

SMART SPACES

Phygital Store

HOW CAN TELEFÓNICA TECH HELP?

Offer the same experience to your customers whether they shop in-store or online.

There is a new type of customer that has been generated by the use of new technologies and changes in behavior and trends: the phygital customer. This type of customer **combines the traditional physical customer with the purely digital customer** to create a hybrid figure, in which the boundaries between the physical and digital worlds disappear.

We offer the possibility of completely digitalizing your store through our **Phygital Store** solution, where you can offer the same experience to your in-person and digital customers and merge both worlds.

WHO IS THIS SERVICE FOR?

The Phygital Store solution is designed to adapt to different sectors and businesses looking to implement a true omnichannel approach between the physical and online space, while providing a unique and innovative experience for the shopper.

OUR VALUE PROPOSITION

Our service

The Phygital Store allows the physical and digital worlds to merge, connecting stock and all the information about what is happening in the physical store with e-commerce, making both environments function as a single ecosystem.

A seamless experience for customers is offered thanks to this connection. The store assistant becomes a key figure by providing personalized support based on combined analytics, which integrates data from both worlds.

The shopping process is also fully digitalized, regardless of the customer's location, transforming the physical store into a natural extension of e-commerce.

What does it allow you to do?

This service will allow you to:

- › Identify the customer in the store.
- › Offer personalized recommendations to customers.
- › Improve the customer experience.
- › Respond to requests in real-time.
- › Hold video calls and live events.
- › Register new customers.
- › Operational Savings.
- › Improvements in efficiency and restock.
- › Predictive demand.
- › Reduction of unknown shrinkage.
- › Capturing opportunities in-store.
- › Creating looks for customers.
- › Returns management.

Benefits

Offers a true omnichannel experience

It allows the same shopping experience to be provided in e-commerce and in the physical store, allowing the process to be started in one channel and finished in another.

Improvements in efficiency and stock

The connection of stock between e-commerce and the physical store allows for the implementation of more efficient replenishment models, adjusting to demand in real-time.

Increase conversion rates

It helps identify customer profiles with a greater capacity for conversion and to design effective strategies to increase sales.

Improves the shopping experience

It offers personalized recommendations and offers based on purchase history, both for online customers and for those in the physical store.

Capture online opportunities in the physical store

It facilitates integration between channels, allowing purchases initiated in the physical store to be redirected to the online environment, avoiding the loss of sales opportunities.

Analytics of traceability and interactions with items

Thanks to RFID technology, it is possible to obtain real-time information on the traceability of products, from the factory to the store, and to analyze customers' interactions with them.

Telefónica Tech's differential value



Our Phygital Store platform learns from customer preferences and behaviors and is integrated with the customer's sales APP.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **+100 people** dedicated to the retail vertical.

Achievements

- › **+50.000 points of sale.**
- › **+20 years** deploying digital transformation solutions.
- › **+90 countries** supported by our services.
- › **+100 digital transformation projects** by 2023.
- › **+500 customers.**

BUSINESS MODEL

Phygital Store is offered as a turnkey service, which includes solution design, deployment, operation, content creation and remote and on-site support.

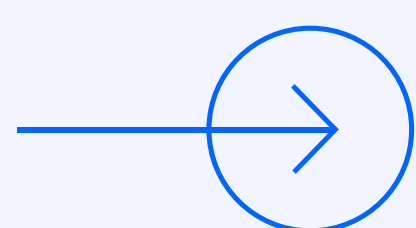
The service includes:

- › **Software:** Phygital store platform in the cloud and applications (APPs) for store assistants, marketed under the SaaS model.
- › **Hardware:** Screens, content playback equipment, interactive totems, digital fitting rooms, tablets for store assistants, among others, which the customer acquires as property.
- › **Services:** Installation, software operation, content creation, communication strategy, and remote and face-to-face support.
- › **Customized flexibility:** The customer can choose the level of service that best suits their needs for their phygital store, and our team will take care of developing and implementing it with total efficiency.

RELATED SERVICES

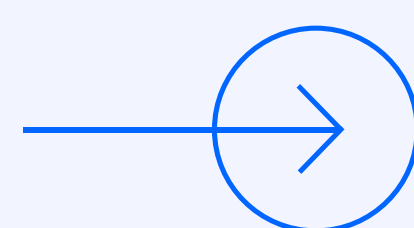
AI & Data Consulting

We design a master transformation plan centered around data, guided by your business priorities. Based on these priorities, we build a technological ecosystem of IoT and Artificial Intelligence, enabling your company to leverage the potential of these new technologies to generate new revenue streams, optimize costs, or reduce risks.



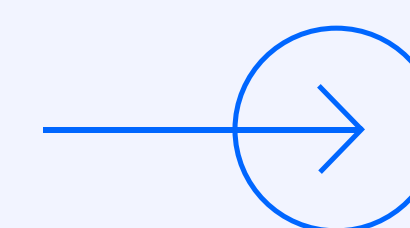
Indoor Insights

Gain key information about your customers, such as their demographic profile, movement patterns within your space, average dwell times, and customer journeys, among many other KPIs. This data will enable you to develop targeted and personalized marketing strategies, enhancing the impact of your campaigns through Digital Signage.



The Brain

Transform your commercial, relational, and experiential space by integrating and managing all technological solutions from a single platform.



Contact us to start the digital transformation of your organization.

