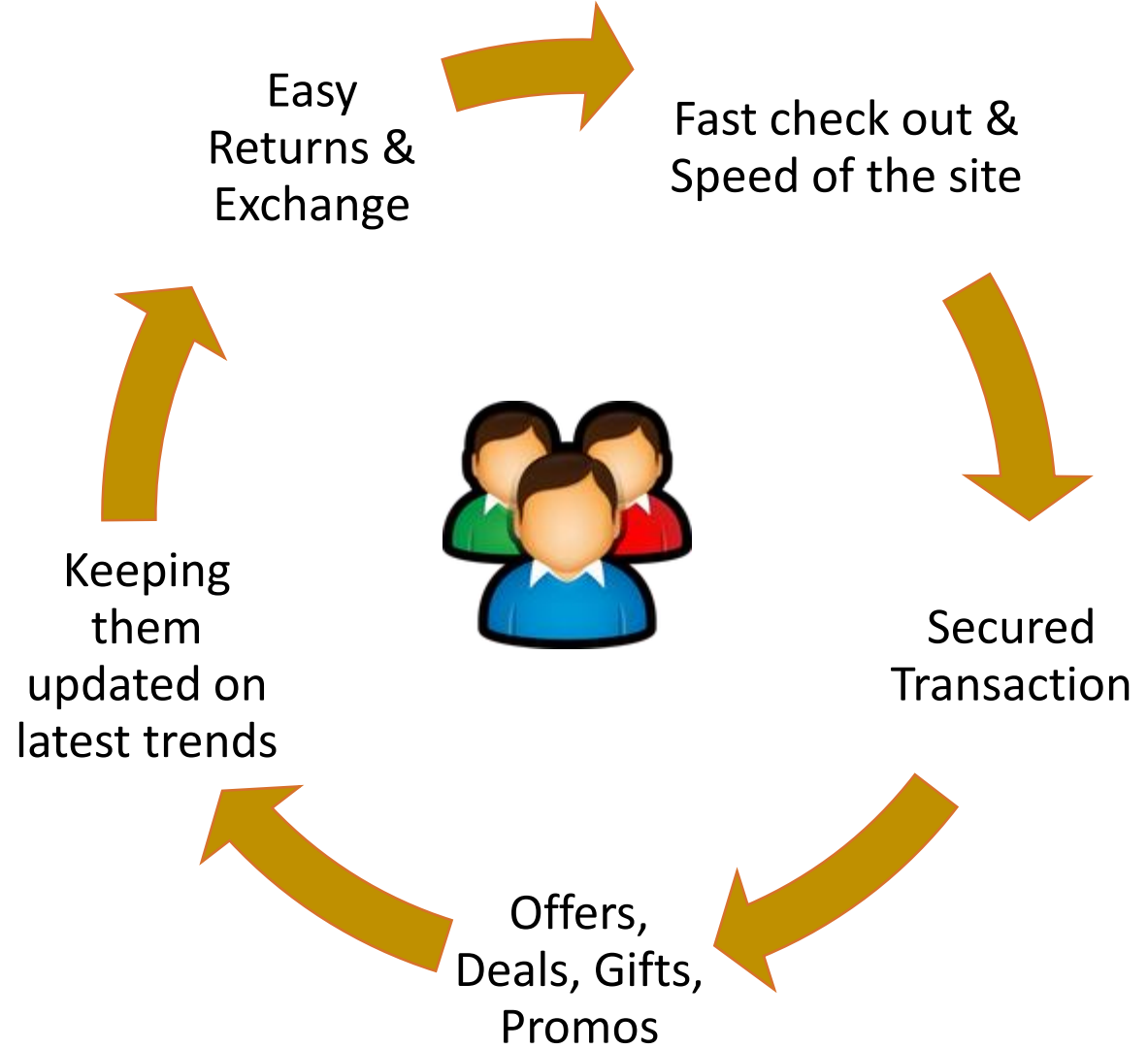
Mobile device usage

In 2015, mobile retail e-commerce sales in India amounted to 6.02 billion U.S. dollars and are projected to reach 37.96 billion U.S. dollars in 2020.

That year, total retail e-commerce sales are set to generate 79.41 billion U.S. dollars in revenues.



