Physical stores at the heart of the shopping experience with Cegid Retail Live Store
WS03

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Agenda

01 Challenges

02 Our vision

03 Time to play

04 Customer testimonials

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Challenges

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Challenges

Retailers need to accelerate their digital transformation to enhance the customer experience

Omnichannel is no longer an option

Set a new pace in-store with mobile processes

Promote more environmentally friendly habits

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World changing: Buy Online Pickup In Store becomes the norm

More than three-quarters of consumers says they are interested in BOPIS (click & collect); over 90% of those who have tried curbside pickup said it was convenient

NRF, consumer view survey

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Challenges

Staff experience is a major pillar of this transformation

Increase sales associate productivity and enjoyment

Make recruitment of new talent easier

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Our vision

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Our vision

MAIN TARGETS

Help your IT teams
to deploy new features
and services regularly

Help your staff
to elevate the shopping
experience

KEY POINTS

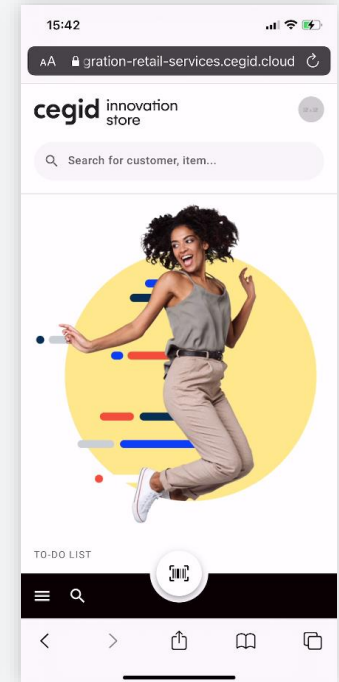Strong adoption

Extensible by design
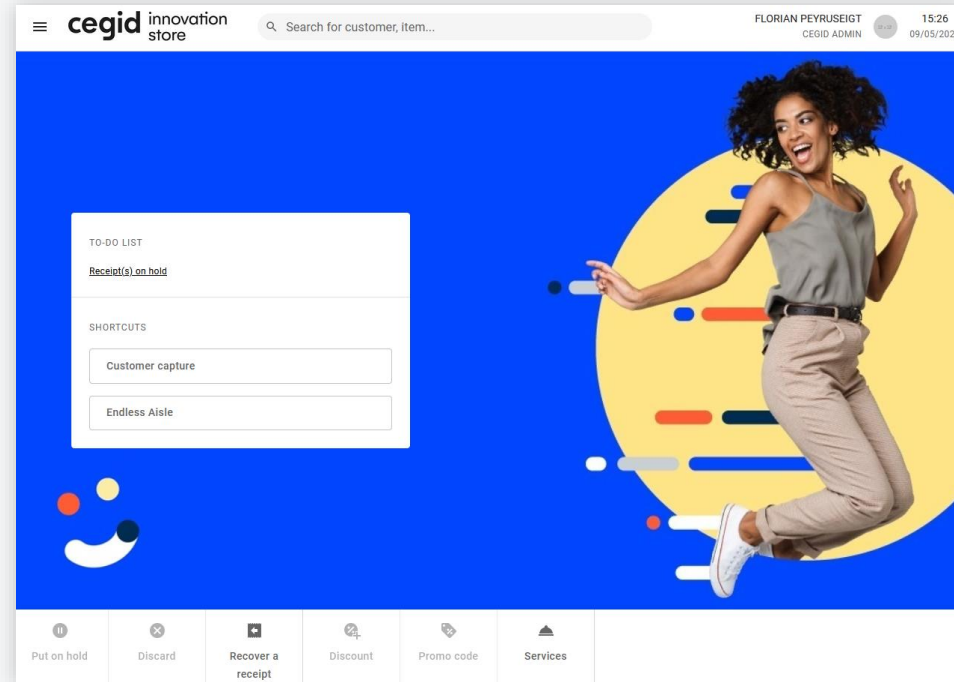
Quick deployment (TCO)

Intuitive UX/UI

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Our answer: Cegid Retail Live Store

