

STORE COMMUNICATION APP

Accelerating Enterprise Digital
journey

Infosys
cobalt



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Overview:

Technology has stowed itself into almost every corner of business, and retail stores are no exception. In a dynamic business scenario with scaling competition, a strong marketing strategy to promote retail store becomes paramount. This will help them execute wide range of strategic events, routine actions and peripheral tasks.

Digitalization will offer retailers the means

to optimize processes, attain cost savings and operational efficiencies by eliminating paper based or manual communication among employees. Modern digital solutions will acquire necessary data to make informed decision and delineate transformation to compete in the market.

Key element in a Promotional Program may be a coupon, price reduction,

opportunity to enter a contest, money back, or additional quantum of product/s. If Promotional programs are orchestrated effectively, they can be used as an accelerator to speed up the selling process and maximize selling volumes.

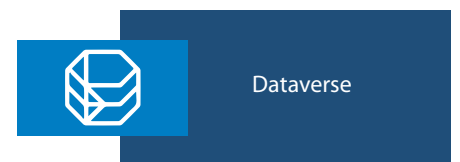
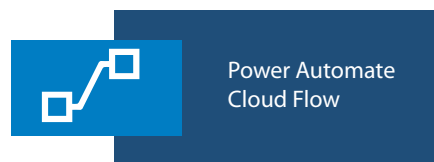
This solution is realized by leveraging Microsoft Power Platform and Microsoft's extended stack.

Features/Capabilities of this solution:

- Digitalized end-to-end workflow of promotional campaigns leveraging PowerApps and Power Automate
- Role based user access to the dashboards of respective departments
- **Visibility to management** and access to store performance
- **An integrated employee experience platform** that brings together communication, resources, and insights
- **Seamless collaboration** between site employees and management bridging the physical and digital divide
- **Provision to monitor and evaluate feedbacks** for managers for future enhancement
- Personalized landing page.
- Compatibility with mobile devices.



Technology Stack:

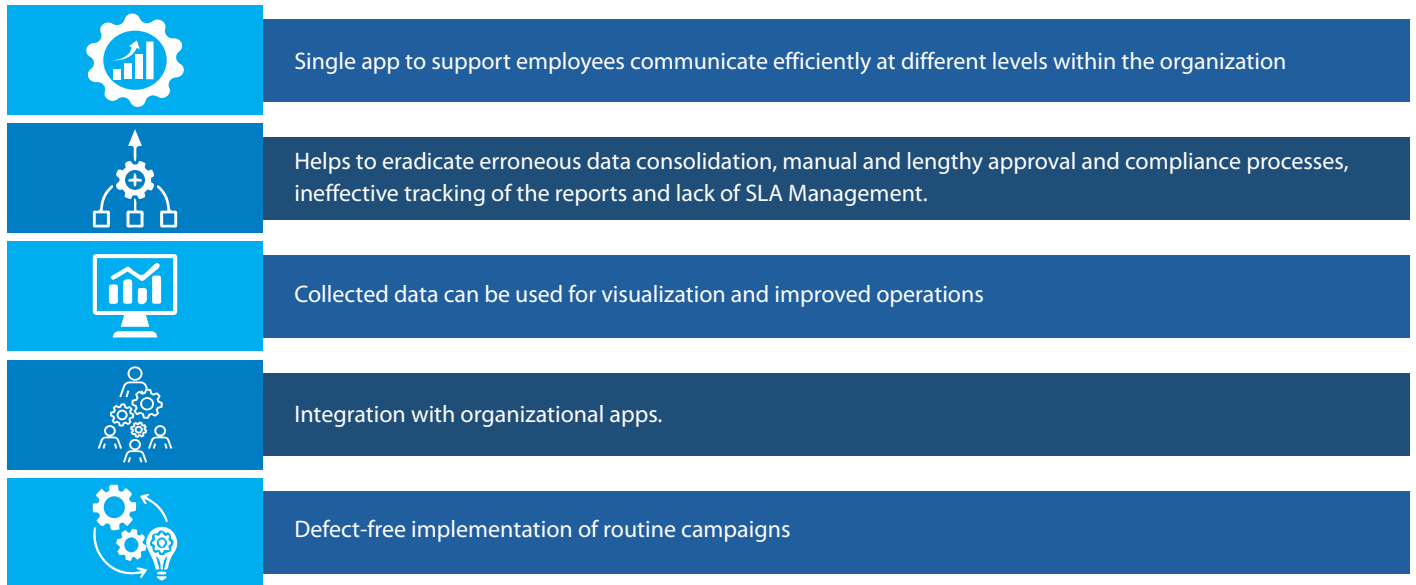


Value Proposition & Highlights

Infosys Store Communication solution is a unified platform to allow organizations provide seamless experience for their employees while they are in store.

- Built-in seamless digital experience that sits on top of any IT ecosystems, tightly integrated with Microsoft Teams.
- Eradicates manual and lengthy approval and compliance process
- Lower licensing costs overall for ready reckoner solutions, differentiated offerings and functionalities, that are easily customizable in comparison to out of the box solutions

Benefits:



Applicability of this solution:



Deployment Approach:



Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact askus@infosys.com



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