



# CONTACTLESS IN-STORE SHOPPING EXPERIENCE WITH INFOSYS' EXTENDED STORE SOLUTION

## Abstract

Retail shoppers want safe, low-touch purchasing experiences amid the ongoing threat of infections. To address this need, retailers are seeking solutions that enhance the shopper experience and drive profitability by ensuring safe purchasing and secure payments.

## Client Background

This US-based client is the world's largest apparel company and a global leader in jeans with its operations in around 110 countries.

## Business Objectives

The scope of this implementation is to deploy the Extended Store Solution by Infosys and build integrations to enable data movement between the company's Mobile App and Extended Store application as a service layer to allow for self-checkout capability.

## Infosys as a Strategic Partner

Infosys is a strategic delivery partner for several projects across the client's business domains. From the retail side, Infosys is the primary system integrator for implementing Xstore POS for 38 countries across the regions.

## Key Challenges

Some of the important business challenges driving the solution are listed below:



Small spaces where social distancing rules cannot be easily implemented



High contact at checkout



Minimal online capabilities



Limited system integration to enable curbside pickup



Employees exposed to higher risk



Longer waiting time for shoppers

## Infosys Solution

The Infosys Extended Store Solution is an end customer mobile application that enables the customer to scan an item in the store, build the cart and allow to pay via contactless payment options. The application offers intelligent store visit recommendations to guide the customer to the store. The solution will provide options to view the purchase history and allow the customer to edit their profile. This lightweight, non-invasive POS add-on provides scan and pay & go capabilities for a contactless mobile checkout experience on consumer smartphones. Through its advanced data analytics and targeted promotions, it serves as all-around marketing, merchandising, and productivity tool.

## Solution Benefits

Accelerate checkouts and reduce contacts with shared pin-pads

Empowers customers to make informed choices

Improves foot traffic throughput

Reduce POS hardware expenditure

Enhances customer experience

Creates hyperlocal micro-markets



## Conclusion

Implementation of Infosys Extended Store Solution is a key initiative for the company to provide an enhanced customer experience which also resulted in a 10% increase in Sales. The project is live in production in the US in over 50 stores. The solution will be adopted in other markets in EMEA and APAC regions soon.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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