SENSIPLE

innovative minds, empowered by passion

MULTICHANNEL COMMERCE

Customize, Engage and Delight your Customers

Retailers are facing challenges in implementing digital capabilities to enable seamless view of information across channels viz. in-store, online and mobile channels. Be it buying in-store or online, customers leverage multiple channels to influence their buying behavior. Right from research online or in store to order online or in store and pick up at store or delivered to their home.

Multichannel commerce is transforming customer experience at every touch point. Sensiple's Multichannel Commerce solutions and framework address the challenge to meet end customer's business needs. Customers today expect seamless delightful experience across channels. Sensiple has extensive domain expertise and global experience in Multi-Channel Commerce across domains such as Retail, Travel, Banking, Media and Entertainment, Insurance, Airlines and Hospitality industries.

Key **Challenges**

- Customers expect cross-channel inventory visibility
- Increased mobile devices usage in-store
- Increase in view in-store, buy online
- Social media initiatives across channels
- Improved online search
- Secure payment gateway

Sensiple **Solutions**

Sensiple helps businesses by understanding online consumer behavior and build customized solutions.

E-Commerce

Sensiple ecommerce framework provides personalized solution to facilitate seamless browsing experience for the end customers. Better customer insights into customer profiles to specifically target and seg- ment customers for cross selling and up selling to provide personalized offers.

M-Commerce

Our service delivers flexible accessibility to custom mobile apps analytics, mobile web browsing experience, better integration with backend system. This will gain values for customers by serving them customized and personalized offers in real time engagement.

Social Commerce

Social commerce is revolutionizing the way organization benefits from social media to achieve higher search engine rankings, repeat purchases, achieve customer loyalty, and notify promotions to cus- tomer for repeated purchase. Sensiple's social commerce solution enriches the organization's customer experi- ence through user centric offerings.

Payment

Sensiple's mobile wallet framework is a secured solution that facilitates safe online transaction for the e-commerce providers and customers to purchase/sell products or services in online at anytime, anywhere.

Search

Sensiple's search solution helps to refine search results and/or browse by categories, also known as fac- eted search. It also helps to better sort results by any field, including relevance, price, stock, etc. Allow product thumbnails to accompany each of the matching result. 'Add to cart' button integration within results page.
Ad- vanced ranking algorithms for returning best matches FIRST, Spell-check (Did You Mean?). Search as you type (autocomplete), Customizable ranking.

Web 3.0

Integrated mobile experience solutions through web 3.0 has enabled easier and effective communica- tion to interact with customers. Sensiple's solution for web 3.0 helps in better customer interaction and hence improved customer engagement.

Our **Experiences**

Business Case

- The client, a leading retailer who required an ecommerce solution to build an e-store.

Business Challenges

- The challenge was to distribute and sell printed & electronic version of their publications online, directly to the customers, through our e-commerce website.
- The content should be fully manageable by the customer.
- Provide books search facilities & On-line Payment Facilities.
- Requirement for on-Line Customer Service "Click to Call".

Business Solution

- Sensiple implemented Ubercart e-commerce module in Drupal and Configure Drupal CMS
- Keyword Search and Advanced Searching facilities.
- Authorized.net / Google Checkout / PayPal, “Click to Call” Service in the Drupal.

Business Benefitst

- Providing Faster buying/selling procedure, as well as easy to find products.
- Application of latest technology and provide easy to manage portal by business users.
- Multichannel integration helped to better serve the customer across all touch points.

Associated **Solutions**

Mobility

Sensiple’s Mobility Practice brings to the table a large pool of consultants with rich expertise and experience on mobility engagements including Mobility Centers of Excellence for iOS, Android, Blackberry and Windows.

User Experience

Improved engagement, acceptability and higher adoption rates via user-centric design. Expertise and experience in Rapid development of a high fidelity prototype for user acceptance and usability testing.

Big Data

Sensiple’s capabilities in quickly identifying risks and opportunities and improve predictive capabilities of a system. Customized and extended solutions to accurately match the changing business needs

Analytics

Sensiple’s solution is designed to meet the customers’ demand by ensuring faster and value based insights for business growth. Ease of use of our solution’s userfriendly, intuitive design makes it easy to adopt

Value Proposition

We value our strength by serving you preeminent custom services to meet your business goals. The values that make Sensiple to recognize are :

- Proven Domain Competencies across multichannel commerce: e-commerce, m-commerce, payment solution, search and web3.0.

Providing enriching multichannel offering to achieve end customer satisfaction :

- Delivering rich and contextual customer texperience across channels.
- Service personalization on real time engagement with backend integration and support.
- Improve customer satisfaction and loyalty by offering a personalized experience by integrating customer-facing processes across touch points and sales channels for a seamless experience.

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