

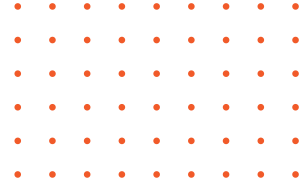


RETAIL & E-COMMERCE

MAKING BRANDS
RESILIENT,
FRICTIONLESS,
& RELEVANT

2024
OFFERINGS





Revolutionizing Retail: Empowering Businesses in the Dynamic E-commerce Era



IGT Solutions leads the charge in transforming Retail and E-commerce landscapes through innovative technology and customer-centric strategies - driving unparalleled customer experiences and business growth.

RESILIENT. FRICTIONLESS. RELEVANT.

IGT Solutions recognizes the increasing complexity and challenge of maintaining brand relevance within the rapidly evolving Retail and E-commerce sector. At the heart of enhancing brand relevance and recognition are robust fundamentals, including the establishment of a resilient operational foundation. This foundation should be optimized with the right technologies driven by experts dedicated to streamlining back-office processes and spotlighting efficiencies. Built on this foundation are flexible strategies that ensure a frictionless customer experience—delivered accurately and with high quality, precisely when and how your customer desires. These elements are crucial for securing your brand's relevance in the marketplace and with your customers.

Our Next-Gen CX Services, powered by AI and machine learning, deliver cutting-edge omnichannel customer journeys. IGT Solutions emphasizes value realization and innovative IT solutions, fostering collaboration among customers, business teams, and technology for exceptional end-user experiences. Through advanced services driven by Smart Agents™, automation, and analytics, we excel in crafting superior customer experiences that boost revenue while optimizing costs.

RESILIENT. FRICTIONLESS. RELEVANT.

Comprehensive frictionless Customer Experience solutions designed to deliver joy and satisfaction

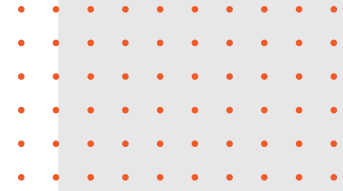
SYNERGISTIC SOLUTIONS OPTIMIZED BY AI AND POWERED BY DATA ANALYTICS

The Retail and E-commerce industry has skyrocketed in growth over the past decade, undergoing a transformative evolution in its operations.

To lead the pack in this dynamic, ever-evolving landscape, businesses require a nimble Customer Experience ally that harnesses digital innovation to boost sales and provide exceptional customer service.



GIVE YOUR CUSTOMERS AN UNFORGETTABLE EXPERIENCE	GET THE MOST FROM YOUR DATA	GET FLEXIBLE TO ADAPT TO ANY MARKET CHANGE
<p><u>Next Gen CX Services</u> Exceeding the expectations of today's consumers through tailored omnichannel customer experience</p>		<p><u>Next Gen CX Services</u></p>
<p><u>Data & Analytics</u> Delivering personalized customer experiences and streamlined operations with AI & ML-enabled data analysis, interpretation and forecasting.</p>		
<p><u>Intelligent Automation</u> Driving process excellence and cost efficiencies through robotic process automation, chatbots, and voicebots.</p>		
<p><u>Digital Engineering</u> Enhancing business value while elevating the customer experience through transformative tech solutions</p>		<p><u>Digital Engineering</u></p>
<p><u>TechBud.AI™</u> Enhance efficiency and productivity across organizational functions with our enterprise-wide Generative AI platform.</p>		



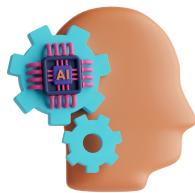
RESILIENT. FRICTIONLESS. RELEVANT.

Give your customers an unforgettable experience

IGT Solutions' innovative services boost customer satisfaction, loyalty, and revenue.

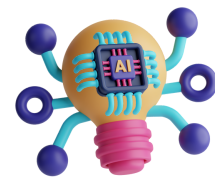
Transform your customer experience with our suite of sophisticated solutions, including "Human as a Premium" AI support enabled by our Customer360™ platform. Deliver personalized interactions, seamless omnichannel experiences, and enhanced operational efficiency with Techbud.AI tools.

Stand out in the market with superior customer support that sets your brand apart.



