

IM.POQO

Cognitive eCommerce solution

o eCommerce Solution

Impoqo tailor made, smart and personalized eCommerce solution empowers clients in retail and telco industries in order to provide intuitive, engaging and enjoyable shopping experience. Carefully built eCommerce experience increases customers' satisfaction, builds their trust and devotion and boosts sales.

Step ahead

Applied new concepts like omnichannel, cloud, cognitive computing together with integrated predictive algorithms and social networks boost Impoqo eCommerce solution.

Depending on our clients' strategies and preferences, Impoqo can be implemented as SaaS or on-premises.



Deliver extraordinary experiences

Today's retailers have never had more demands – or more opportunities – to reach their customers in new and exciting ways. Retailers are no longer selling things, they're selling the experience of buying those things. They are trying to fuse physical and digital worlds by designing seamless shopping experiences and providing around-the-clock service to meet customer expectations across all channels.

While a plethora of retailers are trying to find the way to customer's heart, disruptive technologies will determine who will be left heartbroken. You need to listen to the market and innovate fast, constantly striving to improve product offering and be on top of the game. And for that, you need a reliable partner.

Impoqo eCommerce solution empowers you with the personalized, feature-rich and omnichannel eShop to deliver not just products, but extraordinary experience as well.



Understanding what your customers want before they do, becomes crucial in eCommerce arena.

Impoqo strengths



Tailor made

Unique and custom fit eCommerce solution



Omnichannel

Seamless customer experience across channels



Cognitive

Accurate and timely insights for individual customer intent and context



Feature-rich

Advanced, powerful and intuitive feature sets



Personalized

360° customer overview



Flexible & Scalable

Flexibility and agility for innovation and scaling the required solution performance, for short-term peaks as well as constant expansion



Predictive tools

Real-time insights and informed decision-making



Long-term sustainability

Long-term solution and support provided

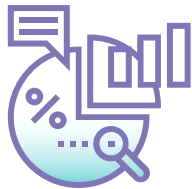
Digital era ○



Impoqo tools secure and connect disjointed information from multiple channels, elevating eCommerce business ecosystem.



Consolidating data streams through Impoqo enables a holistic view on a customer. Impoqo analytics tools provide real-time business insight and informed decision-making, which allows clients' enterprises to scale, grow and innovate with ease.



Digital approach allows owners, sales and marketing managers to analyse real-time insight and understand the attitude, habits and needs of their clients. They can understand their clients' behaviour in order to provide customized and tailor made personalized online shopping experience.



Impoqo enables additional information and experience excellence, all which increases loyalty and retention as the main target.



○ Benefits



Drive your customer acquisitions and sales

Modernize your commerce infrastructure and gain access to dynamic bundling, pricing, subscriptions, offer management, and improved merchandising.



Deepen customer relationships

Use the single, omni-channel view of the customer to provide more streamlined and pertinent engagement. Discover new opportunities to drive profitability, and improve customer relationships to reduce churn.



Deploy Product Content Management

Design and implement product and service catalog to simplify the process of maintaining content and at the same time increase ARPU and conversion rate.



Grow your business

Expand to new markets through the multi-site and multi-screen solutions capabilities.



Decrease operating costs

The nature of online channels fits the low cost with high efficiency approach.

Impoqo tools ◦

Impoqo delivers increased revenue with new technologies applied for intense customer attraction and engagement.



eCommerce Business tools:

- B2C / B2B management
- Product & Content management
- Automated item bundling
- User profiles & order management
- Scheduling orders
- Analytics & customized reports



Marketing & Sales tools:

- Marketing automation
- Proximity
- Customer segmentation
- Campaign management
- Loyalty management
- Affiliation tool



Customer care:

- Post sale services
- 360° customer overview
- Ticketing system
- FAQ and knowledge base
- Chat system



UX tools:

- Advanced search & filtering
- Personalized customer experience
- Predictive content
- Social proof

○ Cognitive eCommerce via machine learning

Impoqo empowers you with an individualized customer experience that drives higher ARPU, reduces churn rates, offering a single view of your customer across all channels while saving the costs, and allowing you to target them better.

Know your customers through their activities, interests and social networks profiles.



User preferences:

purchases, wish list, ratings, comments, compared products, new or discounted



User dynamics:

visits, purchases, trends, seasonal



Product popularity:

by revenue, search, wishlist, ratings

Power of Impoqo predictive tools can be used as a competitive advantage and as a secret asset for better decision making.

Take your eCommerce to the next level

New products

New products recommendation: Apply already established model to new products that are coming on the market.



Retention

Identify buyer's lack of interest in a certain time frame and be able to automatically increase customer retention.



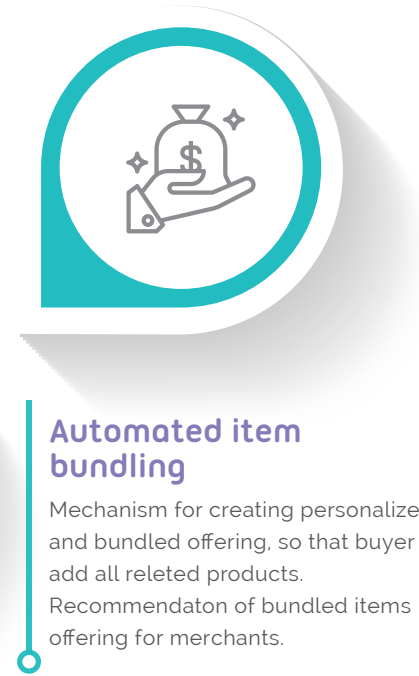
Next best offer

Based on user behavior, utilize different channels to give recommendation for a product that most likely a user is to buy.



