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Bridging the Gap with an Integrated POS, Clienteling and Endless Aisle Solution

What is the financial impact of having more knowledgeable associates on the sales floor?

Well... according to a TimeTrade survey, retailers missed out on $150 billion (yes, with a *b*) in 2016 revenue by failing to provide shoppers with personalized service.[1]

To succeed in providing that personalized experience shoppers are demanding, retailers must empower their store associates. Unfortunately, too often store associates have limited access to important data (inventory visibility, complete CRM view, product info, etc.). Contrarily, today's shoppers are highly connected, informed and demanding; and they enter the store knowing what they want.

When seeking that often-elusive excellent store experience, shoppers care about the following elements:

❶ Could I find somebody to help me?

❷ If I found someone, were they knowledgeable?

❸ Could I find the items I came for?

❹ Was the checkout process reasonable?

Additionally, customers expect omnichannel services, including e-Reservation, buy online, pickup in store (BOPIS), ship-from-store and Store-to-web (including endless aisle), among other last mile scenarios.

The primary objective for successful retail organizations is to adapt to today's consumer buying behaviors and ensure sales are not squandered. *Shopping*, which operates as a module that is natively integrated to the Cegid Retail & POS suite, solves these challenges.

Key Benefits

› Support daily sales operations

› Remove friction between the online and offline experience

› Personalize the store experience for shoppers

› Increase cross-sell and up-sell opportunities

› Improve sales associate productivity

› Enhance sales associate knowledge

› Convert stores into unified commerce hubs

› Bring technology to the sales associate (and not the other way around)

› Modernize the checkout process

› Provide rapid training and rollout

Cegid Omnichannel Services:

› Reserve Online, Buy In-store

› Buy Online, Pickup In-Store (BOPIS)

› Order In-Store, Ship from Anywhere (Endless Aisle)

› Store-to-Store Transfers

› Ship-from-Store

Cegid *Shopping* POS Capabilities:

› Complete transaction management

› Line item actions: associate, discount %, price modification, discount reason, etc.

› Return management

› Gift card and store credit management

› On-hold management

› Serial number management

› Promotion and loyalty management

› Secure payment processing integration

› 3rd party gift card integration

› Rights management

› User-Friendly search engine "Google like"
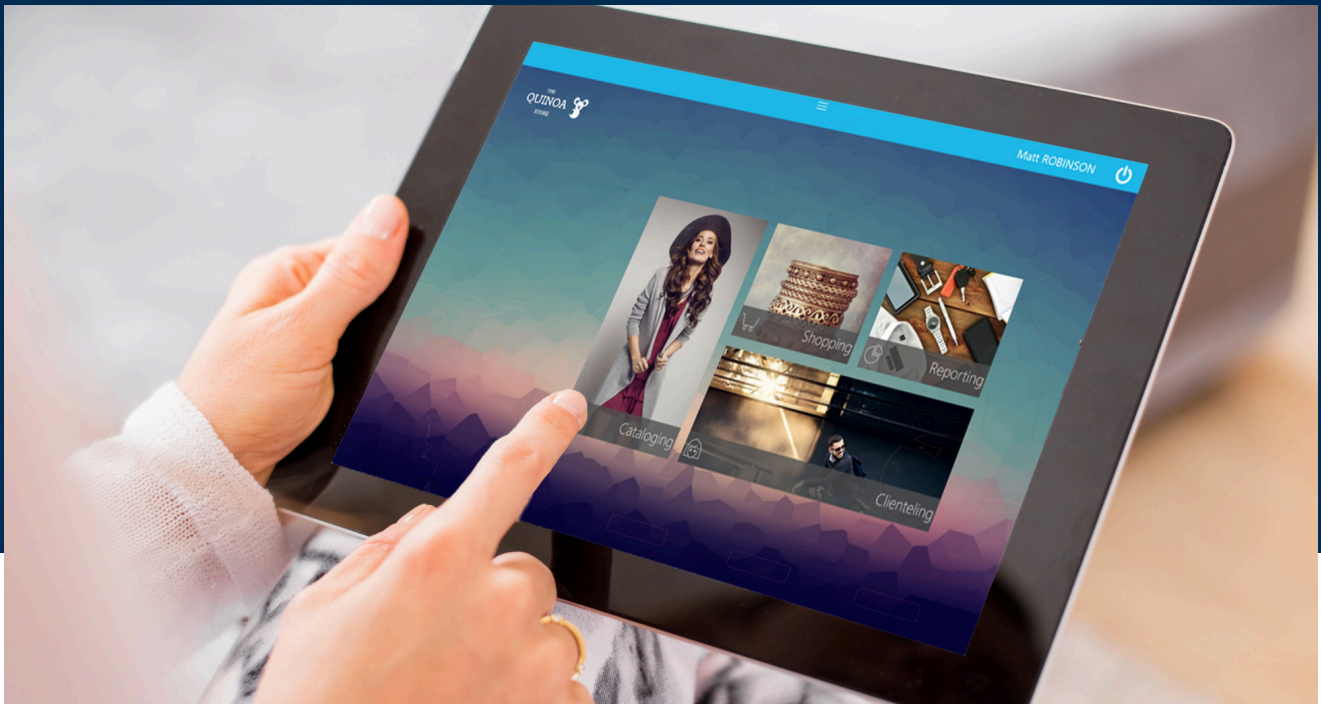
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Cegid Endless Aisle Capabilities:

› Omnichannel inventory look up

› Extensive digital catalog

› Filtering capabilities (e.g. browsing)

› Product information with rich media

› Customer feedback management

› Wish list management

› CRM & Clienteling management

› Add product to a transaction

› Access linked products
  (e.g. shirt + tie + belt)

Cegid Clienteling Capabilities:

› CRM management

› Complete customer buying history

› Loyalty program management

› Customer timeline (physical and digital interactions with the brand)

› Email send (e.g. wish list)

› Notes and preferences

› Duplicate management

› Customer permissions

› Prospect management

› Add customer to transaction

Cegid In-Store Reporting Capabilities:

› By day, week, month or a customizable time frame

› Store performance: sales target, total sales, balance to sell, number of items sold, number of receipts, discounts granted, average cart, average receipt by sales associate…

› Team performance: by sales associate, total sales, items sold, number of receipts, discounts granted, average cart…

› Product performance: by division, department, class, subclass, fabric, brand, theme, price level, buying group, tag type…

Technical Capabilities:

› Web services-enabled

› WIFI-enabled

› Internationally enabled

› Windows 10-enabled

› Built on Universal Windows Platform (UWP)

› Available on fixed and mobile POS hardware

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