OptCulture

The ~~Smart~~ Engaged Store Revolution

How Digital + AI are Rewriting the Rules of Retail

Hitesh Sarda / OptCulture

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Part 1

KNOW & REACH

Your Customer

Shouting at Everyone

It's expensive, dilutes brand, and doesn't build loyalty. The old way is a dead end.



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Whispering to the One

The future is personal, precise, and profitable. It starts with your data.



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From Crowds to Niche

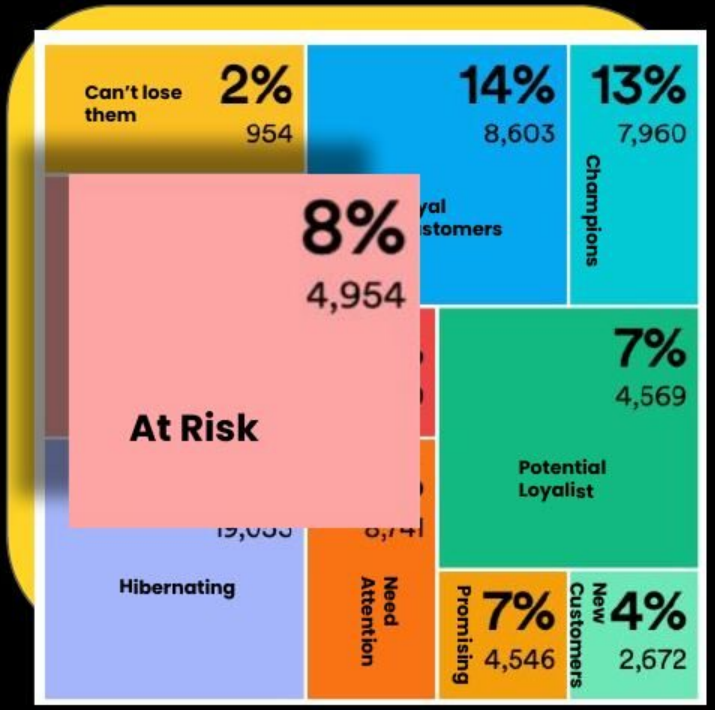
Stop talking to a crowd.
AI finds hidden customer groups in your sales data.



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Win Them Back, Before They're Gone

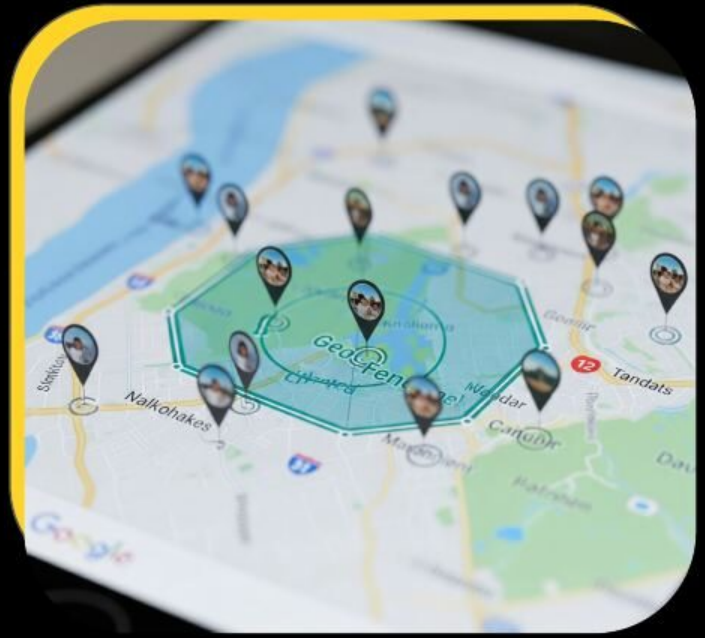
AI's early warning system detects customers who are about to leave you.



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Nearby becomes Now

Engage customers when they're 500 meters away, not 5 hours later.



Part 2

ENGAGE & PROFIT

In-Store

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Your Staff, Your Superpower

Transform your staff into trusted style advisors.



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"I know you'll love this..."

The tablet shows purchase history and AI-powered recommendations in real-time.



