Immersive Retail experiences for Shopper Engagement

Shifting Customer Needs In The Retail Industry

Changing Shopper Behavior

- Personalized Experiences
- Omnichannel Experiences
- Brand Relevance

- **75%** of buyers prefer companies that personalize the purchase experience
- **70%** of consumers miss the physical experience when shopping online
- 83% of Shoppers Say Stores Need to Be More Innovative

Operational Gaps

- Counterfeit & Compliance
- Shrinkage & Waste
- Operational Inefficiencies

- Total trade in fakes estimated at **$4.5TN**
- 11% of retail businesses report shrinkage rates at or above **3%**
- Poor inventory visibility invites challenges such as stock-outs, incorrect orders, high labour costs, etc.

One Solution, Unmatched Results

Customer Engagement

- Reduce marketing & sales costs by up to **10% – 20%**

- **20%** higher customer-satisfaction rates

- **10% – 15%** boost in sales-conversion rates

Operational Excellence

- Supply Chain Integrity

- **100% FIFO** Compliance

- Inventory waste reduction by up to **30%**

- Increase productivity by up to **65%**

Delight Customers With Augmented Experiences In-Store To Drive Footfall

- Upsell, cross-sell or bulk sell for increased consumption & customer retention

- Increase purchase with In-App rewards based on product recognition on shelf

- Create immersive experiences and attract customers to visit your physical store
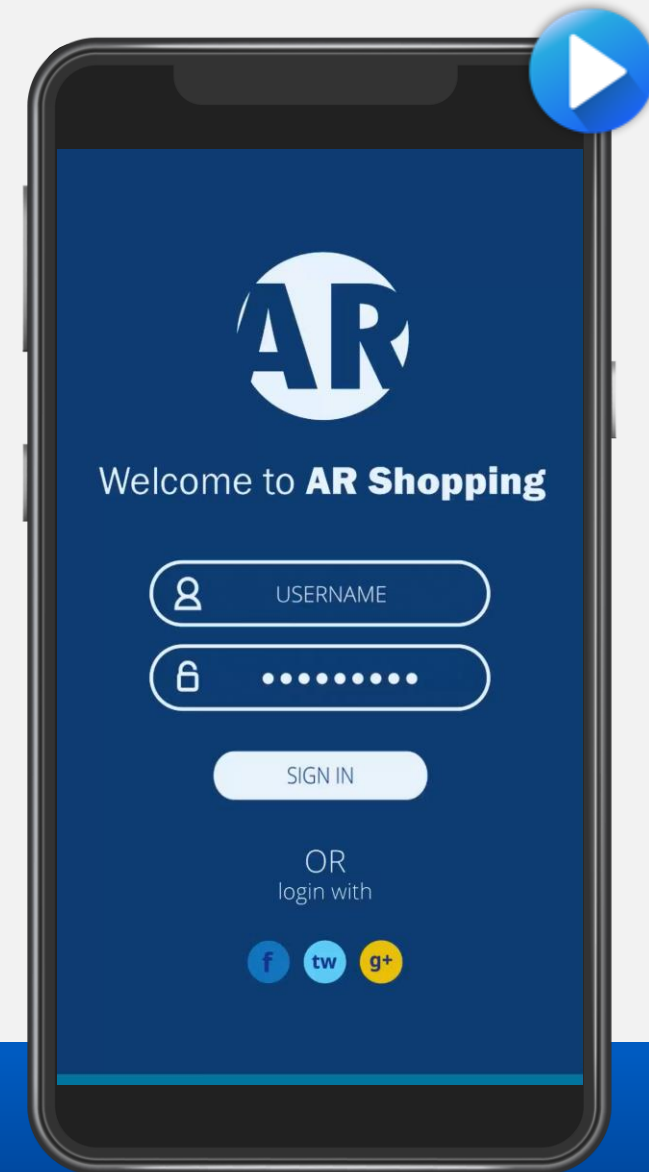
- **ROI: INCREASE FOOTFALL AND BASKET VALUE BY 15%**

Empower Shoppers To Verify Product Claims & Quality

Consumers can check products for vital and critical attributes to accelerate their purchase decisions

- ✓ **Halal verified**
- ✓ **Allergy warning**
- ✓ **100% Organic**
- ✓ **Freshness check**

Personalized Rewards & Recommendations

- Offer discounts and recommendations based on shopper profile and purchase history

