



# A Must Have Sales Channel For Retail

CONVERSE > SELL > RETAIN

# Conversational Commerce

## Boost sales with Easyrewardz Shopster

### Shopster Building Blocks

1-O-1 ENGAGEMENTS | DIGITIZED IN-PERSON EXPERIENCE | LOYALTY



#### 1-O-1 Engagements

Engage directly with your customers via personalized conversations to turn engagements into transactions



#### Digitized In-Person Experience

Sell to customers in their safe haven by sharing e-Catalogs, personalized recommendations and complete the sale with Digital Receipts



#### Loyalty

Boost sales and increase ROI with customer enrolment in loyalty program and enabling loyalty benefits via coupons, offers, vouchers & much more

### Shopster Modules

**Converse, Engage & Sell:** The complete brand experience on a single conversation-based platform



WebBot, Recommendations,  
Order Status, Payment link on WhatsApp

Live Video, Appointment Scheduling,  
Check Nearby Stores, Brand Offers,  
Feedback

Browse, Connect via WhatsApp,  
Share Offers, Loyalty

## Interact



### Enrol Customers

Member enrolments to build, maintain and strengthen relationships for customer retention



### Connect via WhatsApp

Connect directly with your customers via WhatsApp to keep them engaged with personalized conversations



### Share Offers

Share all active offers and discounts with customers to increase conversion



### Loyalty

Allow customers access to their loyalty points balance, accrual and redemption history



## Engagement



### Live Video

Provide your customers with the in-store experience by giving live product demo via video calls



### Appointment Scheduling

Deliver a safer shopping experience for your customers by allowing them to book appointment for store visit



### Check Nearby Stores

Drive footfall at stores by sharing nearest outlet locations with customers on WhatsApp



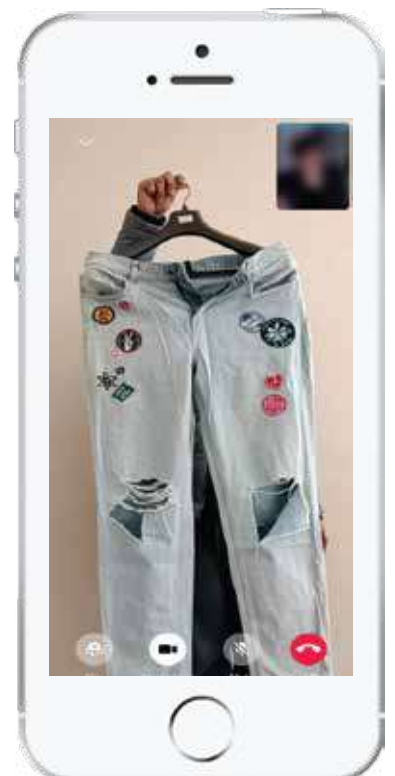
### Brand Offers

Share latest brand offers with customers to keep them motivated and engaged



### Feedback

Drive customer level actions and make them feel heard by asking for feedback post purchase





### WebBot

Enable customers to make purchase and connect with store staff via WebBot



### Recommendations

Share personalized product recommendations basis customers shopping behaviour



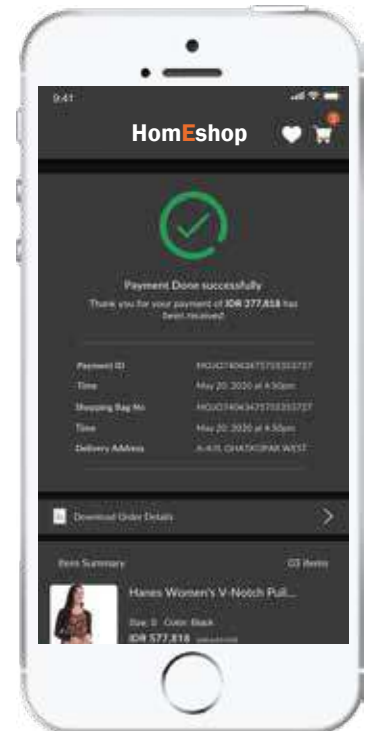
### Order Status

Allow customers to live track their order for a seamless shopping experience



### Payment link on WhatsApp

Share payment link on WhatsApp and send a digital receipt post payment for a truly contactless experience

