RETAIL & E-COMMERCE

MAKING BRANDS RESILIENT, FRICTIONLESS, & RELEVANT

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.

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.

GET THE MOST FROM YOUR DATA

GIVE YOUR CUSTOMERS AN UNFORGETTABLE EXPERIENCE

GET FLEXIBLE TO ADAPT TO ANY MARKET CHANGE

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Next Gen CX Services Exceeding the expectations of today's consumers through tailored omnichannel customer experience		**Next Gen CX Services**
Data & Analytics Delivering personalized customer experiences and streamlined operations with AI & ML-enabled data analysis, interpretation and forecasting		
Intelligent Automation Driving process excellence and cost efficiencies through robotic process automation, chatbots, and voicebots		
Digital Engineering Enhancing business value while elevating the customer experience through transformative tech solutions		**Digital Engineering**
TechBud.AI™ Enhance efficiency and productivity across organizational functions with our enterprise-wide Generative AI platform		
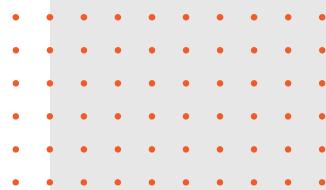
Give your customers an unforgettable experience

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 .

MAKING BRANDS RELEVANT, RESILIENT, & FRICTIONLESS

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 Co-Pilot . Reduce your in-house support agent turnover with Techbud.AI™ enabled resolution support (generate responses, reports, performance insights in seconds).

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 marketchanges,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

- Boostyour 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.

MAKING BRANDS RELEVANT, RESILIENT, & FRICTIONLESS

Optimizing customer-centric business intelligence and analytics to exceed customer expectations.
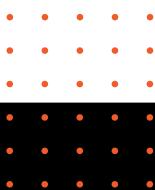
50% ↗ in sales conversion driving marketing RoI leveraging marketing analytics

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 CoPilots empower you to customize and fine-tune predictable outcomes and generate results with an interactive interface using a user-centric approach.

Get flexible to adapt to any market change
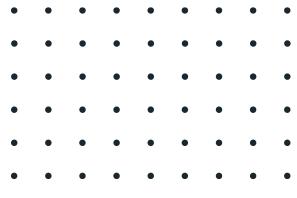
Boost efficiency and optimize resources to drive revenue

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.

MAKING BRANDS RELEVANT, RESILIENT, & FRICTIONLESS

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 CoPilots, 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 »

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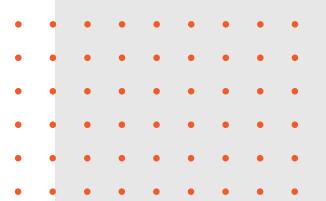
RESILIENT.FRICTIONLESS.RELEVANT.

Service Offerings

Omni-channel customerengagement 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 relevant and resilient, 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

MAKING BRANDS RELEVANT, RESILIENT, & FRICTIONLESS

Our SMART CX Approach

Introducing the SMART approach to Customer Experience (CX)—a focused framework that combines domain expertise with AI to deliver measurable CX outcomes.

SMART elevates performance through advanced analytics, AI-enabled interventions, and redefined agent roles, enabling smarter workflows, personalized experiences, and higher-value human interactions. The result is a transformed, future-ready CX model that improves efficiency, engagement, and business impact.

Superior Metrics

Maximise the metrics of today, improving CSAT, NPS and CES by 20-30%

Prepare for the metrics of tomorrow using Data and Analytics to understand CLV, CES and CRR.

AI Driven

We curate solutions with our SMART Foundation & Catalyst partners that enable us to redefine the Future of Work.

Redefining Agent Work

Pivot to skill-based strategies that augment Human Agents with AI technologies focussed on high-value tasks

Transformed around Value

Customer-Centric Transformation that uncovers realisable value for you and your customers

SMART Customer Experience

Our SMART CX framework coupled with the OneIGT values, equips us with the people, processes and technology to help Transform your CX organisation. Driving customer Loyalty through Delightful experience.

ABOUT IGT SOLUTIONS

31
DELIVERY CENTERS

24H

WFH

AVAILABLE FROM
USA, SPAIN, VIETNAM

13
COUNTRIES

35+
LANGUAGES SUPPORTED

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

100+
MARQUEE CLIENTS

20+
DIGITAL SOLUTIONS

25k
CX & TECH EXPERTS

IGT Solutions is a next-gen Tech Services and Customer Experience (CX) company. It enables personalized, meaningful, and effective interactions by combining cutting-edge technology and innovative solutions with the power of Gen AI to deliver exceptional end-user experiences. With the ability to integrate human and digital intelligence seamlessly, it is a trusted partner for managing end-to-end transformation journeys for global majors across industries.

LEARN MORE

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