

STREAMLINING THE CUSTOMER JOURNEY

Every retailer has the same objectives: higher customer satisfaction, increased loyalty and positive recommendations. The prerequisite is a frictionless omnichannel customer journey, and several optimisations are needed to ensure that browsing is easy, intuitive and enjoyable: better adapted payment methods and processes, CRM/CDP for unified customer data and a fluid, personalised experience, automated customer service processes and feedback for effective assistance and, ultimately, continuous improvement.



PARTOO

patoo.co/fr/

Partoo is an all-in-one platform for local marketing, offering info updates on +20 platforms, social network management, customer review processing and collection, and centralized messaging with AI for customer relations.



BREVO

brevo.com

Brevo simplifies cross-channel marketing and ignites customer engagement. Manage data and automate campaigns, loyalty programs or triggered messages across Email, SMS, WhatsApp, web push, mobile push, in-app messages, wallet, and chat.



BOTIFY

botify.com

Botify is a SaaS platform providing Enterprise search marketers with unparalleled data and insights to optimize their sites and adjust their structure to increase organic, social, and mobile traffic. Botify works with global enterprise customers.



DELUPAY

delupay.com

DeluPay reinvents the payment. Come and discover the solution of the future and tomorrow allow your customers to pay with their smartphone in less than a second. We'll be demonstrating our latest payment technologies.



YOO SOFT

yoo-soft.com

YOO SOFT offers software solutions for retail, managing omni-channel processes from e-commerce sites to stores. Our management solutions cover supply chain, omni-channel capabilities, store operations, logistics, and business intelligence.

**MEET AT THE INNOVATION TOURS BOOTH (OPPOSITE THE ENTRANCE)
FOR THE START OF THE TOURS.**