

# Identify, connect and delight with digital receipts

eyos retail

previously  
**YReceipts**



## Digital receipts

- **Multichannel:** Issue digital receipts via email, SMS, WhatsApp, or any other communication channel you prefer.
- **Personalised:** Add product recommendations, targeted coupons and offers, product videos, and warranty registration to enrich the customer experience and drive digital traffic.
- **Sustainable:** Save paper and provide a more convenient service for shoppers and comply with government changes like the new French anti-waste law.
- **On-brand:** Control the design of your digital receipts to ensure the post-purchase experience is memorable and in line with your brand guidelines, with the receipts always localised and sent in any language you prefer.

## Offline + online

- **Single view:** Link offline and online store data in real-time to understand your omnichannel customers better.
- **Customer advocacy:** Gain more from each customer with NPS surveys, online reviews, referrals, and more.

## Informed decisions

- **Measure true ROI:** Identify true campaign ROI by attributing each in-store sale to the respective digital campaign.
- **Advanced reporting:** Use our real-time and email reporting tool to track any KPI down to the store assistant level.

Boost customer loyalty by identifying all in-store customers, staying connected with them long after they have left the store, and measuring the response of each marketing dollar spent.

All of this – without the hassle of integration, IT development, or new hardware.



Fully integrated with Cegid Retail Y2 and MPOS, and Cegid Live Store.



Seamless data capture process for store colleagues.



Available to all Winstore and United Retail customers.



Multi-platform compatibility, feeding in-store data into any retail platform.

## Our clients have gained

9x

growth of customer database through a live data connection to CRM database within 12 months.

5-1

Google rankings jump due to public product reviews left by in-store customers via digital receipts.

4x

increment in in-store event sales achieved by event invitations attached to digital receipts.

# How we do it



## Quick setup

The service is ready to go in your stores in a few simple steps. Cegid and eyos are on hand to make this a smooth onboarding process.



## Data validation

Instant validations ensure your existing database is cleansed while new customers are added to it.



## Real-time data feed

Always-on data syncs and secure storage ensures access to updated customer and transaction data 24/7.



## 100% bespoke

Customised entirely to your brand and sent via your preferred channel – email, SMS, WhatsApp, and more.



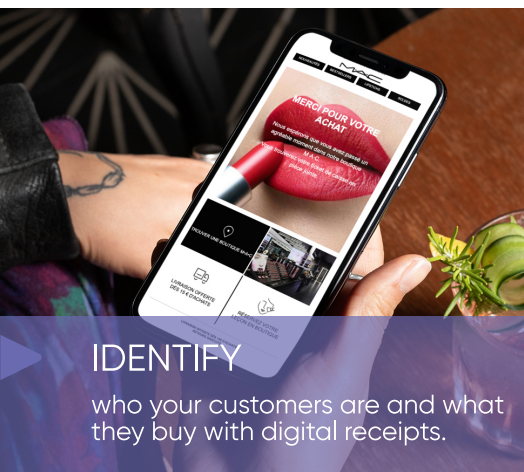
## Smart couponing

Targeted coupons based on rules set by you ensure customers get personalised rewards instantly.



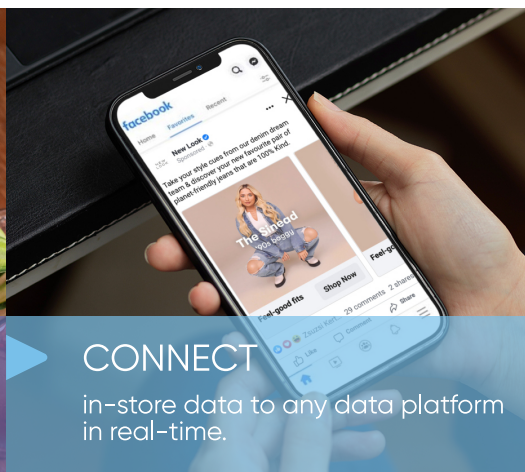
## Strategic partnerships

As partners of Meta, Google, amongst others, tracking the impact of digital campaigns on offline channels is a reality.



## IDENTIFY

who your customers are and what they buy with digital receipts.



## CONNECT

in-store data to any data platform in real-time.



## MEASURE

the true ROI of your digital campaigns from all channels.

Join the retail pioneers today.

Scan the QR code today to lock your 28-day free trial.

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ESTÉE LAUDER celio\*

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