Softtek®

Phygital Retail

In-store digital experience accelerators
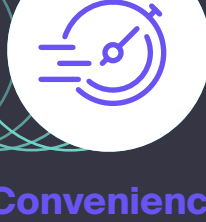
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i | What is 'phygital'?
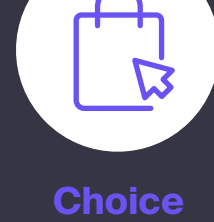Creating digital experiences at physical stores

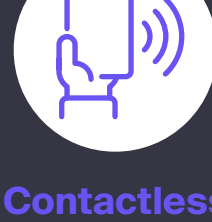## How does Phygital transform...
Your **Retail CX**?

Convenience
Make shopping faster & easier

Choice
Provide different ways to shop

Contactless
Less germs & less friction

Captivation
Novel & interactive retail experiences
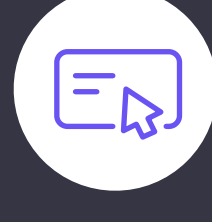
And your **Retail business**?

Sales
Create cross-selling, upselling, & impulse buy opportunities

Synchrony
Unlock unique value from humans & technology

Skip the line
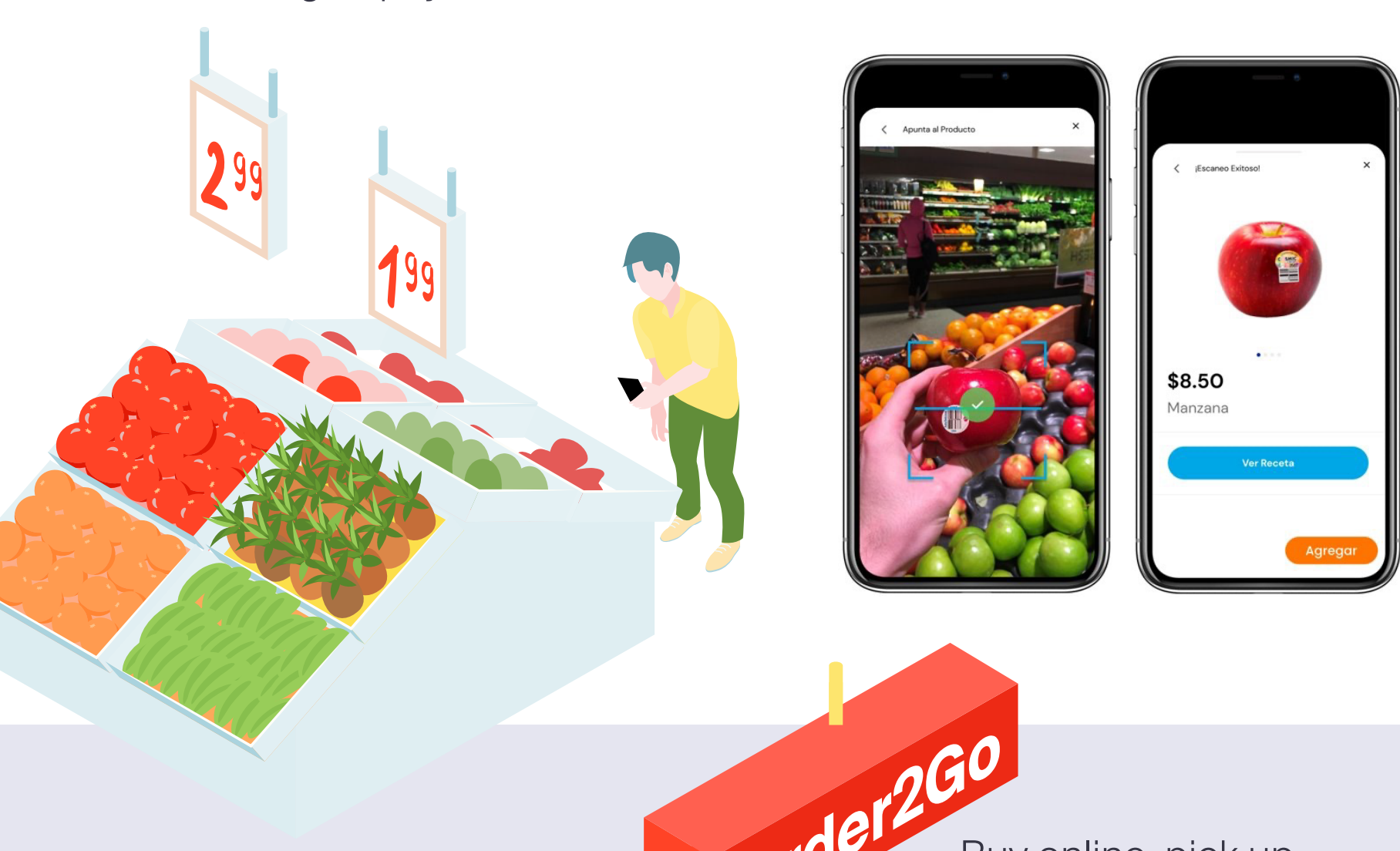Handle more overall sales volume while reducing manhours

Sustain
Create disruptive business models, drive app downloads, & build loyalty

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See our **in-store digital experience accelerators** in action