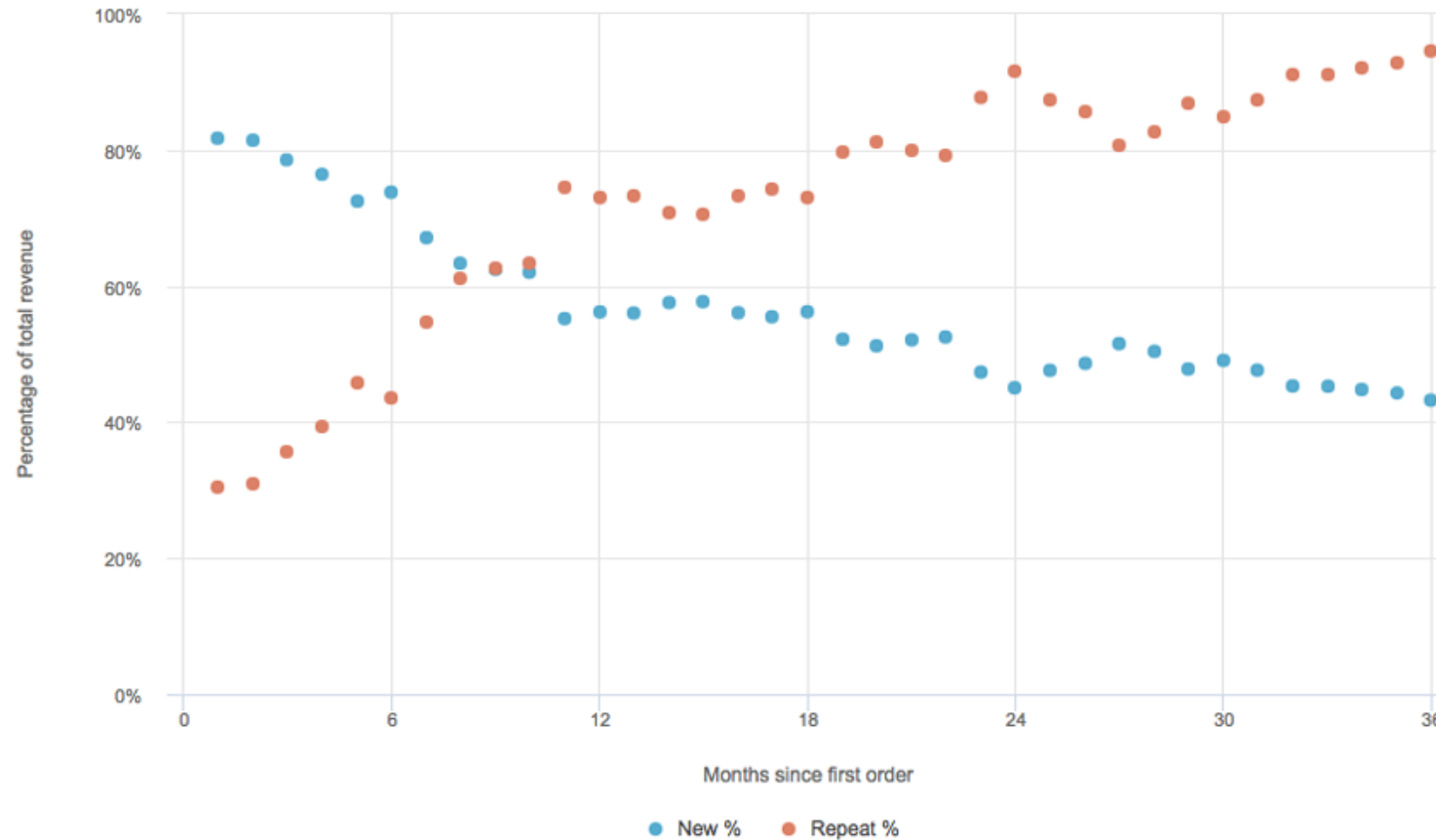
Customer Retention & Satisfaction



Success factors

ALL QUARTILES
NEW VS REPEATING REVENUE

RJMETRICS



A recent research reveals
- The best ecommerce
companies generate
more than half of their
total revenue from
repeat customers after
20 months.

A unified commerce platform is not simply the future in-store or web platform, but combines POS, mobile, Web, call center and clienteling into one single integrated platform. It has become the new retail imperative

