

Payment Blade in an Omnichannel Strategy

INTRODUCTION

Thumbzup provides an Android platform to enable Omnichannel across all retail engagement points. The Payment Blade hosts the cross-channel content to provide an enhanced user experience with subject matter information and functionality. With the Payment Blade the customer experience across digital and in-store is a consistent journey with a single service promise. The Payment Blade is a fully PCI and EMV certified card payment terminal.

OMNICHANNEL FULFILLMENT STRATEGY

Strategic objectives

- Seamless customer journey
- Increased customer acquisition
- One service promise

Strategic deliverables

- Omnichannel platform performing from E-commerce to in-store
- KYC with single master data record
- Hyper-engagement with customers for increased revenue
- CRM tracking the customer life-cycle
- One Service promise on line of business, fulfillment, warranty management across digital and in-store channels

The Payment Blade fulfillment on Omnichannel

- Hyper-sales engagement through providing easy access to product information
- KYC with ability to verify documents, capture new customers through e-receipting
- Enterprise Mobility with easy task management and line of business enablement both in-store, warehouse and deliveries
- Flexible payment options across digital, loyalty, gift, EMV card and eGateway
- Assisted Selling with upsell and cross-sell
- Endless Aisle
- Fulfillment management with SLA management for click and collect, deliveries, IBT's and warranty management