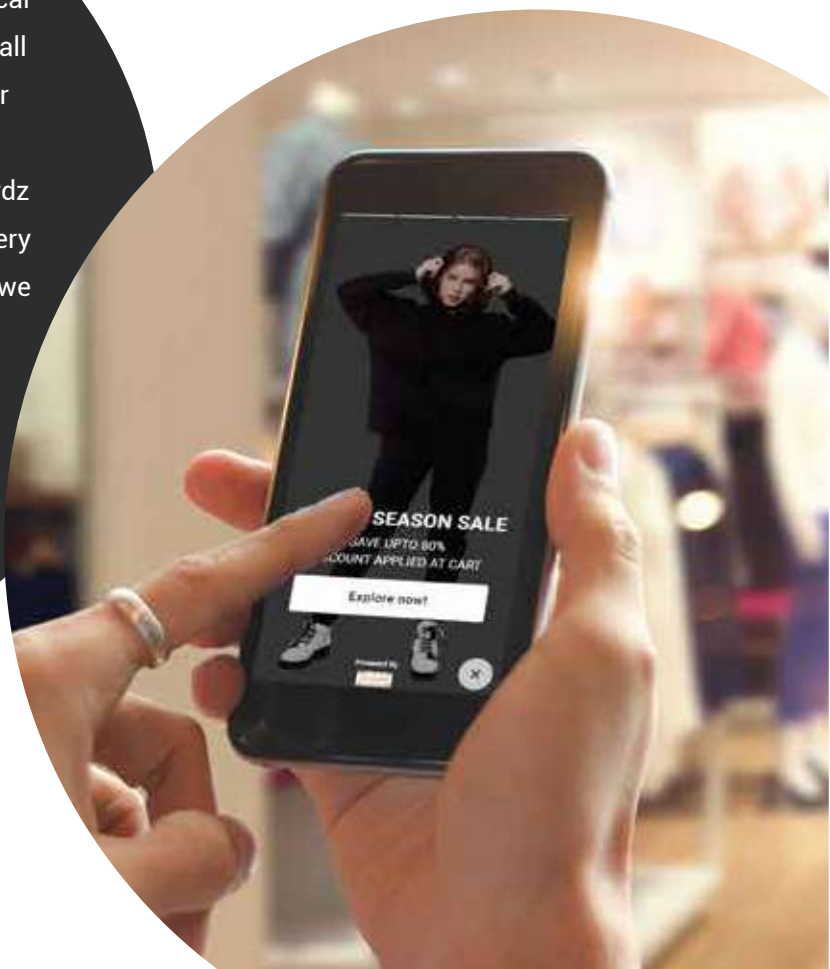


Ever since the outbreak of the pandemic, physical contact has been limited and to avoid any and all contactless transactions we wanted to opt for digital solutions for our post sales customer engagements and thus we opted for Easyrewardz Shopster Digital Receipts. Team ER has been very helpful throughout our integration journey and we are happy to be keeping our staff as well as customers safe with contactless selling.

Kudos team!



Jitender Nebhnani  
Mumkins



## What's New



### Assist with a Personal Shopper

Assist customers in finding the desired products with automated search-suggestions basis keywords



### Ads in the Form of Stories

Share splash screen videos and ad-like stories with product recommendations and offers



### Go Local with Custom Chatbot

Engage and interact with customers in their preferred local language with our customizable chatbot



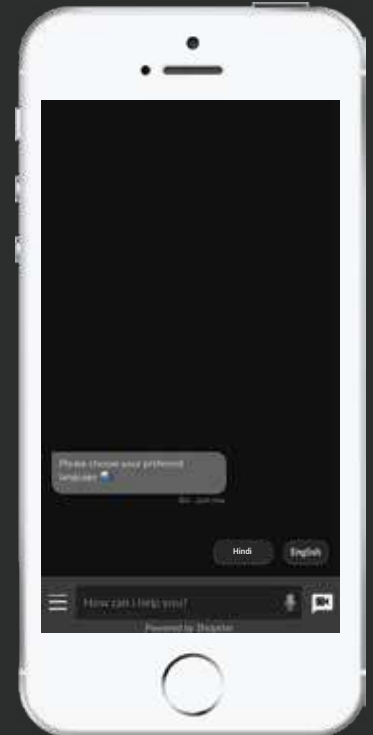
### Store Level Campaigns

Create and send out store specific campaigns to boost sales and drive footfall



### Dark & White Theme

Allow customers to choose between a Dark & White theme to match their phone settings



## Key Features

Boost sales and digitise your brand's shopping experience with customized end-to-end solutions





Easyrewardz is an industry-agnostic cloud-based CRM & Loyalty platform that enables seamless omnichannel customer experience. The company's customer data platform empowers deeper customer engagement and enables single view of customer. More than 150 brands have trusted Easyrewardz to deliver personalized customer experiences, build brand affinity and drive incremental sales.

In the wake of COVID-19, Easyrewardz has launched Shopster – an Exclusive COVID-19 Retail Toolkit that leverages conversational commerce to boost store sales in the new normal.

### Brands that have trusted Shopster



and many more...

# 4.0

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easyrewardz™



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