



shopster

for the new age shopper

# A Must Have Sales Channel

CONVERSE > SELL > RETAIN

# Conversational Commerce

## Boost sales with Easyrewardz Shopster

### Shopster Building Blocks

1-0-1 ENGAGEMENT | DIGITIZED IN-PERSON STORE EXPERIENCE | RETENTION



#### 1-0-1 Engagement

Engage directly with your customers via personalized conversations to turn engagements into transactions



#### Digitized In-Person Store Experience

Sell to your customers where they are, by sharing e-Catalogs, personalized recommendations and complete the sale with Digital Receipts



#### Retention

Leverage AI-powered Conversational Commerce solution to resolve queries, capture feedback, recover abandoned carts and hence, improve customer retention

### Shopster Modules

**Converse, Engage & Sell:** The complete brand experience on a single conversation-based platform



Digital Commerce Bot, Recommendations, Digital Payment, Digital Receipt

Live Video, Appointment Scheduling, Check Nearby Stores, Feedback

Browse, Connect via WhatsApp, Share Offers, Loyalty

## INTERACT



### Enrol Customers

Member enrolments to build, maintain and strengthen relationships for customer retention



### Connect via WhatsApp

Connect directly with your customers via WhatsApp to keep them engaged with personalized conversations



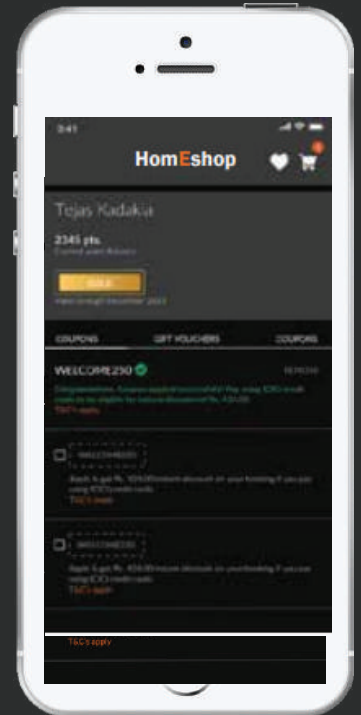
### Share Offers

Share all active offers and discounts with customers to increase conversions



### Loyalty

Allow customers access to their loyalty points balance, accrual and redemption history



## ENGAGEMENT - Everything in Interact, plus



### Appointment Scheduling

Allow customers to book appointment at nearby store



### Live Video Call Assistance

Provide in-store experience to customers via Video Call



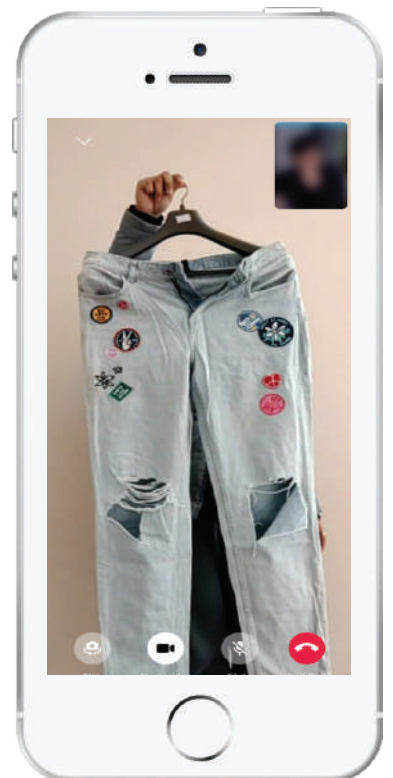
### Customer Service Automation

Connect, engage & support customers in real time and enhance your customer's experience



### Customer Feedback

Drive customer level actions and make them feel heard by asking for feedback post purchase





## Shopping via WhatsApp & Digital Commerce Bot

Enable customers to make purchase and connect with store staff via WhatsApp & Digital Commerce Bot



