

SCALE DIGITAL

FAST-FORWARD
TO TOMORROW'S
EXPERIENCES, TODAY

Interactive commerce



INTERACTIVE COMMERCE

Interactive commerce solution allows our customers to execute truly digital commerce experience, which is seamless, contextual and personalized. As part of our offering, we leverage our technology experience and partnership landscape combined with expertise in IoT, AI and Analytics to enable our customer's journey to deliver "customer experience management". This solution provides a truly unique and differentiated "commerce solution" for the future by transforming every step of consumer's purchase journey from an "activity" to an "experience".



CUSTOMER 360

360 degree view of the customer enables sellers in mastering the present and the future by studying the past, whilst catering to what pleases, attracts and satisfies an omni-channel, omni-connected customer.



OMNICHANNEL EXPERIENCE

Customers perceive a single entity, even when they interact with it across multiple channels to establish an integrated, and consistent brand experience.



AUGMENTED AND VIRTUAL REALITY

AR and VR is set to blur the boundaries between the physical (in-store) and digital (online) worlds creating a differentiated, personalized customer experience.



OMNICHANNEL COMMERCE

Cash-less, counter-less shopping experience, and hyperlocal commerce enabled through devices like beacons, stickers and sensors are enabling more targeted, contextual, relevant marketing efforts.



VIRTUAL ASSISTANTS

Digital assistants have become far more sophisticated, applying the cognitive power of artificial intelligence to e-commerce, and providing it with improved understanding and a human touch.



SMART DEVICES

Smart devices have transcended itself into a platform that can support the whole shopping journey, from product search and discovery, to comparisons, recommendations, and payments.



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