

Improve your customer service with always available digital receipts.

Traditional paper receipts are not really customer friendly. They can be easily lost, the ink and receipt information fades over time, and they pollute the environment with tons of wasted paper and ink. Moreover, the costs including the dependency on printers and maintenance service can be quite high. To solve these issues, we built Vynamic® Digital Receipt. Powered by Vynamic Retail Platform, it is a cloud-based, legally compliant digital receipt solution that fits well in retailers' sustainability programs while giving consumers a better shopping experience at lower costs for retailers.

At checkout, Vynamic Digital Receipt allows retailers to share the receipt as a PDF, via email or immediately in the customer app. There is no need for the consumer to register or download an app – the digital receipt can simply be stored as a PDF on the customer's smartphone. It provides yet another customer touchpoint giving retailers the opportunity to extend the in-store experience to the digital world, e.g. by adding links to the digital receipt that unlock relevant offers. As such, Vynamic Digital Receipt enables the integration of loyalty programs at the point-of-sales and contributes to an improved omnichannel strategy by connecting stationary retail with e-commerce and marketing strategies.

Additionally, by storing all transactional data in the cloud, retailers now have access to a wealth of data that can be analyzed on any level to optimize store inventory and supply chain processes.

CAPABILITIES:

- Look & feel is fully configurable and can contain hyperlinks, images, etc.
- Always available, digitally stored by the customer
- Legally compliant receipts
- Can be easily embedded into an omni-channel strategy (O2O)
- Easy enrichment of loyalty campaigns, connecting in-store transactions with personalized offers
- Easy integration into existing IT landscape based on open APIs
- Cloud-based solution, delivered as-a-Service

BENEFITS:

- Lower TCO, reducing operational printer costs for paper rolls and service
- Easy to comply with changing fiscal legislation in many countries
- Better customer service, as no receipts get lost, and improved customer journey
- Improved customer loyalty and spend by connecting in-store experiences with rewards
- More sustainable, saving on paper waste, ink and hardware