- Increase revenue from virtual marketing assets

- Empower brands on your shelves to offer direct to consumer promotions

- Create exciting consumer rewards with NFTS

- Grow CRM database with reward incentive programs linked to validated contact details
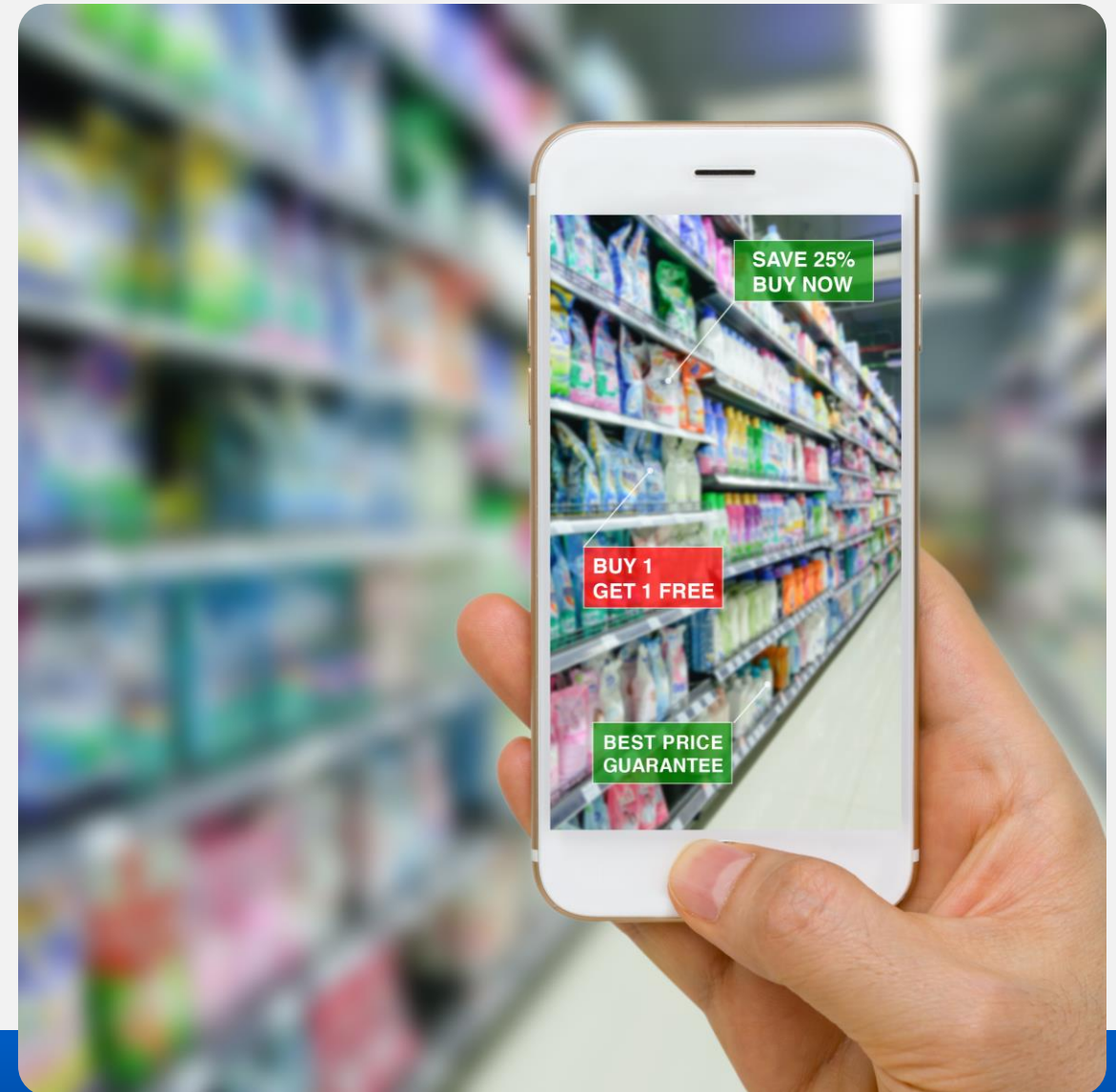
Achieve Operational Excellence & Dynamic Pricing

- Improve inventory control & allocation based on real-time consumption and stock controls

- 100% FIFO compliance with granular inventory traceability

- Reduce loss on perishables by up to 30%

- Save on reverse logistics costs

- Reduce the impact of food waste on the environment and align on sustainable goals

