

**ZenSär**



**CASE STUDY**

# Digital Application Solution Drives Higher Sales for Retailers and Provides Greater Efficiency for End Users

## Overview

Zensar's client is a leading enhanced digital solution that offers retailers a post-sale opportunity to communicate with their customers. Their enhanced receipt functionality builds customer loyalty and drives sales, while allowing retailers to collaboratively analyze customer data to monitor spending habits and shopping trends.

The company's patent-pending software allows retailers to add social media links, videos and customized offers to digital receipts.

## Solution:

Zensar was involved in development and deployment of the application, in addition to following responsibilities:

- Built E-Receipt solution on SaaS model for multiple retailers
- Built in business intelligence and data analytics for specific customer driven loyalty programs
- Seamless integration between the Retailers POS systems and application
- PCI DSS Compliant for data security and fully secured anonymous receipts information

## Key Business Benefits:

- Easy access to receipts using Web or Mobile device
- No more lost or damaged paper receipts
- Easy retrieval of older receipts for any product exchange or return
- Manage receipts for easy filling of tax return, expense report, etc.
- Receive and manage discounts, offers, specials based on the purchases

## Key Benefits