## Recommendations

Share personalized product recommendations basis customers behaviour and past purchase history



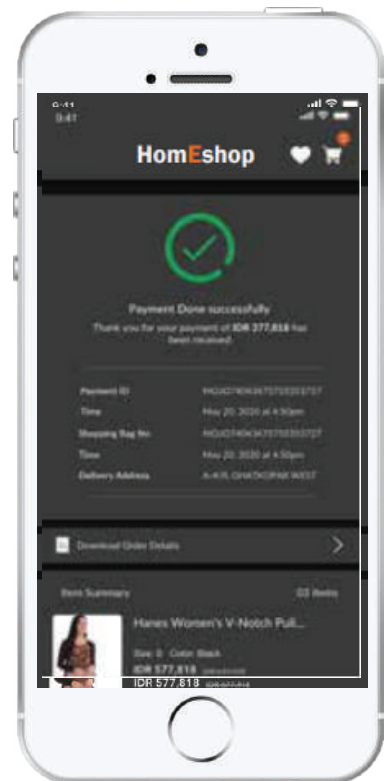
## Order Status

Allow customers to live track their order for a seamless shopping experience



## Digital Receipt and Payment

Hassle-free digital payment and customized digital receipt, shareable via WhatsApp & SMS



pantaloons  
IN WITH FASHION

Shopster helped us launch Pantaloons Chat Shop channel and secure an ancillary source of revenue generation during the pandemic. It has been an integral partner in Chat Shop's scale up journey ever since and has significantly helped increase customer traffic through its interface. The team is extremely customer focused and proactively takes measures to quickly troubleshoot problems, if any.



### Vineet Laroia

Head- Sales  
Pantaloons | Aditya Birla Fashion  
and Retail Limited





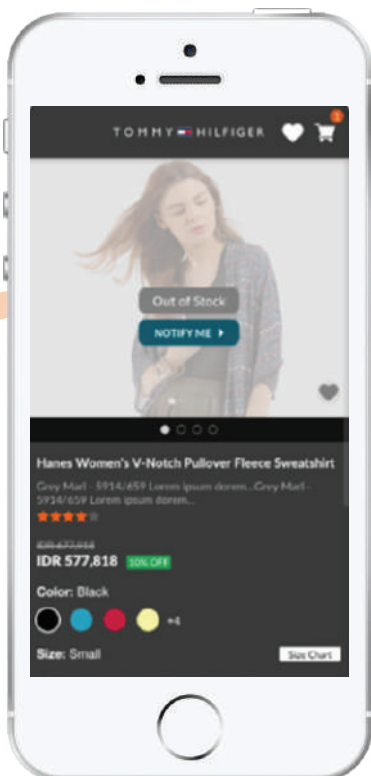
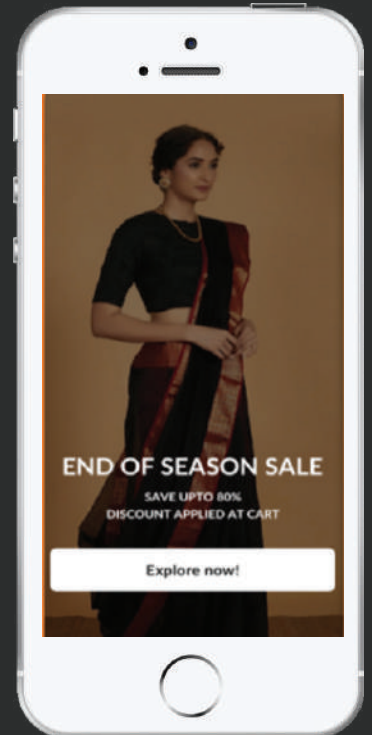
## What's New

We are excited to launch the enhanced capabilities of Shopster AI powered Contactless Conversational Commerce solution. Here's a roundup of all the Shopster new features:



### Marketing Enablement

- Smart and prominent display of promotional content via Splash screen
- Offer banners in designated offer menu for quick view of ongoing promotions
- Direct link in social campaigns to land directly on the BOT to reduce drop WhatsApp to BOT



### Product Discovery Enhancement

- Capability to show remaining quantity of a product to drive impulsive purchase
- Enable customers to 'select to be notified' on an out-of-stock product
- Enable customers to wishlist products



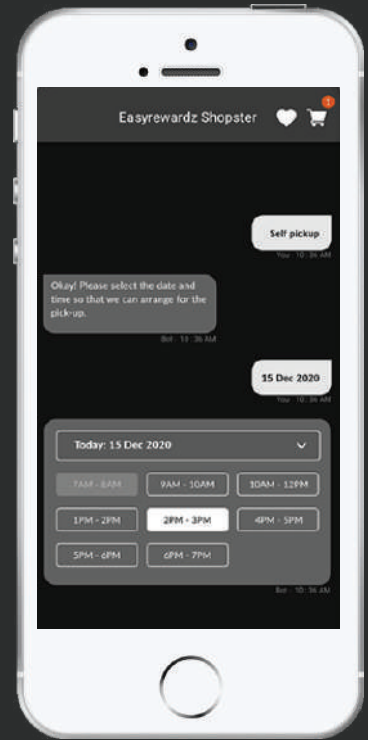
### Value-addition for optimum CX

- Users can check past orders, and reorder
- Users can view bookings and offers



## Conversational AI

- NLP and NLU powered chats to understand customer's intent in the message and provide suitable response
- Craft engaging CX via Interactive WhatsApp menu messaging option
- Smart Messaging and Profanity check on chats
- Free Flow Chat



## Key Features

Boost sales and digitise your brand's shopping experience with customized end-to-end solutions



## Shopster Awards Showcase

Here's why Shopster is the best-in-class Conversational AI Solution and businesses should implement it!

July 2020

**Entrepreneur**  
AWARDS 2020

### Business Innovation of the year

Easyrewardz is honored with Business Innovation award at the Entrepreneur Awards 2020. This accolade is a testimony to our team's diligent efforts towards building Shopster Conversational AI solution

October 2020

Indian Retailers Rated

### The MOST PREFERRED Conversational Commerce Retail Toolkit

Voted the Most Preferred Conversational Commerce Toolkit in an independent survey conducted by Feedback Advisory

March 2021

THE 14<sup>th</sup> Edition  
**CUSTOMER**  
FEST LEADERSHIP  
AWARDS 2021

### Best Contactless Service Experience Customer Fest 2021

Our client partner- Bata India Limited won the award at Customer Fest 2021 for Best Contactless Service Experience- Bata Chat Shop, powered by Shopster

April 2021

 **TECHTORS**  
TECH COMPANIES TO WATCH OUT FOR

### Tech Achiever at BW Businessworld #Techtors

Soumya Chatterjee, Co-Founder & CEO, Easyrewardz won #BWTechTors21 award in the Utility Tech Category at 3rd edition of BW Techtors Summit & Awards

February 2022

 **40 UNDER 40**  
In association with  
BWDISRUPT

### Young Achiever at BW Businessworld 40 Under 40

Tejas Kadakia, Co-Founder & Director, Easyrewardz won the coveted BW Businessworld 40 under 40 award for innovating Shopster



# shopster

for the new age shopper

Easyrewardz is an industry-agnostic cloud-based CRM & Loyalty platform that enables seamless omnichannel customer experience. The company's customer data platform empowers deeper customer engagement and enables single view of customer. More than 170 brands have trusted Easyrewardz to deliver personalized customer experiences, build brand affinity and drive incremental sales.

In the wake of COVID-19, Easyrewardz has launched Shopster – an Exclusive COVID-19 Retail Toolkit that leverages conversational commerce to boost store sales in the new normal.

## Brands that have trusted Shopster



and many more...

# 5.0



easyrewardz®