Seamless & Cost-Effective Deployment
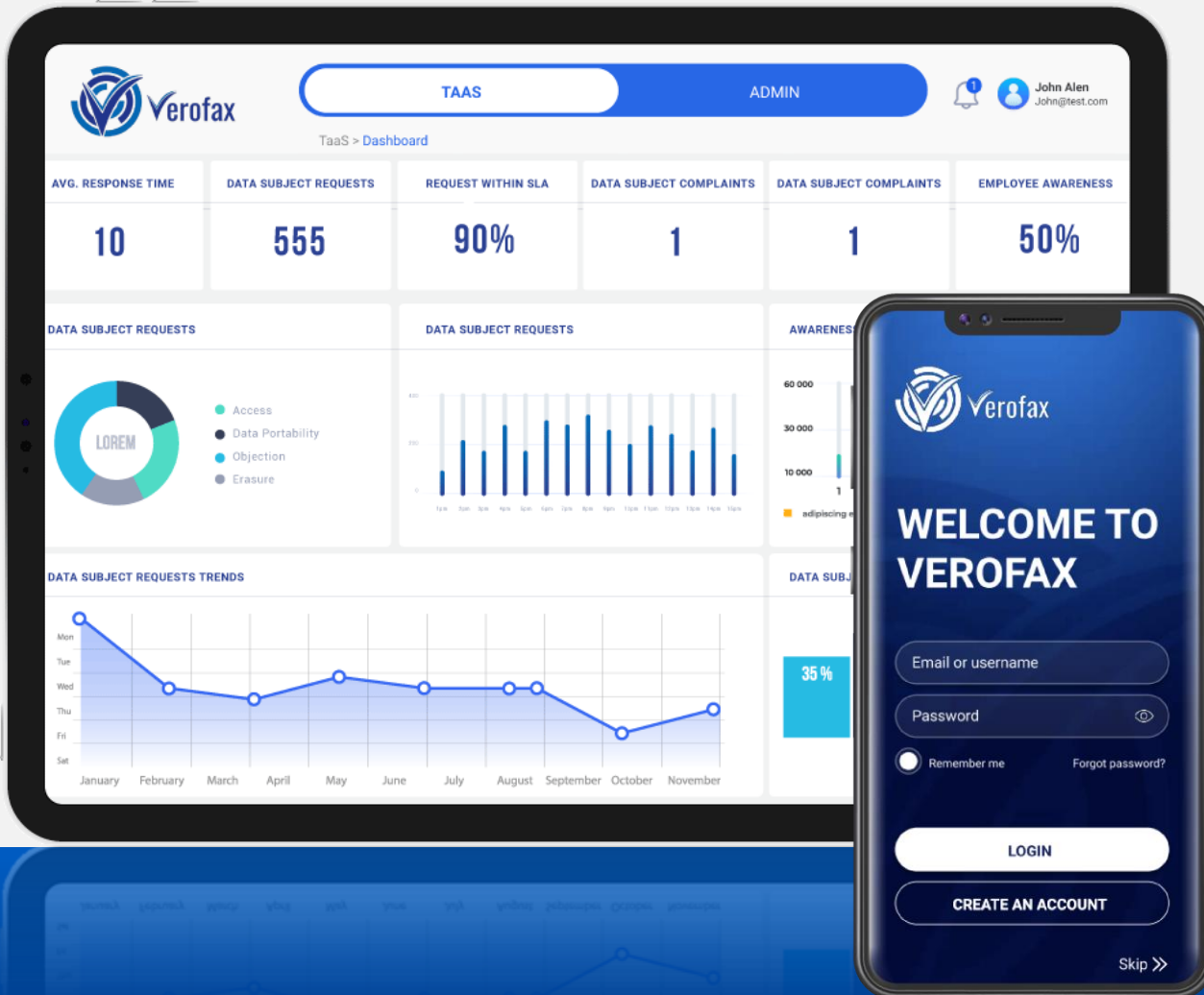
- Low cost of digital identity 1-3 cents per item
