Retail 2.0:
Comprehensive Solution for Modern Retail

"An Application of AI Powered Computer Vision"

A Techno-Commercial Proposal

By

Appziaa Softlabs

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Contents:

A. Executive Summary

In the increasingly competitive business scenario, the end-to-end customer experience and delight has become a new area, which no one can afford to neglect. It is of paramount importance to deliver superior services with differentiated experience, while aligning with the ever-changing customer preferences and needs. Thus, a multichannel strategy comes into play in this information-rich age.

Leading businesses, today, are harnessing both traditional and new service channels (i.e. physical outlet, field service, web, mobile, etc.) to cater to both the segments of changing demographics across all geographies. This is also providing customer access to new channels, while enhancing flexibility in delivering value to the customer. Customers expect to be treated as multichannel buyers, empowered to use the web to research information about products, to purchase them and negotiate returns through any number of outlets. They, typically, examine products more than once, through multiple channels. For instance, they can research online, view in store, peruse a catalogue at home, access a mobile application, and then go online to do further research before making their purchasing decisions. With these sophisticated multichannel strategies, many firms are enjoying strong bottom and top line growth in their businesses. Companies applying best practices strive to offer a sales experience that is uniformly consistent, convenient, relevant and responsive to customer needs across all channels, to effectively execute demand generation in a multichannel environment.

The same wave was witnessed at the service part of the business value chain, wherein the customer could contact the service provider through a variety of service channels. The services were then offered in both traditional and new service channels (over-the-counter, telephony, emails, web portals, chat, co-browsing, social media and mobile). These channels were

Next generation contact centre

- Over-the-counter
- Social media, self-service and kiosks
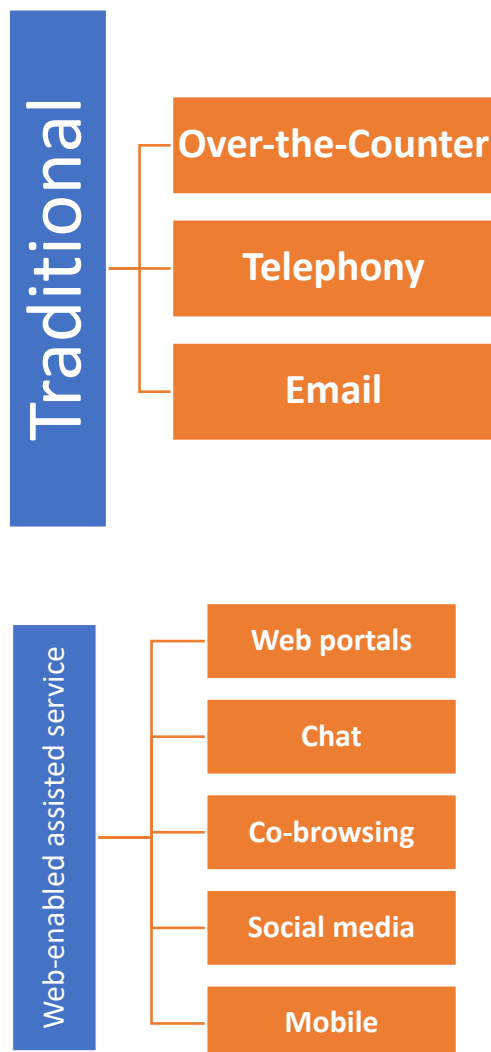- Phone
- Email
- Chat
- Web
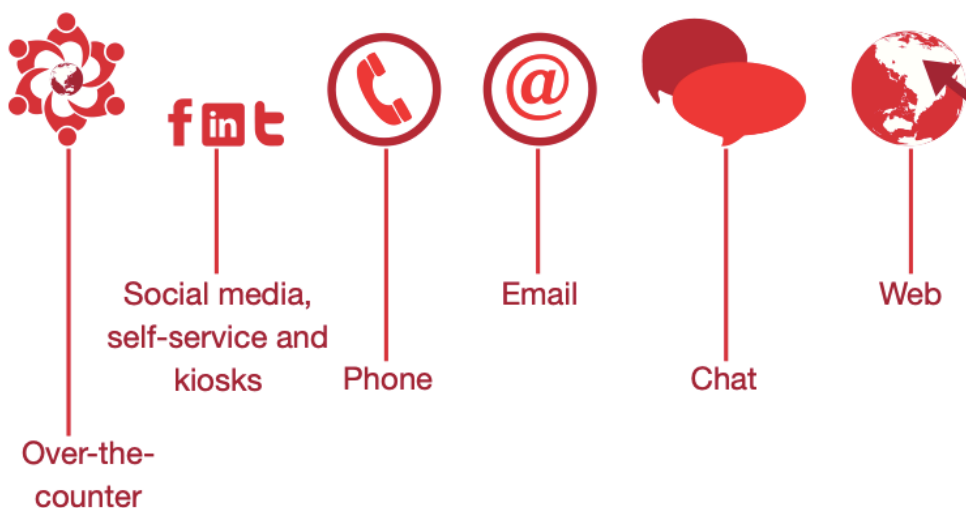
utilised by industries extensively for servicing customers of different demographics.

