

## Bayretail, the Unified Commerce Platform on Salesforce

Built on the world's #1 CRM, Bayretail is a cloud and mobile industry vertical solution natively integrated with Salesforce and into any retailer ecosystem.

It empowers organizations to create intelligent, personalized engagements for their customers, increasing in-store conversion rate, and powering positive ROI.

Bayretail helps provide to retailers with a seamless end-to-end shopping experience for their customers. It unifies online and in store shopping behaviors in a single and industry specific platform for Retailers.

### Customer Unified View

## The Unified Commerce Platform on Salesforce

### 1. The Touchless Experience

#### Virtual Smart Booking Online Slotting

Booking a physical appointment with Bayretail Smart Booking by the customer through the brand website.

#### Email/SMS confirmation

Delivering email and SMS booking appointment confirmation to the customer.

#### QR code system generation

Sending the customer a unique QR code for his appointment.

#### QR code scan app & Guest Checking

Scanning the customer's QR code to validate the customer's visit to the store.

#### Virtual Shopping Online Slotting

Booking a virtual appointment with Bayretail Virtual Shopping by the customer through the brand website.

#### Email/SMS confirmation

Delivering email or SMS booking virtual appointment confirmation to the customer.

#### Live appointment through social network or communication channels

Personalizing virtual shopping experience with dynamic interaction with the customer through innovative channels.

#### Secure Mobile Payment link

Generating a payment link sent directly to the customer's phone to pay his or her order in with complete security

#### Seamless Checkout

Scanning the customer's credit card from the app.

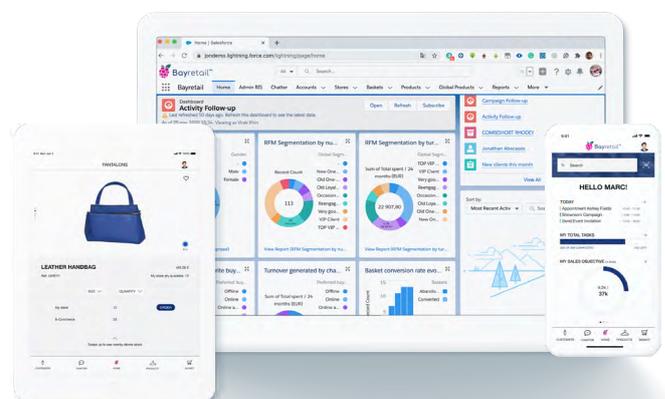
### 2. The Unified Commerce

#### Customer 360° view Customer profile

Getting a complete view of the customer profile (contact information, preferences, history, key data overview).

#### Customer preferences & Opt-in management

Providing customer purchases & GDPR communication preferences.



**Customer 360° account creation & centralization**

Creating new customers, embedding all the customer data and editing/updating the customer data to increase customer knowledge.

**RFM Segmentation**

Providing RFM's marketing targeting information useful for customer knowledge in a given period (last order, frequency of purchase, amount of purchases).

**Wishlist**

Capturing online & phygital customer wishlist and push the products in personalized communications to develop the conversion.

**Past purchases**

Getting a customer's online and in-store purchase history.

**Unified view**

Providing a 360° view of customer, stores, stock and product.

**Analytics & Monitoring****Retail Data Analysis & Reports**

Getting specific dashboards & reports to retailers with RFM calculation.

**Stores' Performance Monitoring**

Providing a different visibility level of hierarchy between the head office, the stores, sales managers and sales associates.

**AI & RFM Segmentation****Relevant customer support**

Providing shopping assistance with AI to the customer by proposing the relative products according to his or her preferences and purchase history.

**Profiling segmentation**

Providing targeting procedures to establish customer segmentation profiles based on filter criteria with RFM segmentation.

## 3.The Phygital Experience

**CRM In-store & Clienteling****Customer 360° profile & preferences in-store access**

Providing the sales associates in store a complete view of the customer profile (contact information, preferences, history, key data overview).

**Search bar & new customer creation**

Creating by the sales associates in store new customer profiles and search with intelligent metrics.

**GDPR compliance & Opt-in management**

Managing GDPR communication and customer preferences on the mobile app by the sales associates.

**Loyalty Program Management status & card scan**

Getting the loyalty status of the customer directly on the app by scanning a loyalty card.

**Purchase history & Digital wishlist**

Getting customer's online and in-store purchase history & wishlist access.

**In-store visits creation & store visit history**

Creating of in-store visits by the sales associates on the app to keep data, retrieve history and increase customer knowledge.

**Real-time conversation in app & communication history**

Providing customer engagement in app through SMS and Email and retrieving the interaction history.

**WeChat & WhatsApp integration**

Personalizing interaction with the customer through WeChat & WhatsApp.

**Distributed Marketing & Event campaign management**

Inviting customers to brand events and proposing distributed marketing on the app.

**Shopping Assistance****Product scan**

Scanning product directly on the app to search product easily and view the product file.

**Product 3D view**

Getting a 3D view of the product from all angles and with color variations.

**Product Catalog & pictures**

Getting a complete view of the product catalog and using several filters.

**Stock visibility & OMS Integration**

Displaying the current stock of the store, nearby stores, central stock and the e-commerce.

**AI product recommendation**

Providing product recommendations to the customer with AI through the app.

**Physical wishlist**

Creating a physical wishlist during in-store customer shopping.

**Stores Operations**

**Sales manager profile**

Getting a complete view of the work space of the store director (tasks, appointments, customers, interactions) and accessing sales team activity.

**Sales associates profile**

Getting a complete view of the work space of the sales associate (tasks, appointments, customer interactions) and his individual sales performance.

**Store's profile**

Getting a complete view of different store profiles and global store activity view for store director based on dashboard & reports.

**Employee Collaboration**

Providing a collaboration tool between the head office, sales managers and sales associates.

**Look Builder**

Providing pre-configured or created looks from different content sources (social networks, magazines, photos, etc.)

**Basket Types**

Creating and managing several types of baskets such as E-reservation, Click&Collect, Store-to-store, Web-to-store, Store-to-web directly from the app.

**Basket Creation**

Quickly creating a basket from the application by manual product selection or by product scan.

**Multi-basket management**

Managing several open baskets from the app.

**Secure Mobile Payment link**

Generate a payment link sent directly to the customer's phone to pay his or her order in complete security.

**Seamless Checkout**

Scanning the customer's credit card from the app.

**MPOS & order confirmation**

Sending the order to the MPOS and alert when an order is finalized on the app by SMS/email on the customer phone.

**In-store Analytics**

**Stores' operations & team task management**

Ensuring to head office and sales managers to assign tasks to sales associate and manage their objectives.

**Sales KPIs**

Providing relevant sales KPIs to increase productivity and make better business decisions.

