

## Now, Next and Beyond

Evolve to the new age of customer experience during festivals  
Personalized | Safe | Contactless

Retailers are expecting a glimmer of hope ahead of festivals as consumer sentiment is gradually improving. They are emphasizing on providing safe and contactless consumer experience to woo the consumers to leverage the festive season led sales.

### Blog of the Month



#### How brands can rake in moolah during festival season 2020?

In India, purchase decisions during festivities are mostly driven by emotions. Festive season gives brands an advantage to remind their customers about the Indian culture by associating it with their products.

[Read More](#)

### Offer of the Month

#LightUpYourSales

Let this festive season be the season of success with exclusive offers on **Conversational and Contactless toolkit**

WhatsApp Shopping | Appointment Scheduler | Digital Payment | Digital Receipt

[Get Started](#)

### Featured Products of the Month



#### Go contactless with Shopster Pay

Boost sales and ensure safe consumer experience with digital payments & receipts

[Know More](#)



#### Unified feedback engine to know your customers better

Capture, analyse and action voice of customer (VoC) with Collecta feedback engine

[Know More](#)

### Brand Speak



"Easyrewardz has supported us in our journey of developing a proprietary ecosystem of Loyalty and Digital engagement solutions. Their expertise across loyalty lifecycle journey has given us actionable insights that have helped us engage, retain and win-back our customers and given us fantastic ROI. More than that, it is the attitude of the account and senior teams that gives us confidence in them as a partner as we scale up our program and adjacent initiatives."

Amandeep Singh Khurana  
Head - Loyalty Program

[Read More](#)

### Resource of the Month



#### eBook

**Revival guide for Retail**  
**5 ways to rebuild your biz in the new normal**

[Download Your Free Copy](#)

### Upcoming Events



in association with



#### Virtual Event

**Now, Next and Beyond: 3 phases of Retail recovery**

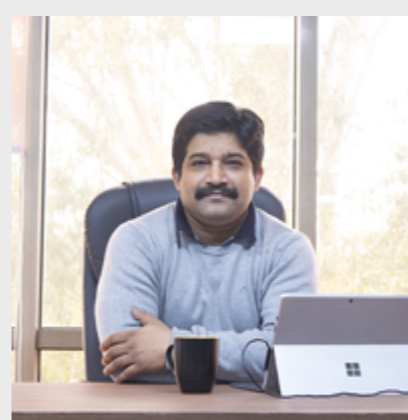
[Register Now](#)

22 October 2020 | 4:00 pm- 5:00 pm

### In Conversation With

**Soumya Chatterjee**  
Co-Founder & CEO, Easyrewardz

"I believe that technologies that facilitate an easy convergence of both online and offline shopping can help retailers to deliver seamless phygital shopping experience. Phygital shopping experience would support the speed and ease of the digital world incorporated with the immersive-ness (the feel-factor) and interaction of the physical world."



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