

Infosys cobalt STORE ASSOCIATE APP

Overview

Designed to empower every retail store employee to deliver best in class experience to their customers, more efficiently and rapidly, the Infosys Store Associate app is a preconfigured, end-to-end reference solution tailored to suit retail organizations.

It comprises end-to-end process flows and proven best practices from successful Microsoft Dynamics 365 transformation engagements to achieve greater business value. It enables the store associate with a customer 360 and a product 360 view, along with AI-powered personalized product recommendations to serve the customer better. It also provides them with tools like FAQ Agent and KPI Dashboard to improve their productivity and performance.

Features / Capabilities of This Solution



- Built on low code application development platform
- Integrated dashboard to measure KPIs
- Customer appointments
- Product 360 view
- Customer 360 view
- FAQ Agent
- Access to information on promotions
- Notifications
- AI-powered personalized product recommendations

Technology Stack



Microsoft
Dynamics 365
Commerce



Microsoft
Power
Platform



Microsoft
Copilot
Studio



Value Proposition and Highlights

Customer behavior is changing, and the new age customer is becoming habituated to a certain level of one-to-one engagement that nurtures a more personal relationship to build trust. At the same time, the customer expects the retail store associates to have comprehensive knowledge about the product they are selling. This not only benefits the customer but also unlocks up-selling and cross-selling opportunities for the staff. To cater to the same, retailers need a solution that can empower store associates with

this product and customer information on demand.

Our Store Associate App enables the associate with customer 360 and product 360 view, providing them with tools to track and achieve their KPIs, and a chatbot to answer all their FAQs. Lower licensing costs overall for ready reckoner solutions and associated differentiated offerings and functionalities, that are easily customizable in vis-à-vis out of the box solutions.

Benefits



Improved long term customer experience and satisfaction.



Enhanced staff productivity.



Integration with organizational apps.



KPI (Key Performance Indicators) tracking.



Quick return on investment and cost-benefits.



A well-informed staff, backed by the FAQ chatbot for store associates to ask anything and know everything.



Applicability of this Solution

- Retail stores looking at providing an enhanced experience for their end customers.
- Enterprises keen on leveraging Microsoft Low Code Application Platform for deploying customized features quickly as per organizational needs.
- Retailers looking for digitizing their store operations.
- Businesses eager to enhance the staff productivity with the help of digital tools.

Deployment Approach

- Initial assessment of the existing back-end software systems and processes, store operations, and store staff responsibilities.
- Finalize features required to assist the store associates in the process of selling.
- Install and configure Infosys Store Associate solution and establish a connection with the existing ERP (Enterprise Resource Planning) software.
- Pilot rollout.
- Full rollout.

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