

DASP FOR RETAIL

Digital Advisory Sales/ Service Platform

Digital Advisory Sales/ Service Platform (DASP) for **Retail** is a disruptive Solution that equips sales associates with a unified mechanism to manage various activities including customer service on a hand-held device or a Kiosk. The solution is powered by “in the moment” pricing strategy, event (including Customer behavior) recognition and enabling Real Time actions to win the sale.

Key components of DASP



Context Aware
Customer 360



Event Driven & Real-Time
Business Actions



Deeper Predictability on
Demand, Availability,
Stock Replenishment

The Business Needs

The store continues to be the nerve-center for most bricks and clicks retailers. Stores can transform to be experience centers for **Omni-channel** customers. They can be mini-fulfillment hubs, offering ultimate flexibility when it comes to delivery choices and saving a potentially lost sale. The store associates can be brand ambassadors and inculcate loyalty and help improve customer retention when armed with right tools and technologies. However, with no or very limited information on customers, products or other enterprise information like inventory on hand, the sales advisors today face multiple challenges. In a nutshell, retailers have a need to enable sales advisors and customer service associates to engage with the customer more efficiently that can help them to save a sale or contextually address customer service.

This is the space where **Digital Advisory Sales / Service Platform (DASP)** for Retail fits in.

For Sales Associates, DASP for Retail addresses business problems like:



How to make a personalized offer to Customer?



How to improve loyalty?



How to reduce the queue waiting time in-store?



How to react to a competition via price match or an alternate offer?



How to save a sale specifically in a stock out situation?



How to provide a 'Do not have to repeat myself' experience to customers?



How to turn a complex customer complaint scenario to a positive interaction with deep insights (i.e Customer 360 with purchase history, preferred brands/ products, life-events, customer life time value etc.)



How to reduce turn-around time for query resolutions with intuitive and ready access to customer open orders, enterprise inventory information, price match possibilities etc.

KEY SOLUTION DIFFERENTIATORS

If an Enterprise is struggling to enable their sales and service associates to better engage with the consumer effectively to establish a personal connect, DASP is the solution.

The platform offers real-time information of the customer, product and offerings in context to interaction between customer and sales associate.

The platform provides customer profile with categorizations along with loyalty point based on purchase history. It also helps to know about interest, behavior, personality, preference of the customer.

The platform provides next best actions and also enables the associate to take correct actions so that the sales associate can initiate/drive a conversation in the best possible ways that can result into a sell.

The solution is light-weight, customizable, state-of-art and comes at a fraction of the cost of other solutions.

The platform comes with possible integration touch-points with beacons in-store for possible path to purchase and shopper insights delivered to store associate



Key Features

Channel sales platform



Consumer 360-Omni channel view including in-store path to purchase insights (Beacon integration)



Stock-Availability & Fulfillment



Real time Decisions/Actions



Collaboration & Workflow



Elastic Pricing- Retail time competitive view



Dynamic and Personalized Offers



Product 360- Pricing Insights



Digital Payments

Benefits



Uplift in cross-sell/up-sell conversions from saving potentially lost sales



Improved margins with dynamic / elastic pricing capabilities

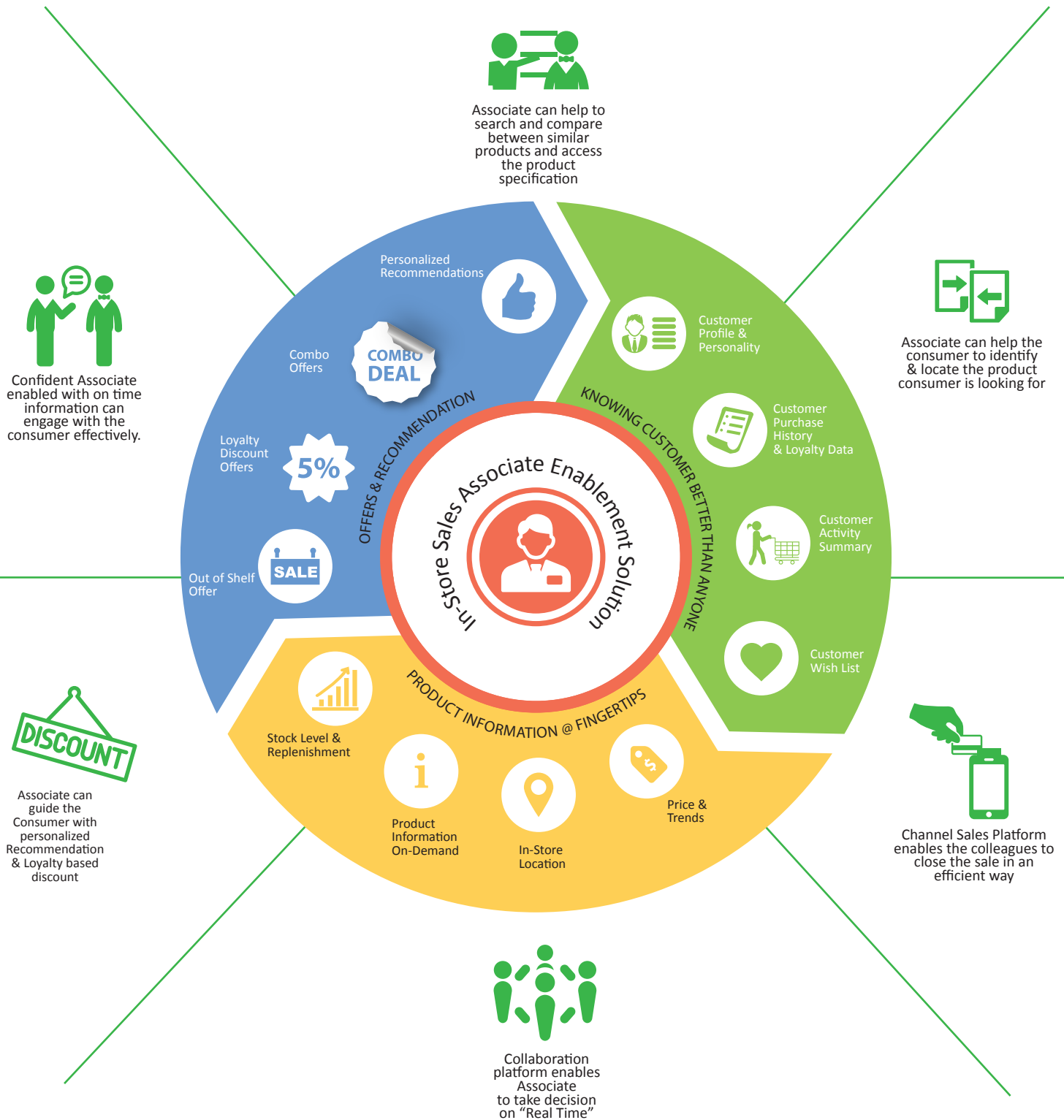


Increased **customer engagement**, loyalty and satisfaction



Boost in associate morale with ready access to customer / enterprise information

Conceptual View



About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.