

Digitize your receipts and transform your customer journey

How swapping paper receipts for e-receipts helps you evolve opportunistic one-time shoppers into loyal lifetime customers.



Picture this

Sara makes a spontaneous lipstick purchase from a store during her lunch break.

She gets a paper receipt which soon finds its way to the bin. She loves her new lipstick, but with no engagement point, her connection with the brand ends there.



Now imagine this

Instead, imagine Sara provides her phone number at checkout and receives an e-receipt via WhatsApp.

Post-purchase, she shares feedback about her in-store experience on the very same channel.

A few days later, she receives a promotional offer, which directs her to the brand's website, where she purchases a mascara and signs up for the newsletter.

The Power of E-Receipts

Simply by digitizing the initial point of interaction, the brand managed to:

- 1 Integrate a one-time customer into its digital ecosystem.
- 2 Get relevant and timely feedback about their in-store experience.
- 3 Eradicate 100% of paper waste at POS checkout.
- 4 Promote targeted upsell customers to relevant products.
- 5 Drive traffic to its website (future experience) and native app.



The Pitfalls of Paper

Not only are paper transactions bad for the environment, but they are also bad for business. The anonymity of paper receipts leaves a void between the brand and its customers. Making it impossible to understand whether the customer had a satisfying experience in-store, and making it impossible to track who they are.

Additionally, the financial and environmental costs of using paper receipts contribute to operational inefficiencies and environmental degradation.

The Unifonic Advantage

In this era of digital transformation, Unifonic offers a comprehensive cloud-based solution to bridge the gap between businesses and their customers, across all communications channels.

Reduced time to value and ease of integration is top of mind, and Unifonic's suite of application connectors ensures streamlined connectivity with your CRM and wider technology ecosystem.

Leveraging Unifonic's pre-built CSAT module is a way for Retailers to capture and better understand customer's in-store experiences, which can then be translated into operational improvements.

Once your new customer is in the database, you can orchestrate customer communication journeys, send them marketing offers, promotions and answer their queries - all via their preferred channels.



The Digital Leap - Why It Matters?



Cost-Efficiency

For customers, this means streamlined experiences, with expedited returns and exchanges, enhancing overall satisfaction.



Space & Time Efficiency

The shift to digital means less clutter and waste, promoting a more organized and efficient operational environment. It's a win-win for both businesses and customers, saving time and space.



Enhanced Customer Insights & Experience

Digital receipts are not just a transactional tool; they are a gateway to understanding your customers better. They enable businesses to gather valuable insights from every interaction, fostering improvement in Customer Satisfaction (CSAT) and building long-term relationships.



Environmental Conservation

Embracing digital receipts is a step towards environmental stewardship. It helps combat the issue of 11.2 billion harmful paper receipts that end up in landfills annually, thereby contributing to a more sustainable future.

Join the Digital CX Revolution!

Now is the time to embrace the future. By digitizing your first customer touchpoint with the Unifonic Platform, you can optimize the entire customer journey, build brand loyalty, and contribute to a more sustainable and eco-friendly future. So what are you waiting for?

[Get in touch](#)

to book a demo today.