Veras Extend
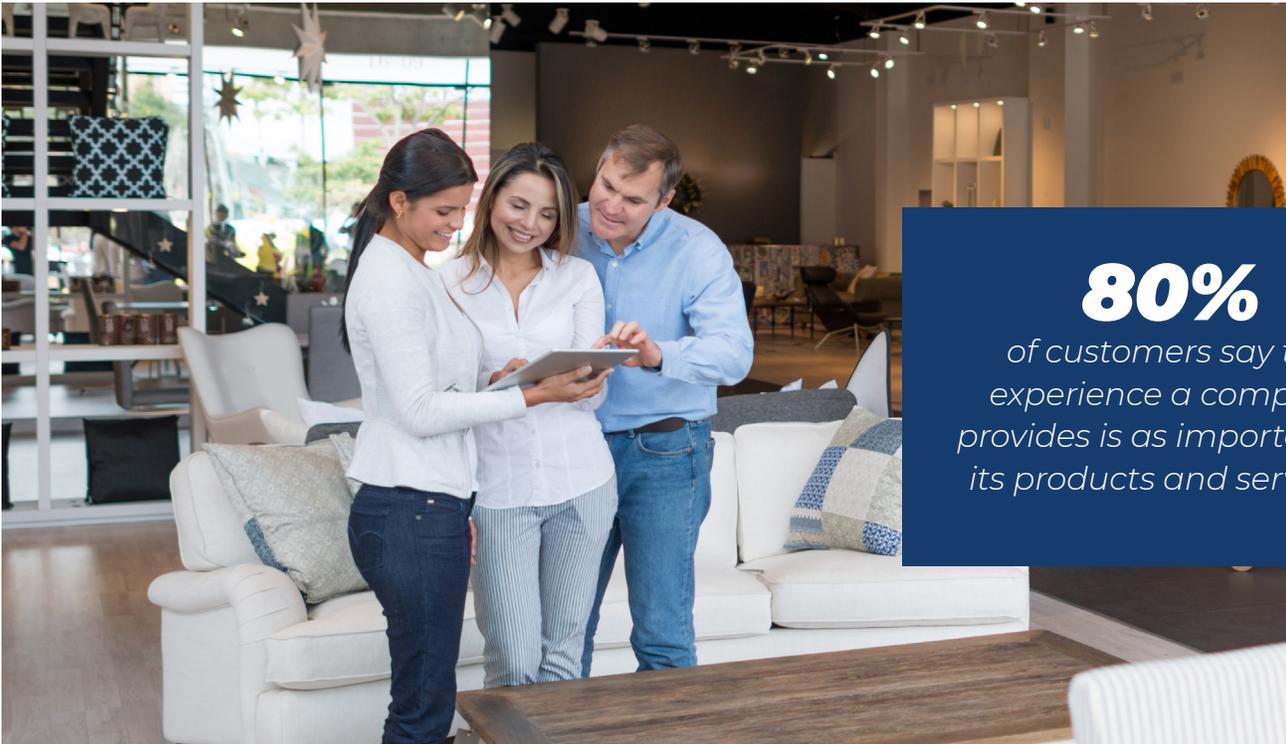
Mobile Selling Platform

80% *of customers say the experience a company provides is as important as its products and services.*[1]

Mobile and kiosk applications allow shoppers to move between digital and physical experiences while arming retailers with responsive solutions to keep pace with today's non-stop customer.

Expect to see more technology in stores. In fact, 60 percent of shoppers say store associates who use mobile devices for customer assistance improve their shopping experience.[2]

Empower any store running Veras CheckOut or an existing POS system with mobile capabilities. Veras Extend brings the point-of-sale and mobile selling to customers in-aisle or offsite. What's more, Extend goes beyond checkout to enable mobile for inventory, clienteling, unified product search, price check and self checkout.

KEY FEATURES & BENEFITS

- Platform flexibility with iOS, Android and Windows
- Execute full POS transactions or suspend and resume on a fixed register
- Flexible, cost-effective terminal alternative
- Rich product information displayed in familiar app experience
- Fully out of PCI scope

mPOS CheckOut Anywhere

Veras Extend acts as "another register," natively using CheckOut's ERP, CRM and payment integrations. Associates will see the same pricing and promotions as CheckOut for seamless operations. Perform full point-of-sale transactions with secure payments or suspend the transaction and complete it on a standard register. And, operate mPOS at any offsite event or easily add an in-store register by docking the tablet as a fixed POS terminal.
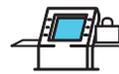
Veras Affinity Clienteling

Veras Affinity is driven by an ultra-responsive, intelligent engine that helps anticipate and deliver on the customer's wants. Pre-defined preferences shaped by weighted, smart algorithms and 'quick tips' present relevant, time-based attributes to deliver highly personalized recommendations. Unlike any other Clienteling solution, direct associate input strengthens the data and trains the AI to make smarter recommendations to drive sales.

Endless Aisle, Endless Possibilities

With Veras Extend's unified product search, associates can search your entire global catalog to present product availability, relevant promotions, and recommend similar items to the customer in-aisle. For any out-of-stock items, simply ship-to-store or ship directly to the customer from the mobile device. There's no better way to reduce lost sales while delivering on the customer's expectations.

Price Checker & 360 Product View

Veras Extend's Price Checker takes in-store selling to the next level. In addition to obtaining pricing details, Extend's customer-facing, interactive touchscreens empower shoppers to explore on their own. Shoppers gain a full 360-product view through rich product descriptions, images, and customer reviews. Additionally, shoppers will see all applicable promotions, accessories, and complementary items to deliver an in-store experience that brings the best of brick-and-mortar and ecommerce to the customer.

A Win-Win with Self Checkout

Deliver the checkout experience for the 66 percent of shoppers that prefer self-service over interacting with the retail associate.[3] In addition to giving happy customers choice and speed at checkout, retailers can experience big benefits as well. Maximize personnel productivity with labor costs during off-peak hours and seasonal surges. And, never lose a sale to long wait times by making the most of your floor space to drive more transactions.

Veras Retail is ready to help retailers adopt effective mobile strategies to deliver on the promise of personalization, endless inventory, and superior service.

- Make smart technology investments without overhauling your entire operations
- Enable in-store mobile selling with and without a retail associate
- Leverage the best of AI-powered recommendations
- Create a differentiated brand experience that builds life-long customers

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Contact us today at **+1 (855) 496-3832** or visit **www.verasretail.com** to learn more.

SOURCES
1 invesp Infographic, 2019
2 Global Shopper Study, Zebra Technologies, 2018
3 The Connected Retailer, SOTI Survey, 2018