

ETP Omni-channel Store Solution

Getting It Right In Omni-channel Retail



Delight Customers and Drive Omni-channel Growth

Consumer expectations are not just getting the right product at the right price at the right place at the right time, but also the right experience and the right service everywhere!

Omni-channel retail has reinvented the shopping experience and infused it with new potential and possibilities. The ETP Omni-channel Store Solution provides seamless integration across all customer touch points. It helps your brand interface personalized physical and digital retail channels that engage better and create extraordinary value to both the retailer and the end consumers.

ETP Omni-channel Store Solution enables true integration between the business back-end operations, supply and demand channels. This ensures the customer can peruse, pick, purchase, like, promote, review, search, seek information and provide feedback from anywhere at any time.

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Click and collect: Customers can purchase products online and pick them up at their preferred store



Click and deliver: Customers can purchase products online and have them delivered to their preferred location
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Endless aisle: Order products not available in stores and have them shipped directly



Easy returns: Customers can return products at the store or have it collected from the desired location, irrespective of the channel of purchase
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Single view of customer: Access customer information across all ETP modules as well as all channels including brand kiosks, social media and online stores



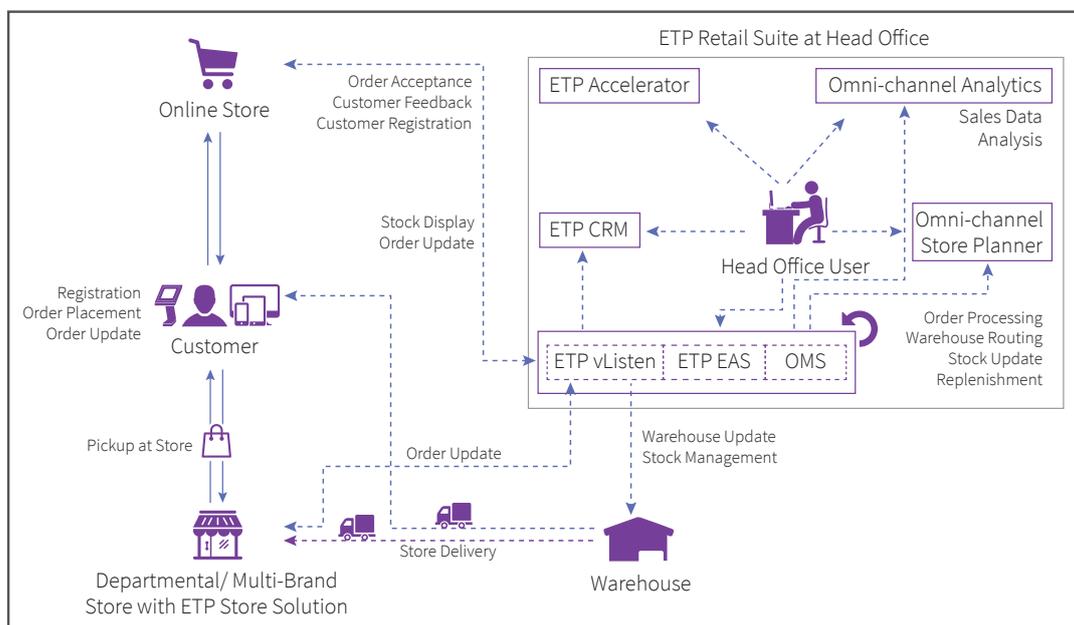
Unified view of inventory: Have a holistic view of the inventory available across all retail touchpoints to manage stock movement, pricing, location and shipping options
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Channel-based promotions: Develop, track, modify relevant promotions for different retail channels



Build loyalty: Seamless visibility and control of loyalty programs across all customer touch-points
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Customer feedback: Receive actionable feedback from customers to measure and improve store productivity



ETP Omni-channel Fulfilment Solution

Seamless and Personalized Store Operations



Benefits:



Delight customers: Customers can interact with the brand through all retail channels and fulfill transactions, as per their convenience



Socially savvy: Create desired brand image and connect with customers and prospects to expand favorable word-of-mouth and customer base



Boost sales: With increased brand visibility, sustained engagement, easy access to products and cross/up-selling promotions, the revenue per customer increases steadily



Empower sales-staff: Equip sales-staff with the requisite information regarding customers, products and promotions, across different device applications for better sales conversion



Increase purchase frequency: Customers are delighted with personalized offers and empowered with multiple retail channels, modes of payment and delivery options that aid sales frequency



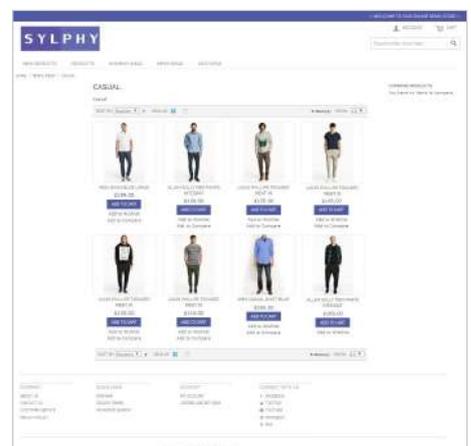
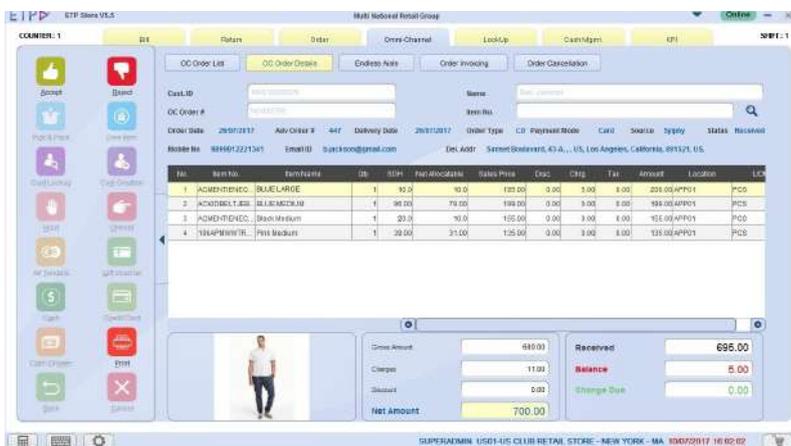
Build relationships: Intuitive analysis lead to better understanding each customer and delivering value which is distinct from competition, leading to an emotional connect with the brand



Bigger market share: Achieve current business potential and cultivate analysis to multiply success across different verticals



Understand your customer better: The Omni-channel visibility of customer behaviour and preferences helps personalize customer interactions



ETP Store V5.5



Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is an Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Order Management & Supply Chain Management, and Merchandise & Assortment Planning. ETP has successfully executed over 500 enterprise software projects across 25,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

For more information, email: info@etpgroup.com