

## Conversational Commerce in 2022 and beyond

While 2020 has been a challenging year for Retail industry, agility and adaptability became the mantra leading businesses to reform their modus operandi to survive. Having experienced the convenience of phygital shopping, customers want the same experience in 2022.

Customer-first approach and contactless shopping experiences will continue to rule.

Are you too looking forward to Conversational AI in 2022?



### Resource of the Month

#### Conversational Commerce: 5 Use cases of Retail

Know how Conversational AI has become a gamechanger and helped brands enhance their CX and boost sales.

[Read More](#)

### Focus of the Month



**Boost sales by reaching directly to your customer with a phygital in-store experience and increase ROI**

[WhatsApp Shopping](#) | [Appointment Scheduler](#) | [Digital Receipt](#) | [Digital Payment](#)

[Know More](#)



### Upcoming Event

#### RAI - Chennai Retail Summit 2021

Easyrewardz is proud to partner at Chennai Retail Summit that will aim at providing a platform for retail leaders and executives to engage in lucid and focused dialogue with their industry friends and other service providers and examine their management objectives in a vibrant environment.



[Know More](#)

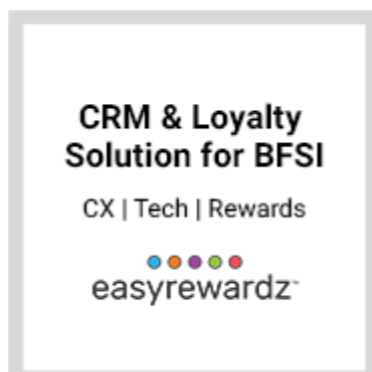


### In The News

#### J&K Bank opts for Easyrewardz' solution to manage their PAN Bank Loyalty & Rewards Program

J&K Bank, the universal bank of Jammu & Kashmir has chosen Easyrewardz, India's leading CLM platform to implement and manage J&K Bank's pan bank loyalty & rewards program. This selection was done basis a rigorous RFP process wherein the participation was seen from many leading loyalty players.

[Read More](#)



### In Conversation With

The customer journey is ever-changing, and retailers need to be equipped to take steps in the direction of a technology-driven, contactless & an omni-channel approach. Additionally, now is the time to rethink retail by digitising the in-store experience using conversational commerce. Presumably, customers recognize and stay loyal with brands that closely resemble their personality. Brands must align their beliefs and aims with those of their consumers while engaging in meaningful dialogues with them.



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