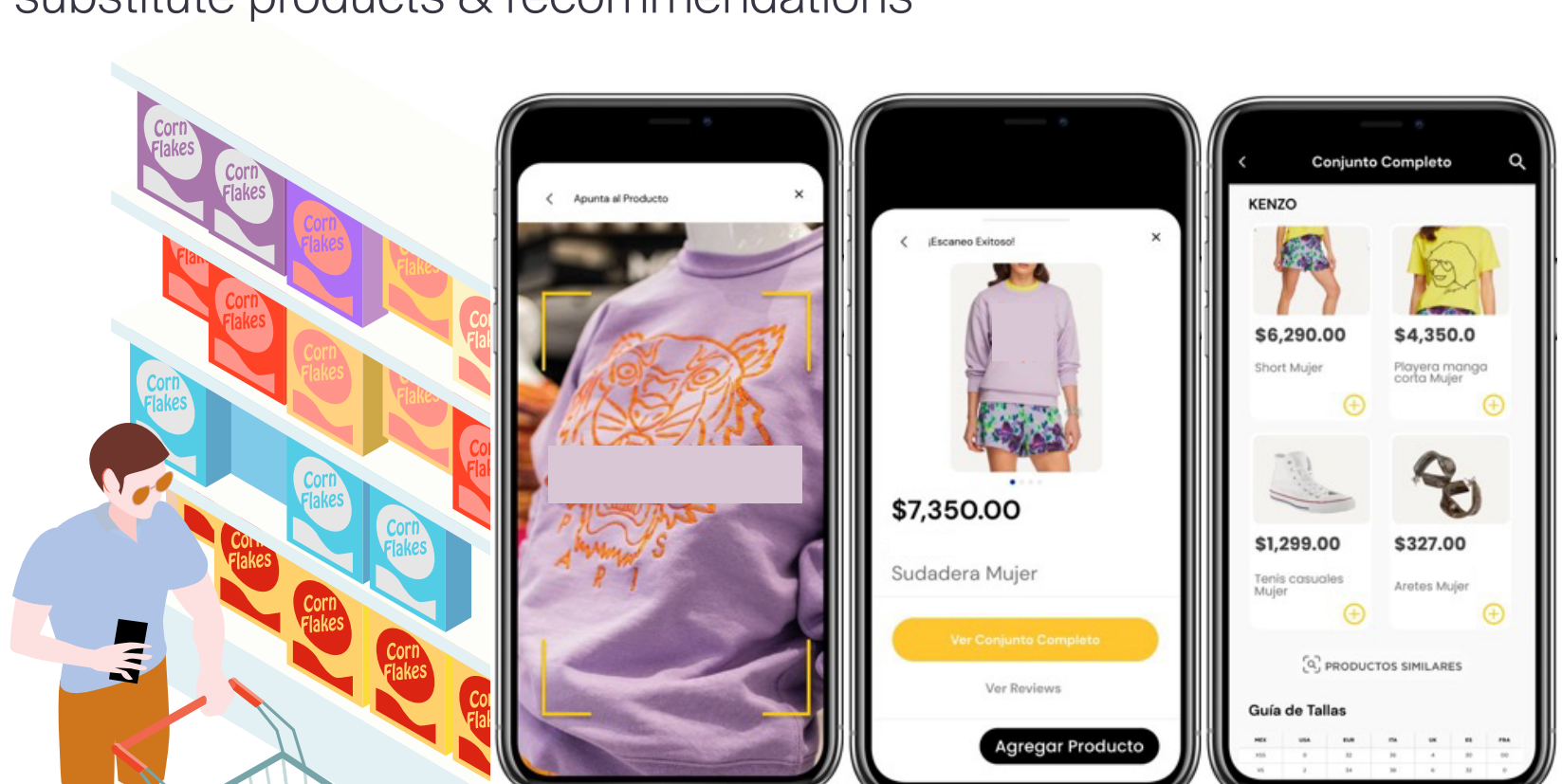### Scan & Go
Scan, bag, & pay for items with no checkouts.

2⁹⁹   1⁹⁹

$8.50
Manzana

Order2Go

Buy online, pick up in store or curbside.

$8.50
Manzana

Intelligent recommendations
Shop online or in store > select or scan the product > discover complementary & substitute products & recommendations

$7,350.00
Sudadera Mujer

"Customers who bought this also bought..."
Benefits: bundling & cross-selling

"Compare products"
Benefits: improve CX by showing ratings, promotions, & product availability

"Have you considered this product instead?"
Benefits: promotions & upselling

Interactive experience
Using a phone camera and prompts from the app, customers can complete activities while shopping to unlock deals and rewards

Benefits:
- Attract shoppers to specific areas of the store
- Promote seasonal goods and overstock
- Make shopping interactive and rewarding
- Build loyalty

We combine our
flexible delivery + **rich retail experience**...

- Already have an app? Integrate these solutions
- No app? Let's define a digital sales & CX strategy together
- Android/iOS ready
- Plug-and-play or customizable

- 1,200+ specialized retail associates
- Partnering with Fortune Global 2000 companies
- World-class APIs and microservices
- 16 Global Delivery Centers – Share the Sun
- Proprietary cognitive AI, ML, and automation platform

...to define your retail future, together.

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