DISCOVER THE KEY FEATURES

Queue Busting

•

Full mobile check-out

•

Click & Collect

•

E-reservations

•

Endless Aisle

•

Loyalty and Promotions

•

HQ and Store Collaboration

•

E-receipt

A new generation of collaborative in-store apps

Apps available on all devices and OS (Windows, Android, IOS).
Addressing key business challenges of your stores & associates
Providing a unique user experience on fixed & mobile devices
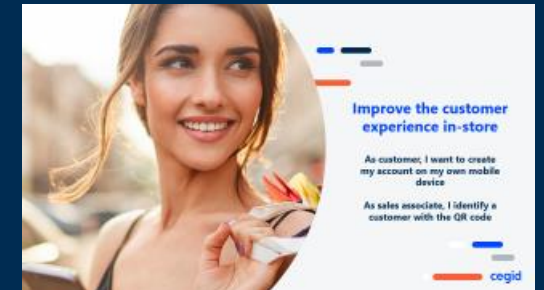Powered by Cegid Retail Y2 Cloud Platform

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Time to play

Your first shopping experience with Cegid Retail Live Store

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Time to play with Cegid Retail Live Store

Staff benefit from a unique user experience across any device
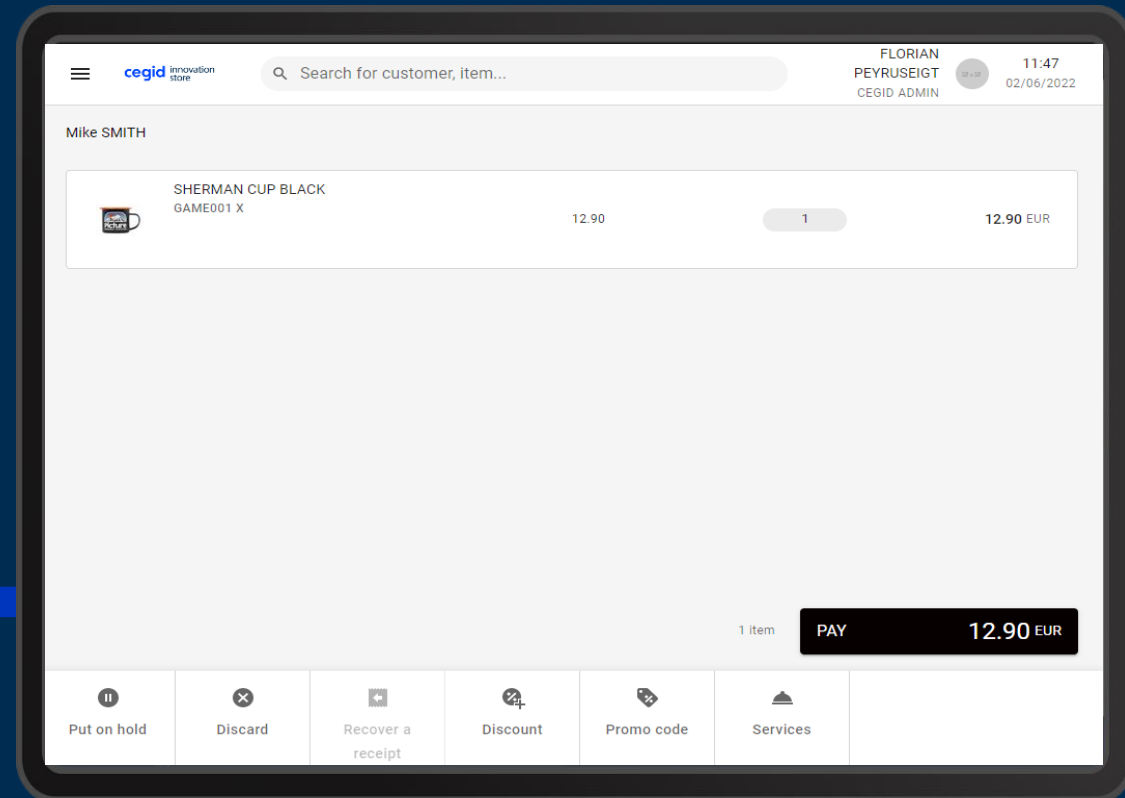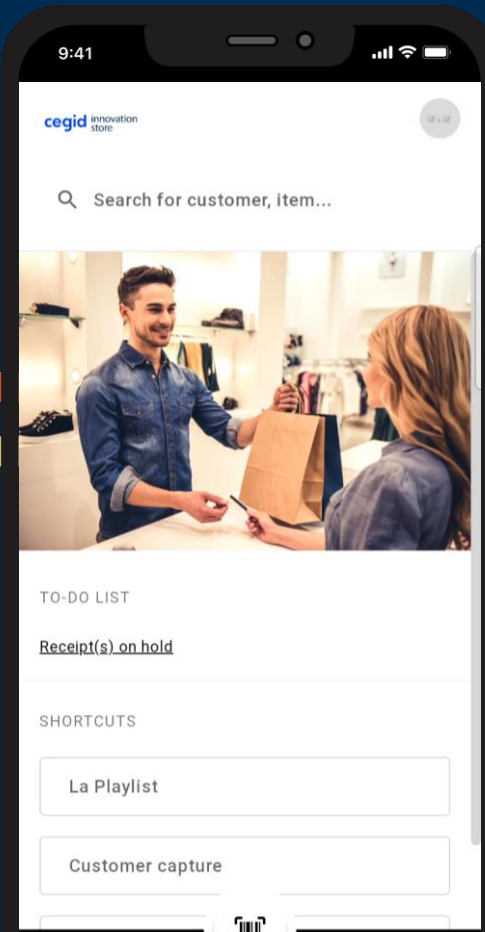
As a sales associate on the shop floor, I want to process a customer's basket and put on hold at the end.