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The Perfect Upsell, Every Time

At billing, AI whispers the ideal cross-sell suggestion to your cashier.



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One Size Never Fits All

Stop flat discounts.
Personalize offers to
maximize profit margins.



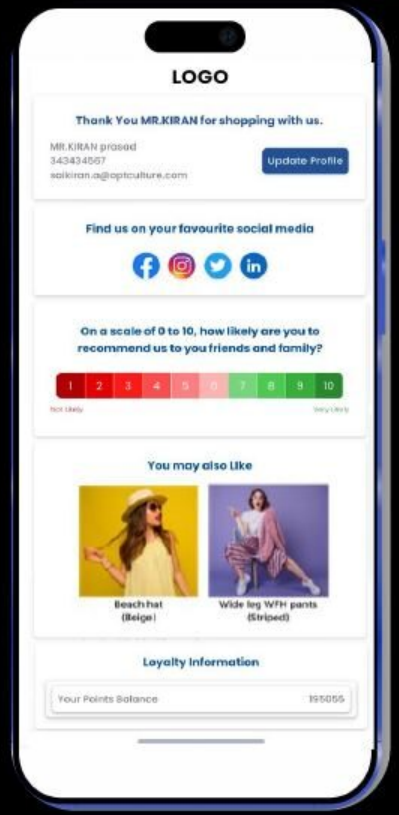
Part 3

RETURN OF THE KING

Drive Repeat Purchases

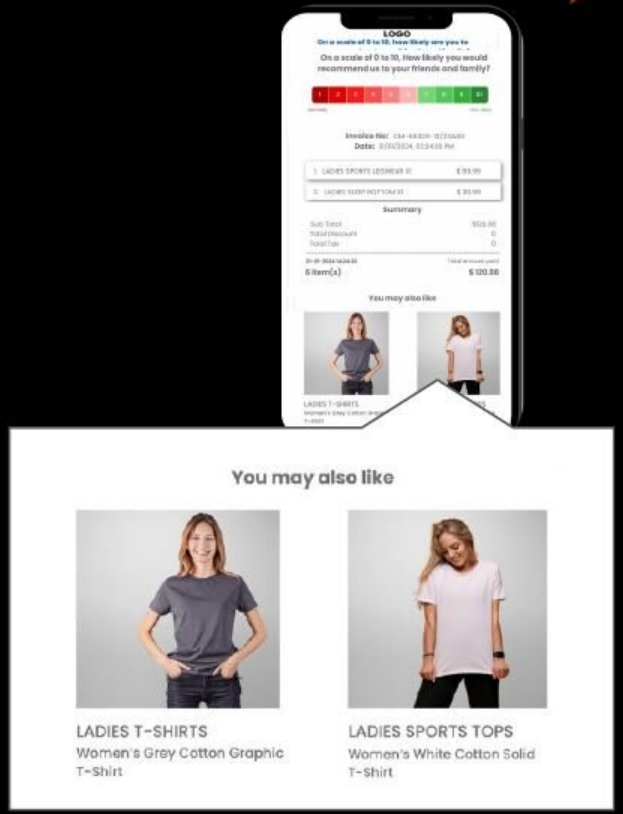
The Sale is Not The End

It's the beginning of your next conversation, sent right to their WhatsApp/...