- Fast Deployment – within 90/120 days
- ROI within 6 months
- Interoperable platforms – Integrates with 130 ERP's
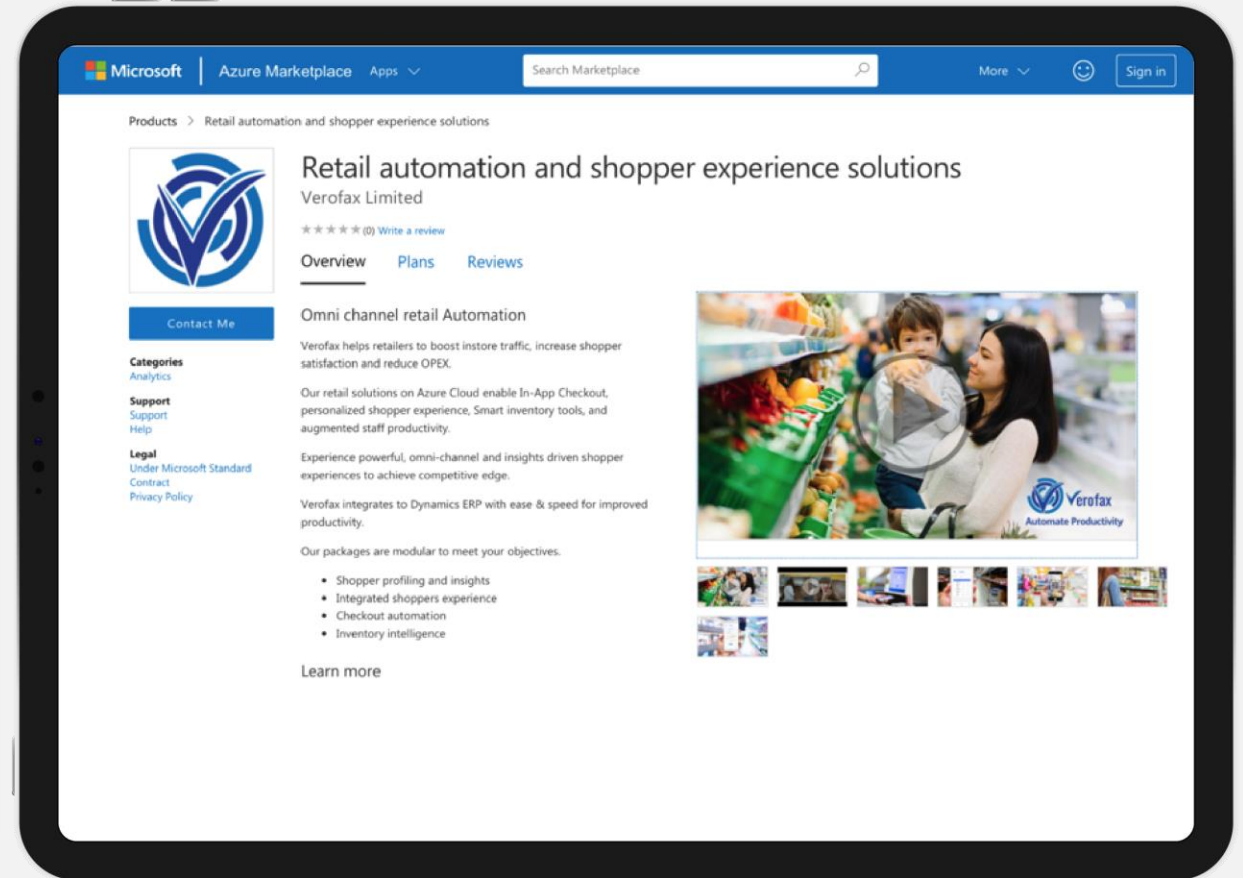- Secure