

# GCG Dyncloud Retail



Expertos en Soluciones Empresariales



# Target: retail stores with points of sale



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## Challenges

- Positive shopping experience
- Customer Service
- Inventory management

- Consumers research and buy products, contact customer service and share their online shopping experiences, 24 hours a day, 7 days a week, at the office, work or while moving from one place to another



## Ideal Solution

- End-to-end connectivity
- Sales history
- E-commerce

- Having a technological solution such as DynCloud Retail increases customer loyalty by up to 30% and exponentially improves the management of points of sale



## Desired results

- Campaign Measurement
- Purchase of media and budget planning
- Efficient, productive and pleasant shopping experience

- Retail companies that implement a solution such as DynCloud Retail can more efficiently process multiple orders in one batch to reduce delivery costs



## Unified experiences for retail stores

### Optimización

- Updated and predictive inventories
- Higher store and employee performance

### Movilidad

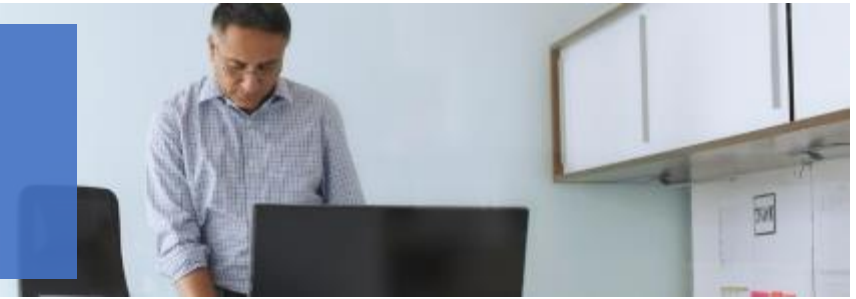
- Correct information at the right time
- Full connectivity in real time
- Mobile Point of Sale

### Integración

- End to end integration
- Complement physical stores with a website and the phone purchase function

**Retain customers and gain market share by connecting people and information, achieve better shopping experiences for customers.**

# GCG Dyncloud Retail



GCG and Microsoft they provide the retail sector with an adequate solution to improve connectivity between people and the store, provide better shopping experiences and create lasting relationships with customers.

## Product alignment

### Microsoft Dynamics 365

Microsoft Dynamics 365 Is the new generation of intelligent business applications in the cloud. Dynamics 365 unifies the capabilities of CRM and ERP to manage specific business functions. Applications developed with Microsoft 365 are designed to increase productivity.





# Customer Success Story



Dyncloud Retail The shopping experience of our customers is more productive and pleasant, making our store one of their favorite destinations

## Results

Availability for consumers, regardless of where they are in the purchase cycle.

Security in the customer experience, is consistent and personalized in all the channels it operates.

Complemented the physical stores with a website and the telephone purchase function, so that customers can buy, regardless of the location and time of day.