Thank You & Shop Again

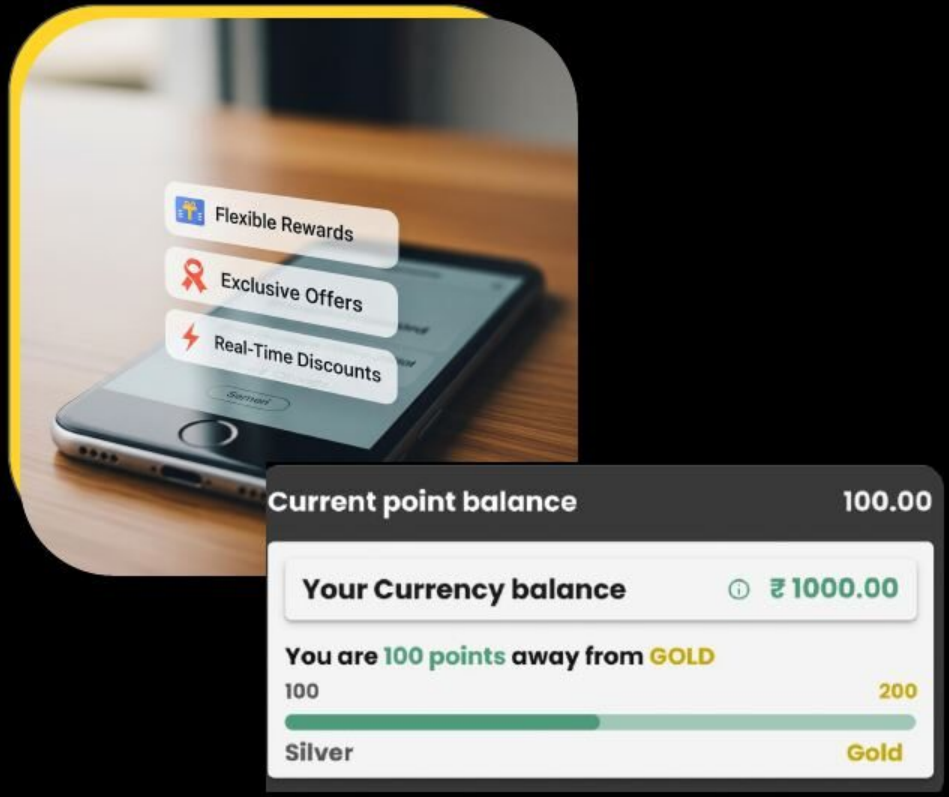
A receipt, a survey, and a personalized catalog of recommendations in one message to drive Omni-channel sales.



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Make Loyalty Fun

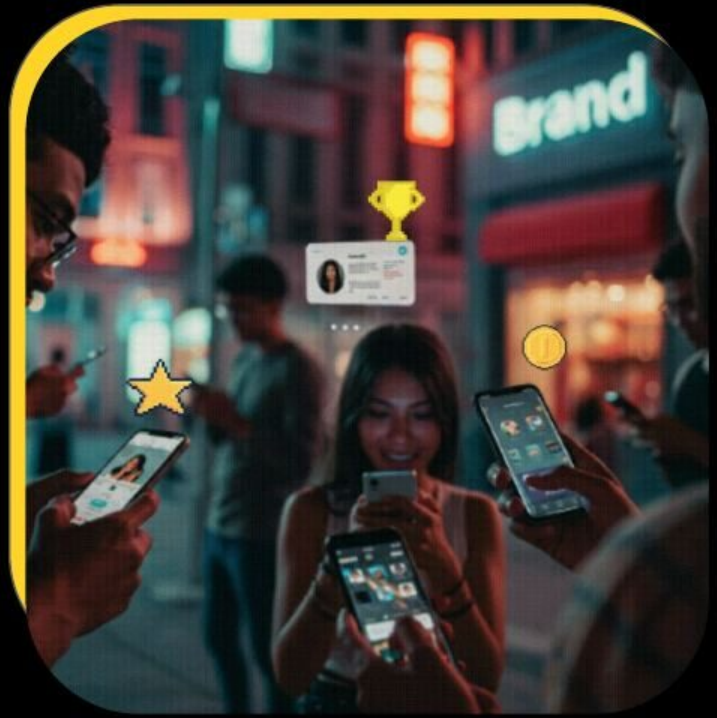
Stop just giving points. Start creating personalized missions.



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Mission: Accepted

Gamification is sticky. It gives customers a compelling reason to choose you.



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Customer Service Copilot

Let AI Agents speed up issue resolution, suggest solutions and increase delight, all from the familiar WhatsApp interface



Let's Recap

1. Personal, precise, and timely campaigns
2. In-store Clienteling
3. Targeted Discounts
4. Smart interactive receipt
5. Gamified loyalty program
6. AI powered Customer Service

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Your 90-Day Challenge for the Festive Season

1

Pick ONE idea. Prove ROI on ONE KPI.
Take step #1 to a long term partnership.