As a cashier, I want to pick up the customers pending receipt and manage the checkout process.

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1 single & responsive set of apps on any-device

QUEUE BUSTING
Mobile & Fixed POS

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It's your turn to play!

Create your customer account
Scan this QR code

Take part in this shopping experience
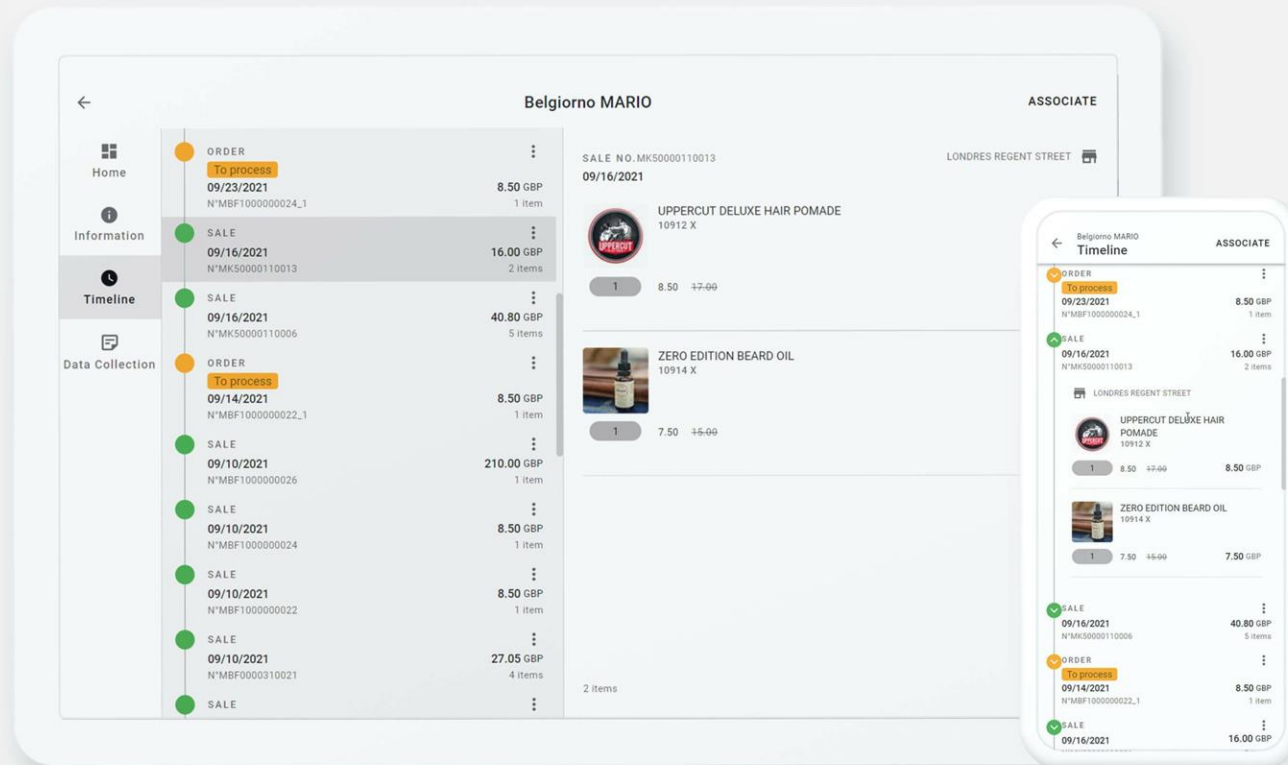& leave with a reward