Data – Guaranteed via enterprise permissioned blockchain
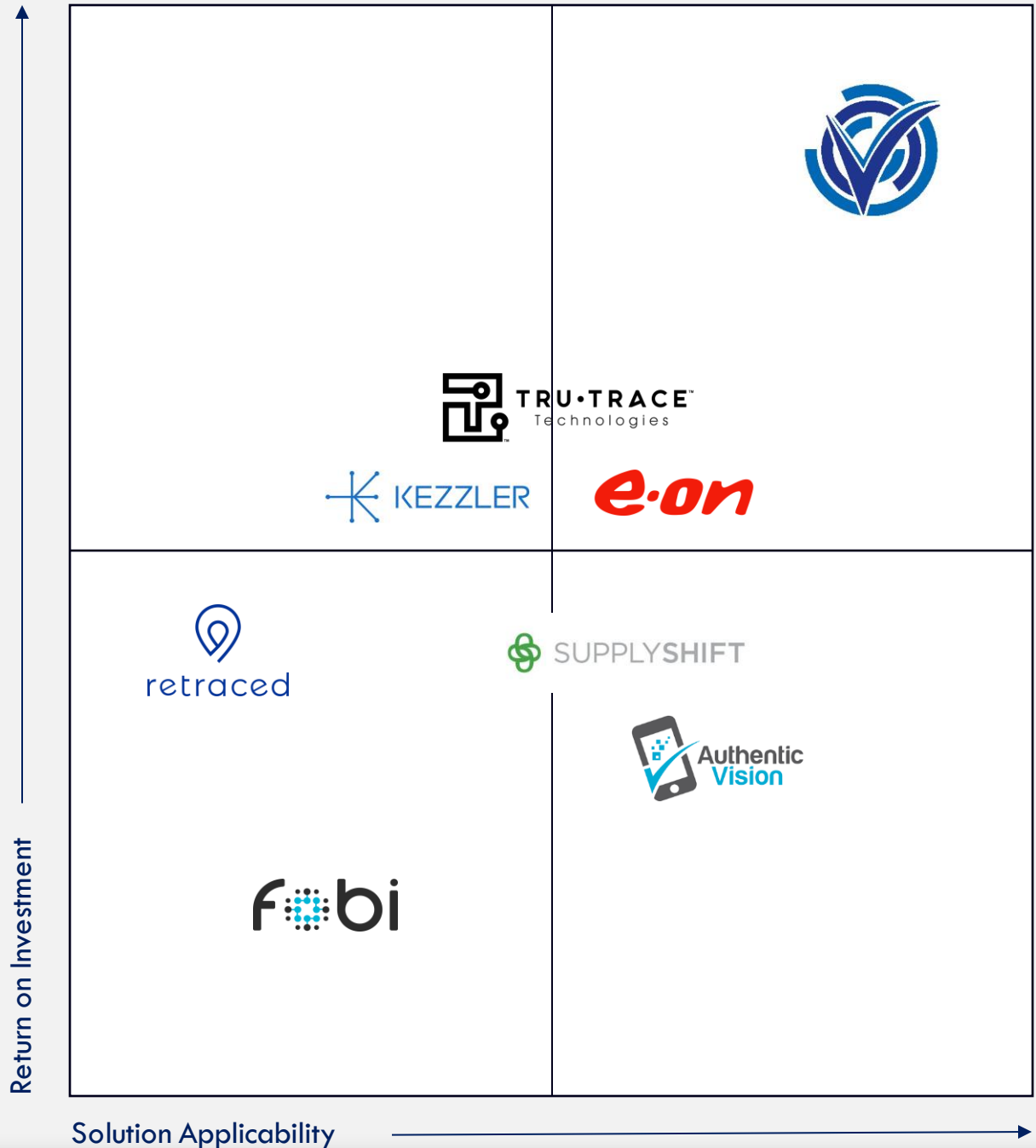- GDPR Compliance – Azure managed cloud databases

