INFOSYS EXTENDED STORE SOLUTION

Accelerate Retail Transformation with Infosys

Retail shoppers want safe, low-touch purchasing experiences amid the ongoing threat of infections. To address this need, retailers are seeking solutions that enhance the shopper experience and drive profitability by ensuring safe purchasing and secure payments.

Infosys Extended Store Solution

Infosys Extended Store is an innovative solution that enables self-service and contactless checkout. A lightweight, non-invasive point-of-sale (POS) add-on, it provides scan-pay-and-go capabilities for contactless mobile checkout on consumer smartphones. Through its advanced data analytics and targeted promotions, it serves as all-around marketing, merchandising, and productivity tool.

As an end-customer mobile application, the solution allows customers to scan items in the store, build their cart, and pay via contactless payment options. The application also offers intelligent recommendations to guide the customer to the store. Users can view their purchase history and edit their profiles.

Transform Retail Operations

By allowing consumers to utilize their own device, Infosys Extended Store minimizes contact, thereby ensuring employee as well as customer safety. Retailers can also expand their storefront into parking and open spaces for more product coverage. It reduces losses or shrinkage in inventory and increases brand awareness among customers. This solution helps B2B distributors and suppliers to quickly set up B2C stores enabling them to go to market faster.

Key Benefits

Accelerate checkouts → Reduce contact from shared pin-pads → Empower customers → Improve footfall throughput → Reduce POS hardware expenditure → Enhances the customer experience → Creates hyperlocal micro-markets

Success Story

For a leading American clothing company, Infosys Extended Store helped the global brand enhance the customer experience in over 50 stores in the US. Having derived significant benefits like 10% increase in sales and accelerated customer shopping experience from the implementation, the clothing retailer plans to deploy the same solution across its stores in Europe, the Middle East, and Africa (EMEA), and the Asia Pacific (APAC) regions soon.

Looking to transform the retail experience into safe and contactless shopping for your customers? Connect with us at askus@infosys.com to get started.

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For more information, contact askus@infosys.com

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