Add to
Apple Wallet

Google Pay

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Improve the customer experience in-store

As customer, I want to create my account on my own mobile device
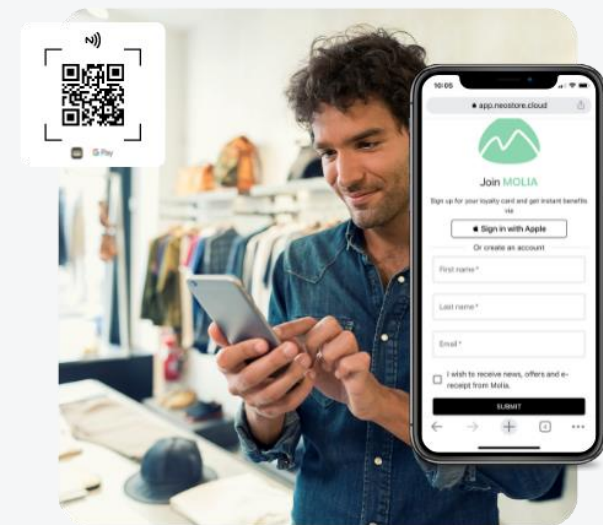
As sales associate, I identify a customer with the QR code

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Improve the customer experience in-store

CRM & CLIENTELING
Global vision of your customers.

To drive loyalty, store associates can have instant access to the customers profile, their purchase history and relevant offers and promotions to deliver a personalised experience

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Full check out

As a sales associate, I want to be able to sell an item from my store and manage full check out (mobile)

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Full Check Out

MOBILE SELLING

VALUE FOR RETAILERS

Provide full check out services
Manage complete sales ceremony
Be responsive & available for customers
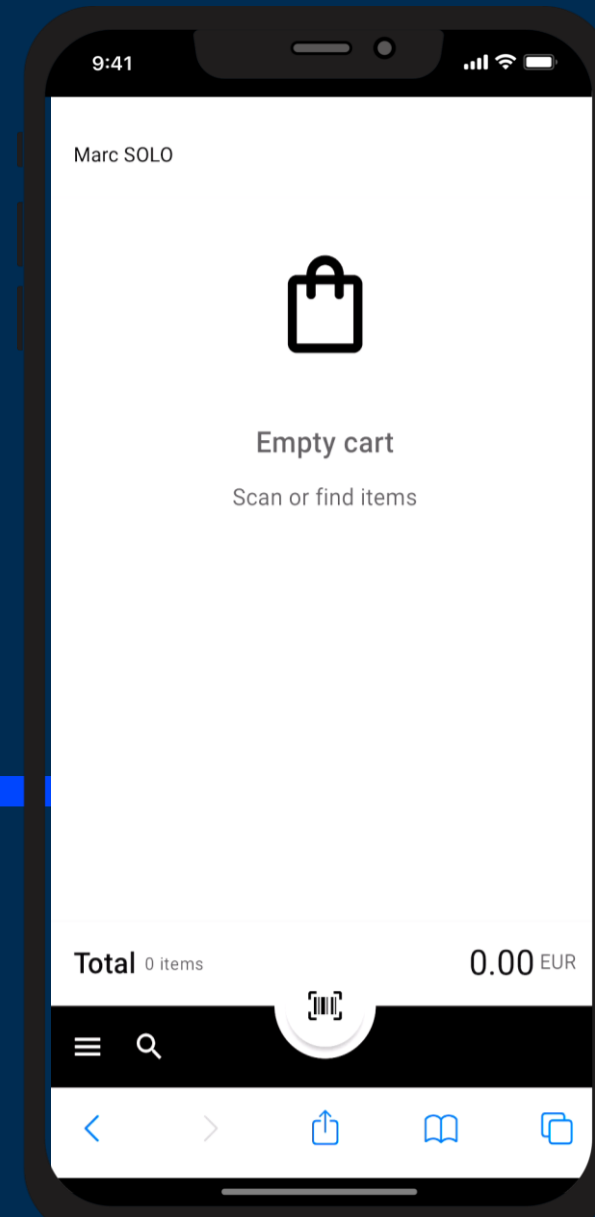
DESCRIPTION