The emergence of new channels has enabled a new mix of service channels, which as a package can be more efficient. At the same time they also increased the scope of confusion, thus, evolving the need of service channel optimisation. Though a lot of has been done in this direction, it is too early to conclude that the issue of multichannel mix optimisation has been fully addressed and tackled successfully. These practices still remain in the growth stage and significant opportunities lie ahead for businesses that can identify and exploit them to the fullest.

With time these channels have matured and customer behaviour has also become demanding towards these services. An unhappy customer
can air his or her grievances on a company's webpage as well as social media channels. This can adversely affect brand value.

Under these circumstances, an integrated customer relationship management (CRM) system is required to give a 360-degree view of the customer and also provide analytics to optimise various service channels.

Traditional
- Over-the-Counter
- Telephony
- Email

Web-enabled assisted service
- Web portals
- Chat
- Co-browsing
- Social media
- Mobile

B. Problem Statement

Historically, retail companies the world over have focussed on increasing their store footprint for growth. Digital transformation gradually led to the proliferation of multiple channels and today, retailers have moved to a consumer-centric operating model which is solution-oriented and anticipatory to changes in consumer behaviour. While both the physical store and the digital channels have found a way to co-exist and work together, factors like technological breakthrough, demographic and social change and economic conditions have made it increasingly difficult to understand what customers value and this continues to pose challenges to the retail operating model.

C. Solution: A new Approach to Retail

RewardsPlus brings 360^0 solution to the Indian Retail

We are giving a voice to no voice. Our idea is to equip the offline retailers with most sophisticated online tools.

Re-imagining Neighbourhood Shopping

Neighbourhood Shopping 2.0
बस तरीक़ा बदला है। वही दुकान, वही प्यार

Our Solution are based on 4 pillars. These are:
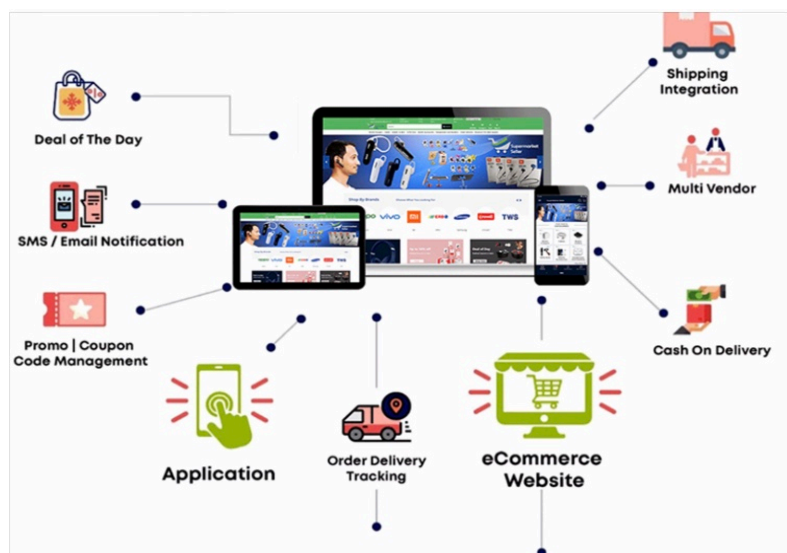

(1) Virtual Presence:

Over the last few years, our survey has consistently indicated an increase in the frequency of online shopping, a trend which continuous this year. An increasing number of respondents have admitted to shopping more frequently(daily/weekly) online while in-store frequency remains almost the same. This is reflective of the increased consumption behaviour driven by the proliferation of multiple channels and the consumers' shift towards omnichannel purchase behaviour.

Digital literacy and low data cost have fuelled the online adaption among Indians. But, the COVID pandemic has really changed the game and in some way the offline retailers are feeling the heat.

In this context we have designed our solution where we have given a lot of impetus towards digital adoption. Our website, M-site and Mobile application is fully loaded with AI inbuilt feature which gives customer a delighted experience.

Glimpse of our Fully Loaded Virtual Presence

(2) Customer Engagement

How would you give the World Class Customer Experience?

To improve customer experience, move from touchpoints to journey

1. OBSERVE   **2. SHAPE**   **3. PERFORM**

Offline retails biggest problem has been that they lack in customer engagement. There can be many reasons for this. Tools which are available as of today are either too expensive or too technical. To solve this issue, we have designed a solution where our technical team in consultation with the retailers works round the clock to give UBER experience to the customers.

With the help of AI and Machine Learning we observe the customers behaviour and based on the that we segregate them into different categories. There after our automatic response system sends personalised communication and service information to the customers. Which finally results into higher revenue.

(3) Loyalty Cards

Customers are far smarter than ever before. They put their money where they receive value. Creating loyalty towards the store is easier said than done. To solve this problem, we have designed a true loyalty card which keeps your customer always attracted towards your store. It's unique as it can work on Online Platform as well as in-store.

