



Mindtree

A Larsen & Toubro Group Company

genie

On the Go



Engage on the go. **Purchase** on the go. **Loyalty** on the go. **Pay** on the go. **Deliver** on the go

Consumers today are more prone to impulse purchases

Impulse Buying accounts between **40% - 80%** of purchases

~ based on a [ResearchGate study](#)

52% of consumer would take advantage of a sales promo than pay full price

~ based on a [Slickdeals study](#)

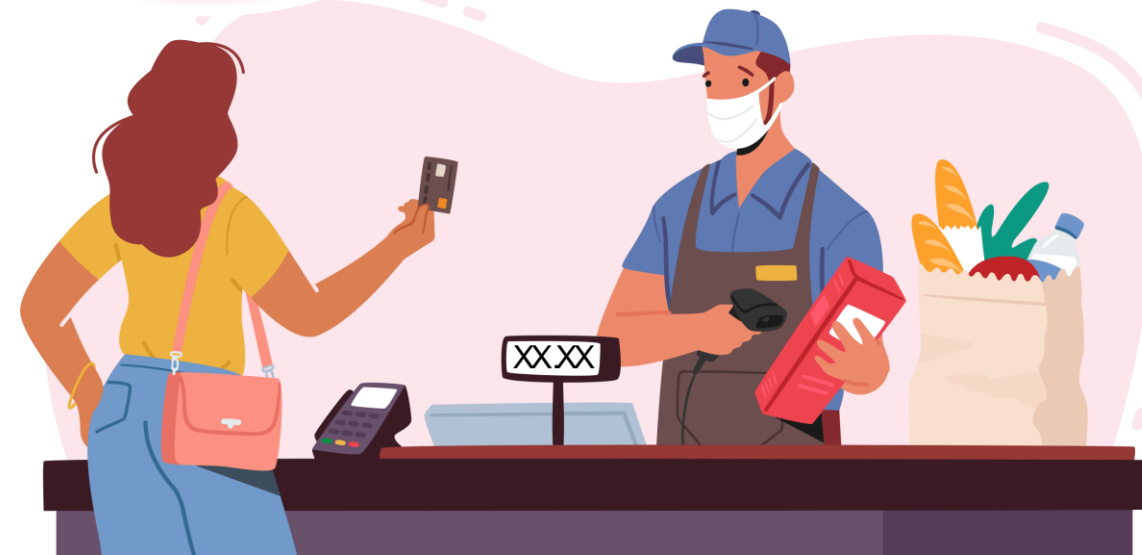
Within premise print ad spend is **~ \$1.5+ B** for retail, travel and hospitality

~ based on a [Statista & BIA Advisory study](#)

52% of millennials are more likely to make impulse purchases than other generations

~ based on a [invesp study](#)

concern area →



Within premise/in-store marketing initiatives have the **lowest ROI**



no proper **"call to action"** on most these props. Even if they are as QR codes, the codes get mutilated and damaged very frequently

no **"deeper guest engagement"** which significantly reduces the probability of conversion of guest's purchase intent to actual purchase

New generation consumers use loyalty points contextually... across their “purchase basket”

75% of consumers are more likely to purchase from brands whose apps allow them to transact quickly

~ based on a [Google study](#)

95% of loyalty program members want to engage with their brand’s program through new and emerging technologies.

~ based on a [Altfeld study](#)

The probability of selling to an existing customer is **60-70%**

~ based on a [Altfeld study](#)

85% of the loyalty points go unspent.

~ based on a [Smile.io study](#)

56% of shoppers say they changed/abandoned a purchase when their points had expired.

~ based on a study by [Clarus commerce](#)



CONCERN AREA

Most of the **accumulated loyalty points** go wasted for a consumer

limited scope of applicability, mostly across a single brand

Lack of **instant gratification**

lack of **exchange platforms** for loyalty points across multiple brands



For today's consumers, **robust delivery** is a key **consideration** for making a purchase



The global CEP market size is **\$ 360+ B** in 2022

~ based on a [IBISWorld study](#)

41% consumers ranked fast and reliable delivery as one of their top considerations when shopping

~ based on a [PwC's 2021 Consumers Insights Survey](#)

3 major challenges of the CEP market –

- Seamlessness of the Last Mile Delivery (LMD)
- Diffusion of technology across value chain
- Complex business model of operation

~ based on a [Mind My Business study](#)

concern area →

The ability to delivery for any on the go purchase instance suffers majorly-

Lack of seamless information exchange across the CEP value chain

Lack of digitization in the sector except for big players

No presence of any standard uniform technology platform for players spread across multiple geos and languages



Today's consumers are extremely data sensitive

concern area

81% of respondents feel as if they have little or no control over the data collected

~ based on [Cisco Consumer Privacy survey](#)

An average of 53% of online users are more concerned about internet privacy now than they were a year ago.

~ based on [webtribunal.in](#)

71% of consumers have adopted a solution like ad blockers to limit data collection.

~ based on [Adzapier.com](#)

40% of web traffic being tracked by Google alone. Facebook tracking around 15% of web traffic and both Twitter and Microsoft tracking around 4% of all traffic.

~ based on [Cloudwards.net](#)



Let's try to reimagine the consumer experience... differently

How to –

- **Engage** my consumers to my in-premise marketing props
- Convert my consumers' purchase intent into an actual **purchase**

How about "tap 'n buy" ...

- Make my consumers **use** their **loyalty points more meaningfully** and **pay seamlessly** for their purchase

Can we not "pay using various loyalty points"...

- How to **deliver** my consumers' purchase **to their desired address** across the globe

Perhaps we can get our item "delivered seamlessly to the destination address"...

- Ensure that my consumers' **data** are in **safe** hands

How about making information exchange entirely secure for the consumers?

while they are on the go?



Engage
on the go

Loyalty
on the go



Purchase
on the go

Pay
on the go



Solution Highlights

- Simple, intuitive and inexpensive solution
- Effective in-premise marketing with trackable ROI
- Deeper guest engagement with a definite "call to action"
- Higher conversion of purchase intent to actual purchase
- Solution functional over both data and voice connection
- Effective designing of marketing campaigns backed by AI powered analytics

Solution Highlights

- Simple, intuitive and inexpensive solution
- Secured loyalty exchange across participating merchants
- Seamless merchant onboarding and contract mgmt.
- AI driven recommendation for loyalty point redemption
- AI powered analytics leading to deeper insights on loyalty earn/burn patterns

Deliver
on the go

Solution Highlights

- E2E digital document handling across the CEP value chain
- Faster processing and seamless Last Mile Delivery
- Token based information exchange ensuring safer data handling



- Automated reconciliation of payments across the value chain making settlements reliable and faster
- High scalability to accommodate any no. of entities across the CEP value chain.



Welcome to possible