Item identification (scan or manual research)
Customer identification (scan or manual research)
Populate basket
Offer e-receipt
Confirm transaction to save receipt in my database

9:41

Marc SOLO

Empty cart
Scan or find items

Total 0 items   0.00 EUR

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Support real-time omnichannel scenarios in-store

As a sales associate, I want to be able to reserve an item that's not available in-store
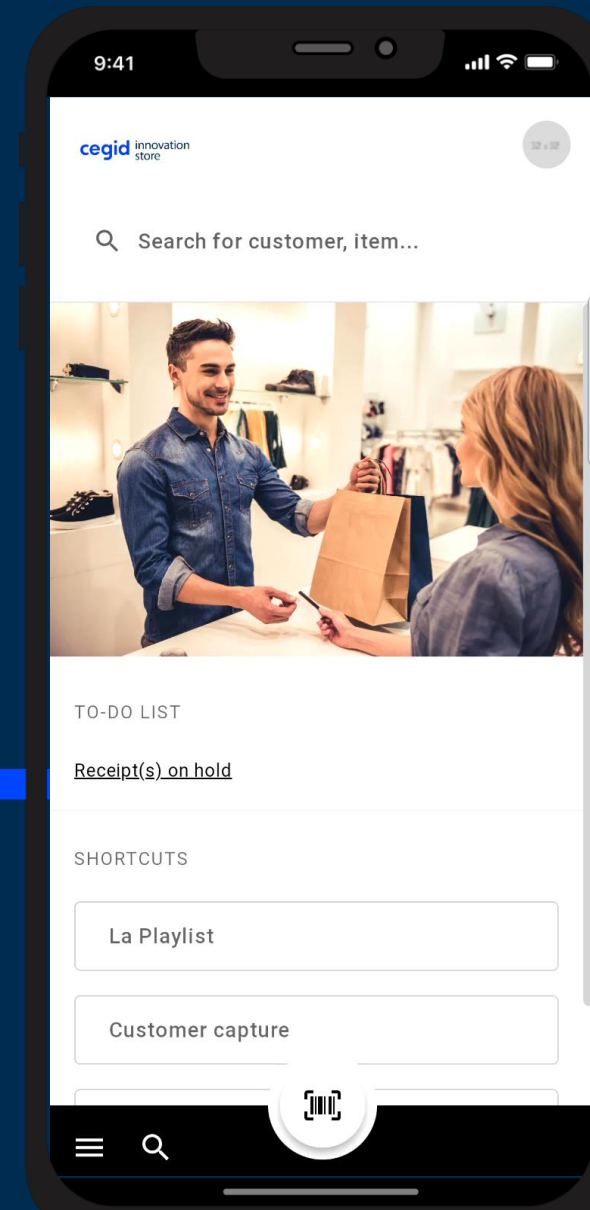
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Store reservation

MOBILE SERVICE

VALUE FOR RETAILERS

Get stores inventory visibility
Manage complete sales ceremony
Be responsive & available for customers

DESCRIPTION

From Cegid Retail Live Store, select item & customer account
Select your preferred store to pick up from
Manage store reservation request
Take deposit (optional)
Store concerned validates the request
Client comes into the store to collect items

9:41

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Search for customer, item...