Smart Agents™ Customer360™

- Resolve your customers' toughest issues 24/7 with our Human as a Premium™ AI-enabled support agents, available in all preferred channels.
- Deliver personalized outreach and special experiences with Customer360™, our end-to-end customer journey analysis platform to influence critical buying phases.
- Enhance control and visibility of your customer experience with Customer360™'s deep analytics and real-time reporting.



Conversational Automation Process & Workflow Automation

- Empower your customers with on-demand multilingual access to common inquiries with our RPA powered Conversational AI Chatbots and self-service channels.
- Automate repetitive and time-consuming tasks (order processing, shipment tracking, returns, and refunds, etc.) so your agents can focus on high-touch, higher-value interactions.

DELIVERING RESULTS

20%

- increase in customer NPS by enhancing service with tailored customer profiles

30%

- effort reduction in customer queries through AI/ML and NLP powered Chatbot

20%

- increase in FTE efficiencies through RPA

Your customers deserve a frictionless omnichannel experience, supported by resilient operations, that ensures your brand relevance.



Digital Commerce

- Ensure a frictionless buying experience with our our E2E Digital Commerce solution. We cover the entire E-commerce value chain from user experience design, technology platform development, business analytics, logistics, to customer experience management.
- Digital Commerce unlocks new revenue opportunities and enhances customer engagement for our clients.

TECHBUD.AI

TechBud.AI™

- Provide your customers personalized recommendations tailored to their historical buying patterns and product ratings with our Customer Support Retail Gen AI-based Solutions.
- Reduce your in-house support agent turnover with Techbud.AI™ enabled resolution support (generate responses, reports, performance insights in seconds).

RELEVANT. RESILIENT. FRICTIONLESS.

Get the most from your data



Realize value across all touchpoints in the customer journey with actionable insights

Data analytics and business intelligence services are crucial for enhancing customer experience. By utilizing customer data to generate actionable insights, IGT Solutions creates personalized experiences, improves engagement, and reduces churn rates while identifying areas of operational improvement.

Superior Customer Experience

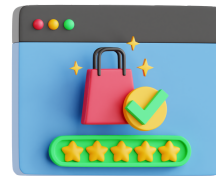
30%

early churn prediction driving customer lifetime value (CLTV) using loyalty analytics



Predictive Analytics Data Modernization

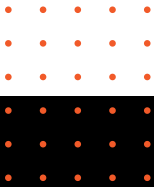
- Anticipate market changes, rapidly scale, and unlock valuable opportunities by accessing and analyzing large volumes of data into actionable insights.
- Improve productivity, reduce costs, and accelerate time to value through better data architecture, governance process and data organization



Customer Experience Analytics

- Boost your operations and deliver a frictionless shopping by leveraging data to improve user experience, uncover revenue opportunities, and maximize ROI.
- Improve brand positioning by analyzing sentiments and perceptions on social media.

Optimizing customer-centric business intelligence and analytics to exceed customer expectations.




Profit Generation

50%  in sales conversion driving marketing ROI leveraging marketing analytics

5-15%

potential revenue uplift with a personalized experience and enhanced customer experience



Customer360™

IGT's Customer360™, powered by AI analytics, boosts the customer experience by enabling companies to understand customer profiles, purchase behavior, and engagement preferences through a mix of customer attributes, algorithms, and product preferences.



Automation Consulting Services

IGT utilizes the expertise of seasoned Retail SMEs, Data Scientists & Automation Architects to harness the power of ML and AI, enabling you to gain insights into key areas, including:

- Automation Maturity Assessment
- Financial and Technical Feasibility
- ROI and Business Case Development
- Automation Roadmap

TECHBUD.AI

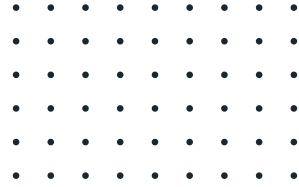
TechBud.AI™

- Leverage the full potential of your collected information, uncovering hidden relationships and trends that can inform decision-making and spur innovation.
- Comprehensive Business Gen AI-based Solutions empower you to customize and fine-tune predictable outcomes and generate results with an interactive interface using a user-centric approach.



RESILIENT. FRICTIONLESS. RELEVANT.

