BRINGING CONSUMERS BACK TO STORES

15% – 30%
Growth in online shopping, as consumers stay away from brick-and-mortar stores

71%
Americans who refuse to use contact tracing apps due to potential privacy concerns

53%
US Consumers require endorsement of sanitized premises, along with proof of social distancing

75%
consumers have switched brands through the crisis

More than 60% of these consumers expect to imbibe these brands in their post-COVID life

Challenges for Business

Fear of contracting infection
Impact on store sales
Tracking movement across stores
Diminished spending power
Privacy concerns

Let’s Reinvent the Store of the Future

Retail chains, brick-and-mortar stores, Restaurants need to collaborate and exchange adherence to sanitization protocols, physical distancing, anonymized health status with state and health agencies.
Integrate your existing apps with aggregated information about proof of sanitization, interoperable loyalty points & potential exposure

**Infosys Proposition**
- Individuals in control of their PII Data
- Consent-driven sharing of anonymized health status
- Alerts incase of physical distancing violations
- Aggregated view across stores
- Single source of trusted information
- Automated, real-time alerts in store and notifications even after leaving premises

**Business Benefits**
- Trusted “Safe-to-visit” Ratings for stores
- Leverage coalition-powered loyalty points for contactless purchases
- Higher Footfalls with boost in brick-and-mortar store sales
- Lowered risk of infection spread and enhanced confidence of customers
- Better staff attendance and workforce safety

Technology Enablers
- Enterprise Blockchain
- IoT Sensors
- Computer Vision
- Predictive Analytics
- Mobile APIs
- Bluetooth Low Energy
- Artificial Intelligence

Real-Time, Tamper-proof Information
- Interoperable Loyalty Points
- State-enforced rules and guidelines around hygiene
- Post-facto infection exposure notifications (ensuring privacy of infected individuals)
- Workforce health status (non-PII)
- Proof of sanitization protocols adhered
- Proof of physical distancing inside premises

For more information, contact askus@infosys.com

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