Validated By Leading Global Partners

TECHNOLOGY PARTNERS:

ANT GROUP

Microsoft Azure

ORACLE CLOUD

aws

SAP

Microsoft | Azure Marketplace | Apps ⌄   Search Marketplace   More ⌄   Sign in

Products > Retail automation and shopper experience solutions

Retail automation and shopper experience solutions
Verofax Limited

★ ★ ★ ★ ★ (0) Write a review

Overview   Plans   Reviews

Contact Me

Categories
Analytics

Support
Support
Help

Legal
Under Microsoft Standard
Contract
Privacy Policy

Omni channel retail Automation

Verofax helps retailers to boost instore traffic, increase shopper satisfaction and reduce OPEX.

Our retail solutions on Azure Cloud enable In-App Checkout, personalized shopper experience, Smart inventory tools, and augmented staff productivity.

Experience powerful, omni-channel and insights driven shopper experiences to achieve competitive edge.

Verofax integrates to Dynamics ERP with ease & speed for improved productivity.

Our packages are modular to meet your objectives.

- Shopper profiling and insights
- Integrated shoppers experience
- Checkout automation
- Inventory intelligence

Learn more

QUALITY ASSURANCE & CONSULTING PARTNERS:

BPG
مجلس أصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

KPMG

WPP

*Blue*Focus

Patented Solution

- 4 Patents registered (US & PCT):

  a) Marketing:

  1. Cognitive AI vision
  2. Blockchain for promotional integrity

  b) Operational excellence:

  1. IoT for cold chain compliance
  2. Blockchain for validated receipts

- Fast solution deployment (3 months vs 18 average)

- Wide interoperability & seamless ERP integration

Return on Investment

Solution Applicability
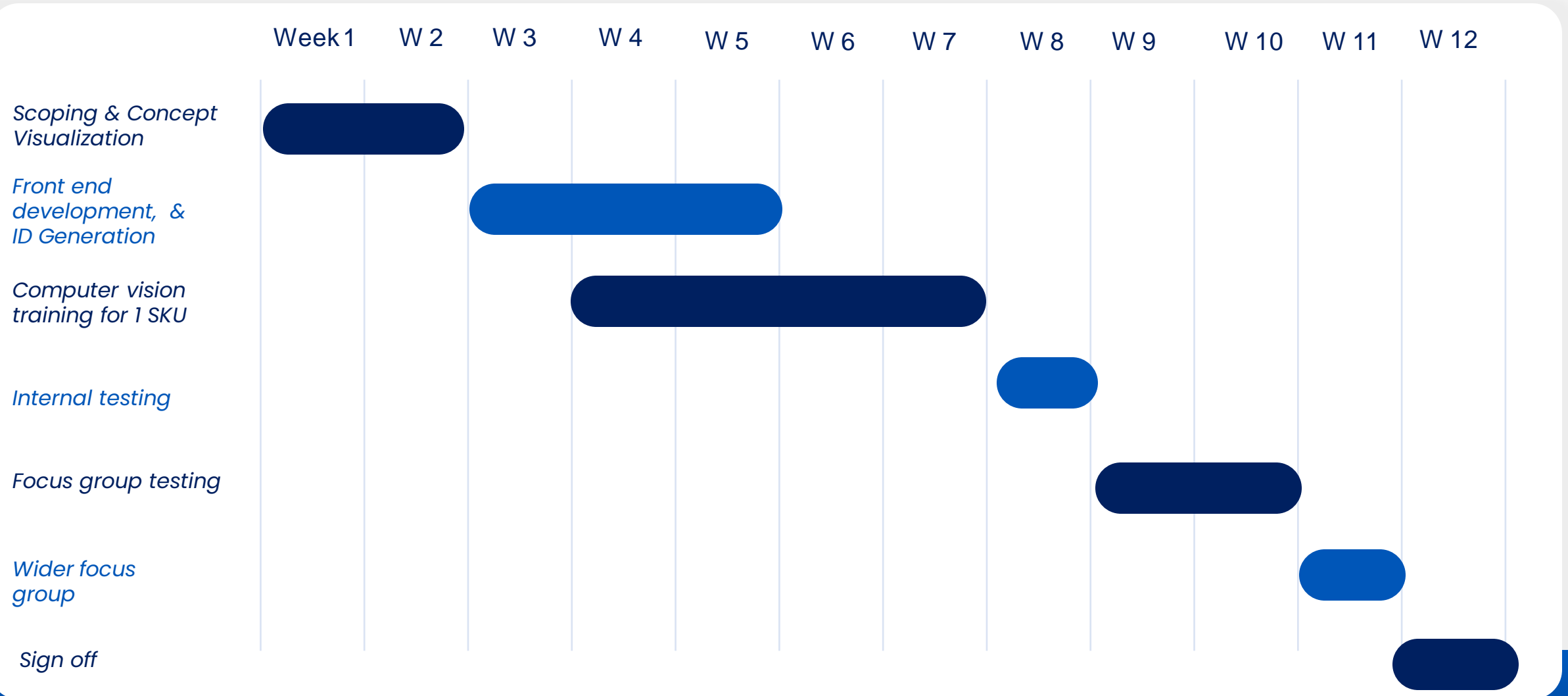
EUROPE
Devonshire House, 60 Goswell Road,
London, EC1M 7AD,
United Kingdom

ASIA
V Square @ PJ Centre, Block 6-09-01 Jalan Utara
46200 Petaling Jaya Selangor, Malaysia.

MIDDLE EAST
P.O. BOX 35665, 34, Makam Tower,
Global Market Square, Al Maryah Island,
Abu Dhabi, United Arab Emirates.

AFRICA
Dubai Internet City,
In5 Tech Hub,
Suite 34B

CANADA
33 Gerrard street west,
Toronto,M5G 1Z4,
Ontario, Canada

UNITED STATES
651 N Broad St, Suite 206, Middletown,
New Castle,19709,
Delaware, United States

Verofax

Info@Verofax.com