TO-DO LIST

Receipt(s) on hold

SHORTCUTS

La Playlist

Customer capture

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Endless Aisle

USE CASE

VALUE FOR RETAILERS

Capitalise on your existing digital Catalogue

Capitalise on digital assets
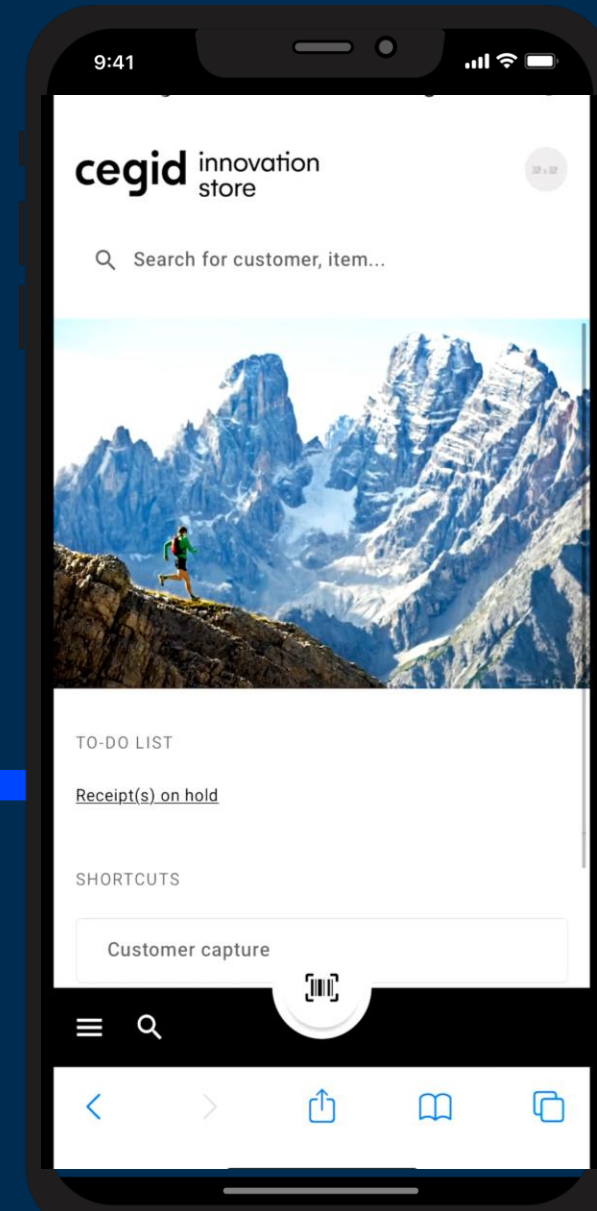*search, product recommendations, analytics...*

DESCRIPTION

From Live Store, open cataloging interface (web catalog)

Select items and quantity from this digital catalogue

Manage Checkout in Live Store in order to leverage the best of Y2 functions such as: Pricing / Discount /Taxes / Promotions/ Customer / Salesperson / Payment / Receipt...

9:41

cegid innovation store

Search for customer, item...

TO-DO LIST

Receipt(s) on hold

SHORTCUTS

Customer capture

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Customer Testimonials

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![Picture logo]

Vincent ANDRE
CFO

Picture offers eco-friendly outdoor clothing for the mountains, snowboarding, skiing, and surfing. Picture products are made from 100% recycled, organic or responsibly sourced materials.

French network of branch and franchised stores Cegid solutions already deployed: Cegid Retail Y2 & Cegid Orli

A new Parisian concept store opened a few months ago

Android smartphones/tablets

Pilot on two stores

Thoughtful customer journey with business teams (queue busting first)

Provide mobile services

Intuitively navigate between 'apps': sales, customers, inventory & item

Quick staff Training

Access our customers' histories and preferences

Display store inventory

Digitalize the register

❝

Cegid Retail Live Store is a real mobile offer, practical & efficient for the selling process

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LISE CHARMEL

BOULANGE Delphine
CIO

2 brands

10 stores in FR

LISE CHARMEL is a French lingerie brand, a benchmark in luxury lingerie & premium swimsuits. The group is made up of two brands, Lise Charmel & Antigel.

