

## 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 Appointment Digital Digital Shopping Scheduler Payment Receipt

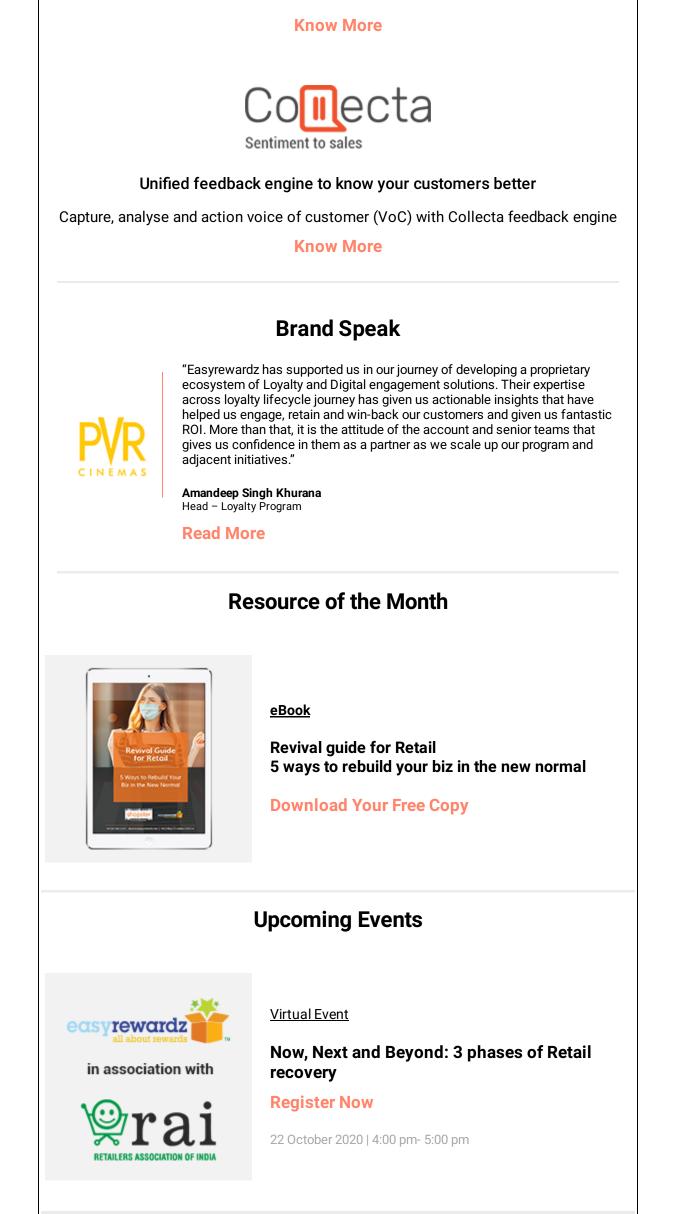
Get Started

Featured Products of the Month



#### Go contactless with Shopster Pay

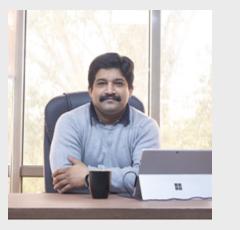
Boost sales and ensure safe consumer experience with digital payments & receipts



#### 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."



www.easyrewardz.com | Resource Library