Automated item bundling

Mechanism for creating personalized and bundled offering, so that buyer can add all related products. Recommendation of bundled items offering for merchants.



○ Shaping the future

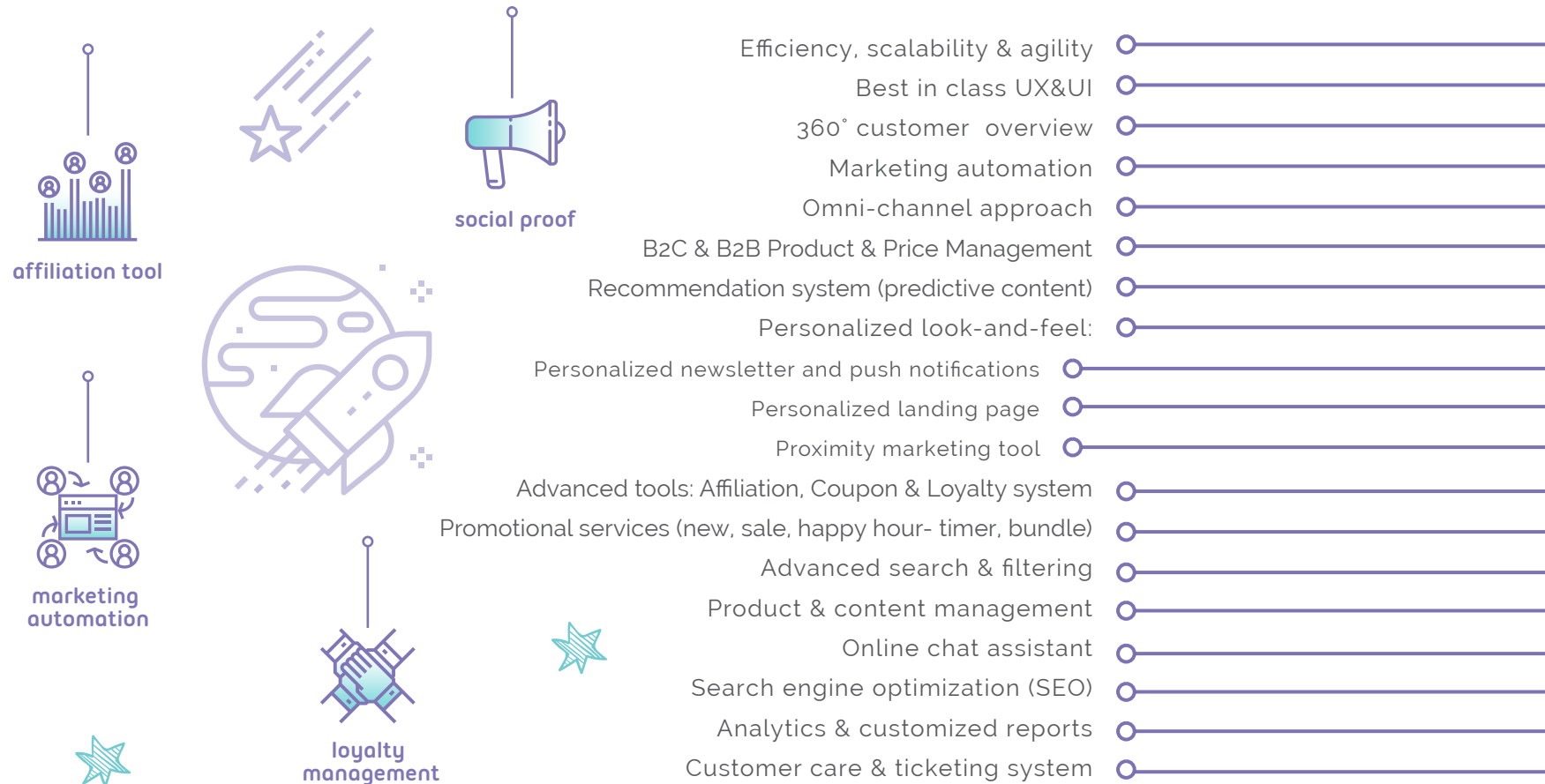
Impoqo provides deep predictive insights to better understand customers and maximize customer lifetime value. Power of Impoqo predictive tools can be used as a competitive advantage and as a secret asset for better decision making.

Impoqo enables automation of retention activities by identifying the outflow of users or less loyalty through reduced buying dynamics and visits, Impoqo enables automation of retention activities.

Impoqo generates the desired customer engagement, streamlines marketing and sales activities, optimizes logistics and supply chain.



Impoqo ensures future proof solution by providing best-of-breed customer experience to drive your customer acquisition, ARPU and sales with:



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