French network of branch and concessions
Cegid solutions already deployed: CBR (migration on Y2 SaaS in September) & Cegid Orli
Magento as Ecommerce Platform

iPad as device

Pilot in concessions & one branch store

Provide mobile services

Smooth user interface

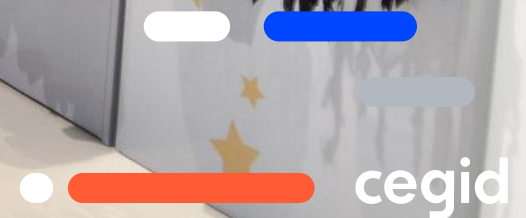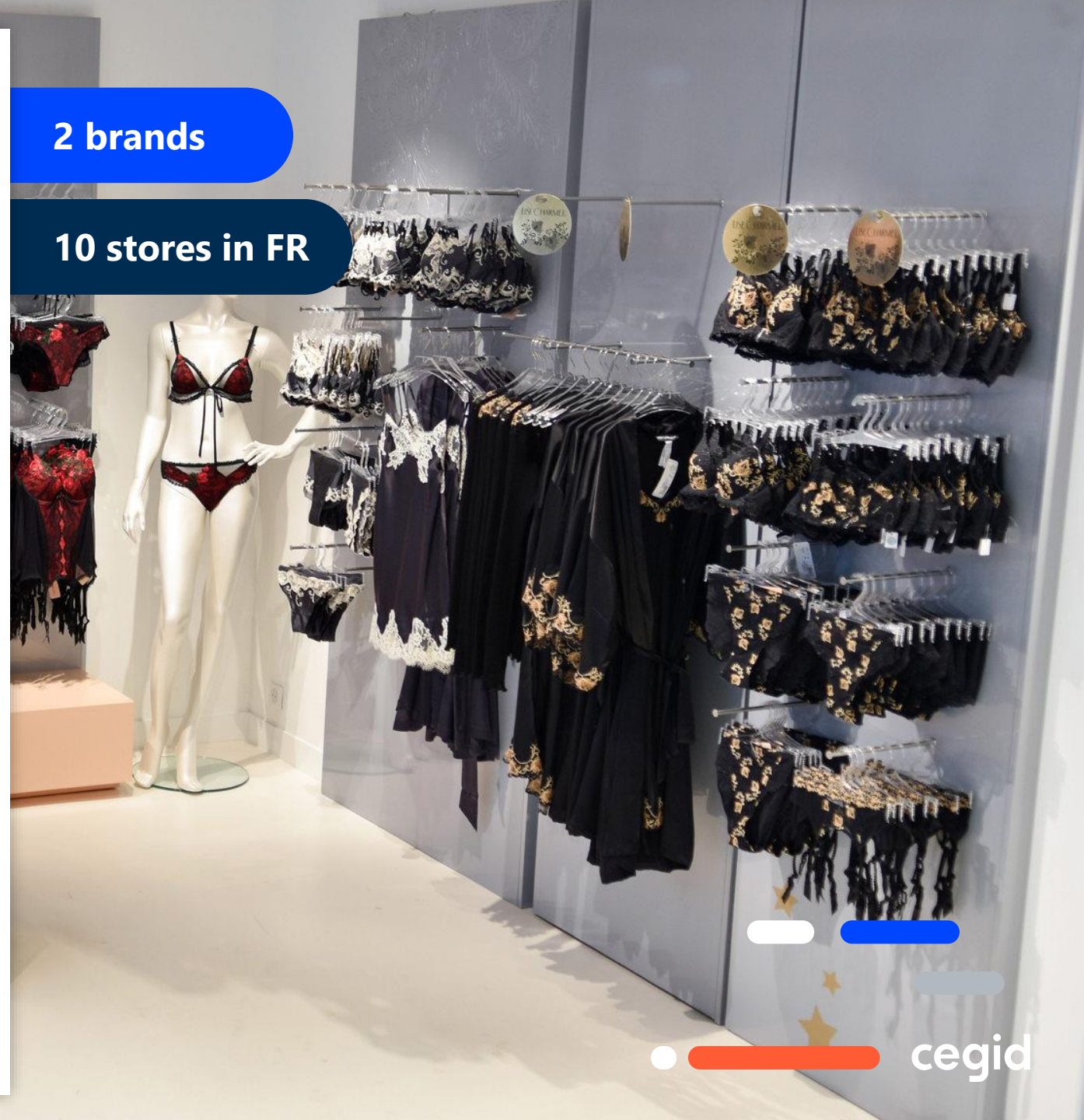Intuitively navigate in "Customer app": opt-in, purchase history

Concession in Department Store: customer capture

Display store inventory

Digitalize the POS

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THANK
YOU

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