



Introduction

Digital path to purchases

82%

shoppers in-store check the internet on their phone before buying 35%

online users go to store before they make the purchase 45%

read reviews before making a purchase

The need to create frictionless shopping experiences is driving significant change in retail organizations. Retailers want an integrated "all-channel" approach that aims to provide customers with consistent and personalized experiences across devices and channels. LTIMindtree's out-of-the-box omnichannel solution enables retailers to engage customers across channels such as mobile, e-commerce, AR, and VR, whether on their website, an app, a social platform, or a paid media placement. The solution integrates commerce and support ecosystems to deliver integrated omnichannel digital commerce.

Key challenges of a non-integrated e-commerce ecosystem

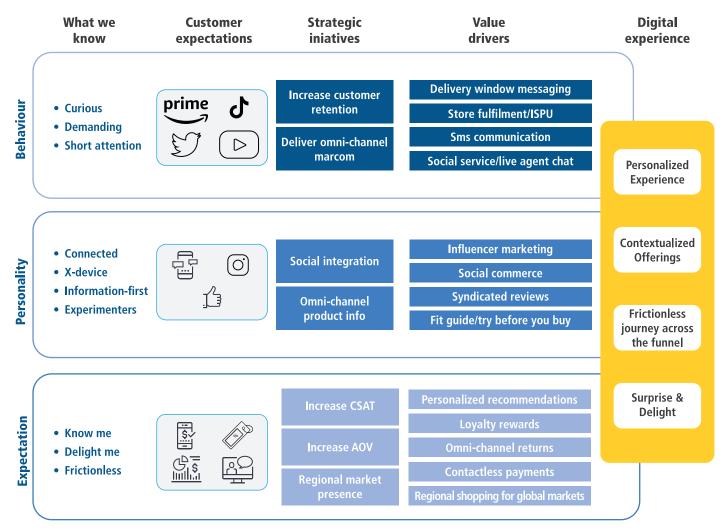
Organizations today do not lack commerce solutions. However, siloed solutions for individual components in the shopping journey are creating disjointed experiences for the end customer.

- Disconnected Omni Commerce #CX
- Fragmented Infrastructure
- Inefficient cross-channel fulfillment and return disruptions
- Lack of immersive instore experience
- No streamlined cost-effective multi-geographic operating model
- Underutilized Data and Intelligence

Solution that drives conversions

LTIMindtree's integrated omnichannel solution is built on Salesforce and combines industry expertise with innovation in cloud technologies and headless e-commerce APIs

Key CX tenets of our commerce solution



Solution enablers

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Benefits of harnessing LTIMindtree's omnichannel solution

Retail organizations can leverage LTIMindtree's Salesforce omnichannel solutions to provide customers with a fully integrated shopping experience from the physical store to the virtual store across all channels and devices.

- Unified Customer Experience -
 - Access to customer insights through centralized customer data
- Cross Channel Supply Chain -

Real-time view of inventory across channels

- Futuristic Solutions -
 - AI/ML powered product recommendations and AR-based bundle themes to promote impulse purchases
- Connected Agent System -
 - Unified console with single-point access to customer support journeys
- Consolidated Business Intelligence -
 - Computational analytics, visualization, and Al-driven business intelligence
- Streamlined Operations -
 - Efficient process for content updates and product merchandising

Projected benefits

35% expected Increase in online conversion

increase in registered users vs guest buying

2-5% increase in AOV

Reach out to us at info@mindtree.com address and we'll be in touch.

References

About LTIMindtree LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 750 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the

industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges

and delivering transformation at scale. For more information, please visit www.ltimindtree.com.