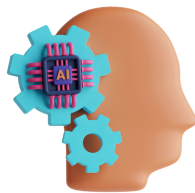
Get flexible to adapt to any market change



Boost efficiency and optimize resources to drive revenue

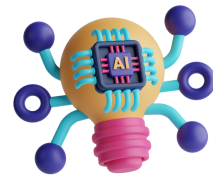
IGT's Automation Centre of Excellence enables you to adapt to market changes with automation services. These include process and workflow automation and consulting to identify opportunities and build business cases.

With IGT's automation expertise and pool of skilled support agents, you gain flexibility to manage seasonal shifts and product launches more effectively.



Smart Agents™ IGT Work at Home (iWAH)

- Manage unexpected spikes in customer demands with IGT Solutions Smart Agents™ solutions – combining AI-enabled self-service and bot support with Human as a Premium™ white glove live agent expertise.
- Save costs and bring agility to your operations by providing rapid scalability through our global pool of iWAH talent enabled by Intelligent Video Analytics real time monitoring.



iConverse

- Enhance flexibility and scale effortlessly by deflecting FAQs, order status, and common inquiries to intelligent chatbots, customer query management, and cognitive bots.
- Powered by NLP, Speech-to-Text, Text-to-Speech, and Sentiment Analysis* facilitated by Live Person, iConverse ensures a seamless customer experience with smooth transitions between virtual channels and live agents when necessary.

*Cognitive services provided by partners like Microsoft LUIS, IBM Watson and Google Dialog Flow.

HARNESS THE POWER OF GENERATIVE AI

TECHBUD.AI

UNLEASH RAPID INNOVATION,
DRIVE BUSINESS OUTCOMES,
AND ENHANCE CX WHILE
OPTIMIZING COST EFFICIENCY

TechBud.AI™ is uniquely positioned to revolutionize the retail industry by delivering significant benefits and achieving remarkable results through its advanced AI solutions.

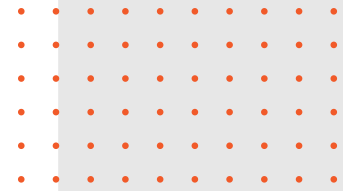
- **Enhanced Customer Experience:** TechBud.AI™ improves shopping experiences globally with its Voice integration and Language translation, enabling personalized interactions in customers' native languages for more intuitive and satisfying engagements.
- **Inventory Optimization:** TechBud.AI™ uses predictive analytics to accurately forecast product demand, helping you stock just the right amount. This reduces overstock and stockouts, cuts storage costs, and boosts sales opportunities.
- **Efficient Query Resolution:** TechBud.AI™'s suite of Gen AI-based Solutions, tailored through Prompt Engineering, quickly handles diverse customer queries. This boosts customer service and lets our live agents tackle more complex tasks, increasing productivity.



- **Increased Operational Efficiency:** By automating routine tasks, TechBud.AI™ helps you slash manual labor costs and elevate operational efficiency, freeing up resources for strategic initiatives.
- **Content Moderation and Brand Safety:** TechBud.AI™'s content moderation tools keep user-generated content on your platforms appropriate, preserving brand integrity and ensuring a safe user environment.
- **Innovative Marketing and Sales Strategies:** TechBud.AI™ boosts retail sales by analyzing customer data and market trends to create personalized marketing campaigns and product recommendations. This approach enhances conversion rates and customer loyalty.

LEARN MORE





RESILIENT. FRICTIONLESS. RELEVANT.

Service Offerings

Omni-channel customer engagement through Smart Agents, Smart Automation, and Smart Analytics

IGT Solutions provides comprehensive services to optimize your customer experience. Our Next-Gen CX solutions for Retail and E-commerce are cost-effective, flexible, and scalable, covering the customer journey from pre-order to post-sales support.

To keep brands resilient and relevant, IGT leverages chatbots for self-service, uses Robotic Process Automation (RPA) to enhance process efficiency, and employs retail data analytics to boost customer engagement.



