

Conversational Retail Toolkit – A Necessity from 2021 For store-like shopping experience

Contactless Commerce, once a value add but now a necessity, a trend that will hardly fade alongside the pandemic that sparked its surge. Coming from retailer push and customer demand, the wide acceptance of contactless & conversational technologies is extremely imperative for brands to boost and uplift their store sales by reaching out to customers with a phygital in-store experience to ensure their safety and drive smart conversations.

Have you adopted a Resilient Sales Channel, yet?

Blog of the Month



Need of a New Age Sales Channel

The retail landscape has now shifted to scheduled shopping appointments, contactless processes, store pickups and a blend of online and offline outreach. Retailers are integrating 'Phygital' to attract and retain consumers.

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Featured Product of the Month



Indian Retailer's Most Preferred Conversational Sales Channel

Automated Search Suggestions | Post ad like stories | Video call with customers
| Chat in customers' preferred language | Redeem points, coupons and e-GVs |
Sell to your customers where they are

[Know More](#)

Industry Insights

Conversational Commerce is the way ahead!

84%

of conversational commerce buyers in India plan to increase their spending on it

40%

of conversational commerce buyers surveyed globally say that 'chat' was how they first started shopping online

Source: Facebook Insights*

Latest Event



Soumya Chatterjee - Co-Founder & CEO, Easyrewardz Software Services joins the Elite Club of Tech Achievers at BW Businessworld #TechTors for envisioning & bringing up a toolkit – "Shopster" an ultimate gamechanger for retail during unprecedented times

[Know More](#)

In Conversation With

"With the second wave of the dreadful Pandemic, fear of contact has been engraved in the minds of the customers. It forced the most reluctant retailers to adopt limited digital means to continue their business, in a contactless manner. The large format retail outlets rose up to the challenge and Conversational Commerce, became their saviour. This not only helped them continue their business with more vigour, it also helped uplift their store sales by reaching out to customers with a phygital in-store experience. With Contactless Commerce, it is a win-win situation, for all"



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