LaunchPad for Commerce

Description

Launchpad for Commerce by Avtex is an end-to-end commerce solution that uniquely weaves together Dynamics 365 Commerce with the Avtex CX Design and Orchestration methodology. Ensuring a holistic customer-experience centric transformation, fueled by data and delivered in record time with our proprietary rapid-start methodology.

Benefits

Unify back-office, in-store, e-commerce, and call center experiences to personalize customer engagement, increase employee productivity, and optimize store operations.

Enable your customers to purchase when, how, and where they want   on any device   by delivering a frictionless and consistent engagement across online and offline channels.

Implementation done in 2 to 4 months with the Avtex "rapid-start" approach.

Overview

Deliver personalized and meaningful customer experiences across physical and digital channels, uniquely connecting the end-to-end shopper journey with Avtex and Dynamics 365 Commerce. The Launchpad for Commerce rapid-start solution from Avtex is built on top of Microsoft Dynamics 365 and leverages the Microsoft technology stack to provide companies with an advanced system to manage all their needs around POS, E-commerce, marketing, contact center, finance, inventory, BI & Analytics and much more. Our rapid-start methodology gets you up and running in just two to four months.

Our solution offers a wide range of features and benefits, including:

Engage customers across channels: Provide exceptional experiences across traditional and emerging channels, or across different business models, scenarios, and personas. Connect digital, in-store, and back-office operations on a truly unified commerce platform.

Build loyalty and exceed expectations: Provide personalized interactions across all channels, giving the customer the option of when, where and how to buy and pick-up; while having a 360-degree view of your customer.

Complete engine for digital commerce: Build and launch websites with drag-and-drop ease, while maintaining consistency with your other channels and giving customers (B2C and/or B2B) a personalized experience.

Enable AI-driven intelligent commerce: Use AI-based recommendation to cross-sell and upsell customers while providing AI-moderated ratings and reviews that improve product selection and accelerate purchase decisions.

56%
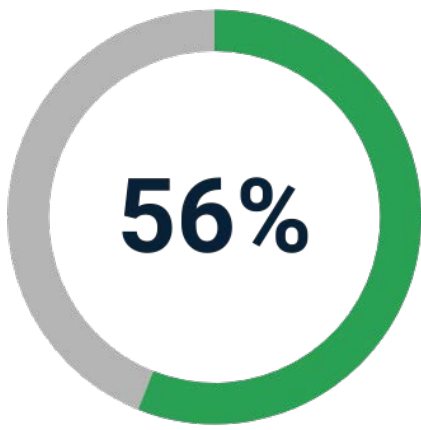
of consumers are more likely to shop at a retailer that recognizes them by name. *IHL Group (NRF)*

Modernize retail store and streamline operations: Use the modern POS to offer customers the right products at the right time and price, while having an accurate view of your inventory and a clear forecast demand to manage your supply chain accordingly.

Deliver a connected commerce journey for every customer: Use Dynamics 365 Marketing to build personalized multichannel journeys to increase engagement and reduce customer-abandoned carts.

BI & Analytics: Take advantage of Avtex Insights to see a personalized set of dashboards for your business, encompassing retail operations, E-commerce sites, store performance, customer KPI's, product analysis and much more.

About Avtex

Avtex is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations build meaningful connections with their customers, members and constituents. Avtex offers a wide range of solutions and services to support CX Transformation planning and Orchestration of experiences for clients. Avtex has offices across the U.S., with Headquarters in Minneapolis. Avtex is recognized as a gold partner of both Microsoft and Genesys, leveraging their world class platforms as the foundation for customer engagements and digital transformation. Visit **www.avtex.com** for more information.