[LEARN MORE >>](#)

Next-Gen CX Services

- Sales & Customer Service
- Order Management
- Fulfilment & Delivery
- Logistics Management
- Claims & Refunds
- Content Management
- Back-office Support
- Technical Helpdesk
- Finance & Administration

Digital

- Social Media Management
- Conversational Automation
- Industry-focused Automation
- Data and Analytics
- Intelligent Video Analytics
- Omni-channel CRM

Technology

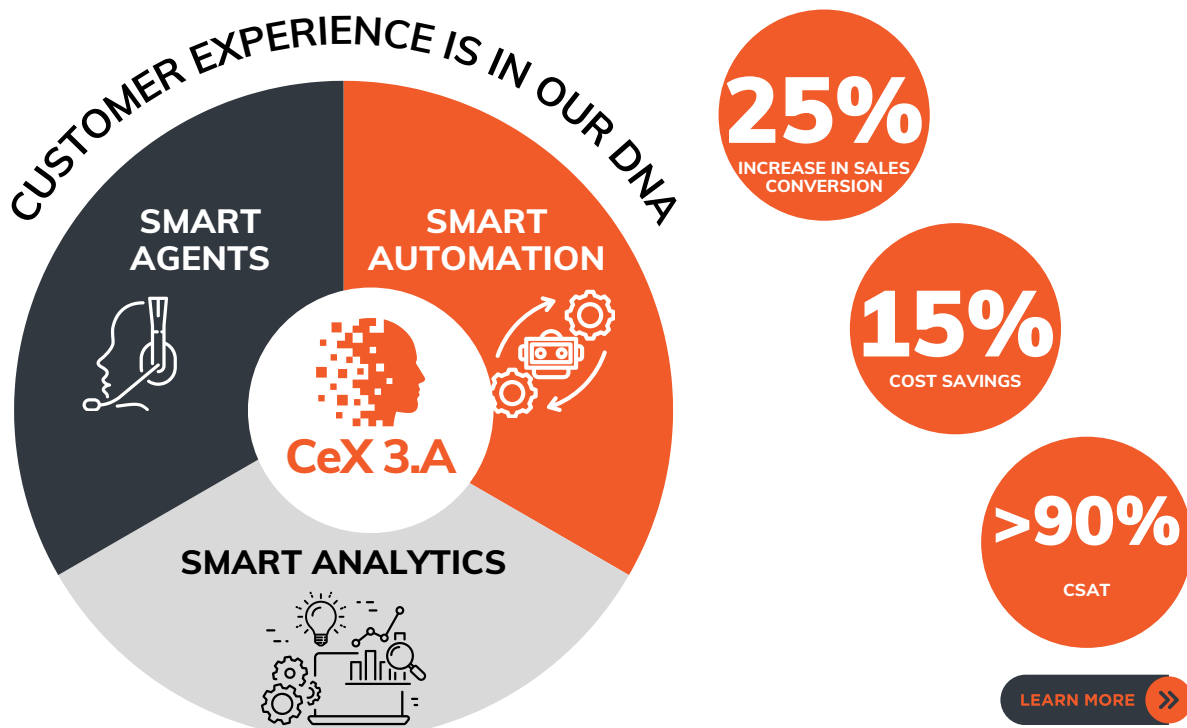
- Digital Commerce
- Application Development & Maintenance (ADM)
- Intelligent Testing
- DevOps
- IT Consulting
- Product Re-engineering
- System Integration
- Legacy Systems
- Core Applications

Our CX Approach



IGT has designed its DNA around Customer Experience 3.A (CeX 3.A), a pivotal element in establishing smart contact centers staffed by highly skilled individuals and enabled with cutting-edge technologies.

This approach integrates three fundamental pillars for enhancing consumer experience: Smart Agents, Smart Automation, and Smart Analytics.



ABOUT IGT SOLUTIONS

31

DELIVERY CENTERS



30+

LANGUAGES SUPPORTED



13

COUNTRIES

WFH AVAILABLE FROM
USA, SPAIN, VIETNAM

Our Vision is to be the world's greatest
Next-Gen CX company making a billion
complex interactions simple every year

90+

MARQUEE CLIENTS

IGT Solutions specializes in streamlining complex customer interactions, offering a seamless experience through integrated BPM, technology, and digital services across various industries.

20+

DIGITAL SOLUTIONS

As a Next-Gen customer experience (CX) company, we deliver transformative solutions for global brands using digital technologies - blending digital and human intelligence.

27k

CX & TECH EXPERTS

A trusted advisor to marquee companies since 1998, IGT Solutions is the go-to partner for managing end to end CX journeys for the Retail, Travel, and Hi-tech sectors.



LEARN MORE

CONTACT US



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