Key Benefits with RewardsPlus Loyalty Platform:
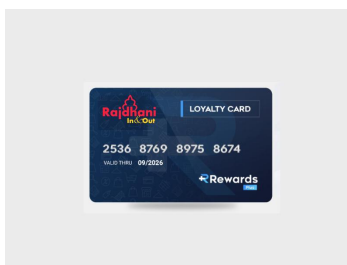
▪ Reward your customers with loyalty points on every qualifying purchase.

▪ Provide personalized offers to keep them coming back and increase sales.

▪ Allow customers to redeem it against future purchases by showing them their loyalty balance on receipts.

▪ Offer one simple customer loyalty reward rate on all products, or apply custom rates for special products, brands or categories.

(4) ePOS

We have changed the way we imagine our POS system. It's cloud based POS whose interface is interactive built on powerful compute engine. That's why we call it ePOS.

Soon we are going to launch a handheld POS machine which will do exactly the same work which the Desktop POS can do. It will empower every staff present on shop floor to do the billing work. This can reduce the billing work at main billing station and can give the customer an UBER class experience.

D. About Appziaa Softlabs(RewardsPlus)

RewardsPlus is a cloud based platform from the house of Appziaa Softlabs Pvt Ltd. RewardsPlus Platform offers a combination of services like Virtual Presence, ePOS, Loyalty Management, Stocks Management, Customer Engagement, Employee Management etc.

At RewardsPlus we aim to empower Business owner like you so that you can fight the onslaught of Online. Our customised solutions make it easier for you to increase your revenue. It's a proven facts that personalization has a direct correlation to incremental revenue and increased conversion rate. Our cloud based platform which uses big data and Artificial intelligence helps you to deliver the best customer experience.

Why Appziaa Softlabs

- **Dedicated Centre of Excellence (CoE):** Data scientists keep developing and fine-tuning algorithms without any delivery pressure

- **Non-Dependence on A Single Algorithm:** Multiple algorithms applied to solve each business problem to gain a holistic perspective. In the current project, we will employ a suite of classification algorithms like CNN, SVM, RNN etc. to figure out the most suitable algorithm with the given data and context.

- **Contextualizing Off-the-Shelf Algorithms:** Instead of directly applying any existing algorithm, necessary customization is done.

- **ROI Driven:** At least 5X-10X; Think Big & Start Small, Unmatched

E. Time & Budget

Our system is cloud based and therefore one can start using it with few simple clicks. However, in premise installation of software may take 1 week from the date of acceptance of the proposal.

Solution Deployment Cost:

==Option A==

Software Cost: ₹ 3,99,999.00 + 18% GST (With Lifetime Validity and Multiple Store Option)
Additional Feature: Pay per use Model   (i.e. Printing of card and other consulting Services)
Annual Maintenance Charge: ₹ 9,999 + 18% GST

==Option B==
Software Cost: ₹ 99,999.00 + 18% GST (With One Year Validity and Five Store Option)
Additional Feature: Pay per use Model   (i.e. Printing of card and other consulting Services)
Annual Maintenance Charge: ₹ 9,999 + 18% GST

==Option C==
Software Cost: ₹ 9,999.00 + 18% GST (With One Month Validity and One Store Option)
Additional Feature: Pay per use Model   (i.e. Printing of card and other consulting Services)
Annual Maintenance Charge: ₹ 5,999 + 18% GST

Option	Software Cost	Additional Features	AMC	Validity	No. Of Stores
A	₹ 3,99,999.00 + 18% GST	Pay per use Model	₹ 9,999 + 18% GST	Lifetime	Unlimited
B	₹ 99,999.00 + 18% GST	Pay per use Model	₹ 9,999 + 18% GST	1 Year	5
C	₹ 9,999.00 + 18% GST	Pay per use Model	₹ 5,999 + 18% GST	1 Month	1

F. Other Terms and Conditions

Solution Deployment

All the systems within the proposed solution will be designed and developed by ASPL at its development centre and then upon completion and testing, deployed at client's desired location.

It will typically be installed in one of client's data centres with access privilege to the reports generated to designated personnel approved by the client.

Success Factors for this Project

It is very important that ASPL & client work together closely in a collaborative mode for the success of this project.

ASPL's responsibility in the engagement:

Build the end-to-end solution

Client's responsibility in the engagement:

- Provide knowledge transfer (business-related, internal processes, external ecosystem, case studies, past categorization and image annotation etc.) in a timely manner
- Co-operation in testing the model; feedback sharing on an on-going basis
- Assign a dedicated Project Coordinator/Champion for the project who will be the primary contact for ASPL for all things i.e. technical, functional, logistical etc. Their primary responsibility would be to respond quickly and efficiently to any hurdles/queries which arise during this project

    ASPL-Client Solutions joint responsibilities include:

- Be on time for phone calls, meetings and discussions.
- Respond to all voice mails and emails within one business day whenever possible or ASAP. This is extremely crucial as inordinate delays would slow down the project and the milestones may not be achieved.
- Immediately alert each other to anything that affects the success of the engagement.

For and on behalf of Rajdhani In & OUT	For and on behalf of Appziaa Softlabs Pvt Ltd
Signature:	Signature: _Avinash K. Jha_
Name:	Name: Avinash K Jha
Position:	Position: CEO
Date:	Date: July 15, 2020