



# The New Era of digital retail experience

Delivering an AI based automated & personalized customer experience in retail performance



## Feel Customer Experience

is in decline as per study by “The Retail Solution”

IDENTIFY  
NEEDS

33%

Brands will see a decline in customer experience as consumer expectations will outpace company's ability to deliver meaningful experiences

E-COMMERCE  
PENETRATION

21%

Growth in online Australia-commerce industry in the last five years. Millennials will account for nearly one-third of total spending in 2020

BUILD  
LOYALTY

86%

Shoppers who feel appreciated intend to spend more with the brand. This is a clear indication as to why understanding which emotions evoke loyalty matters

PROFIT  
MARGINS

20%

Fall in margin suggests a reduction in the industry's pricing power. Retail firms offsetting this decline through cash-saving measures, as well as a cut to operating expenses such as rent and labour

Customers are looking for a fully integrated shopping experience that unites the user experience from brick-and-mortar to mobile-browsing and everything in between

## VIS Global offering for Retail Industry

VIS global works with clients around the world to help them use communications to differentiate their customer experience in today's expanding, competitive marketplace.

Let us serve you with:

- **CX/EX IMPROVEMENT:** Map customer journey and identify areas for improvement of CX and EX. Reviewing the business processes and technology landscape to identify opportunities to better use functionality and leverage investment. Driving improved technology adoption through integration of technology with business process
- **SELF-CARE SOLUTION:** Tailor made call flow design mapped with your customer life cycle journey. Fully scalable integrated solution with CRM third party application. Enhance user experience by making IVR a visual self-service application through mobile navigation
- **PROACTIVE OUTREACH:** Intuitive, Predictive, Preview and Automated outbound solution. 360° campaign management mapped with customer life cycle journey. Customize outreach program through cognitive analytics and customer profiling
- **OMNI CHANNEL:** Integrated non voice communication suite to seamlessly manage all digital channels i.e Email, Human chat, SMS and Social media through an integrated single view
- **CHAT BOT:** Automate chat communication from website or app visitors through conversational and interactive flow using NLP and AI without any human intervention
- **INTELLIGENT AUTOMATION:** Build cognitive intelligence capability into system design and solution through Robotic Process Automation (RPA). Replace repetitive tasks performed by humans, with a virtual digital workforce



## OUR PARTNERS

AVAYA

ORACLE



## What We Offer



### CONSULTING

Strategy and a Roadmap, including Tool Selection, Productivity Metrics and ROI Models.



### PROJECT DELIVERY

Project management, Deployment and Training of Digital solutions, establish governance, address IT and security concerns.



### MANAGED SERVICES

Manage and monitor, optimize and enhance to ensure adherence to SLAs.

## ABOUT US

At VIS we are committed to delivering outcomes for our clients in the areas of Collaboration, Customer Experience and Automation through our offerings in Consulting, Project Delivery and Managed Services. With a footprint spanning 7 countries and investments into Innovation Labs & Software development Centers we are just the right size that allows us to be agile and yet have a matured process on the back end.

Focused at helping our customers in navigating the Digital Transformation journey in Retail industry, VIS Global promises to transform customer experience, empower employees, enhance business process efficiency and accelerate revenue generation by delivering a unified and digitized CX/EX solution that is affordable, sustainable and meaningful.



Melbourne



Sydney



Brisbane



marketing@visglobal.com.au



+61 475 230 884



www.visglobal.com.au

