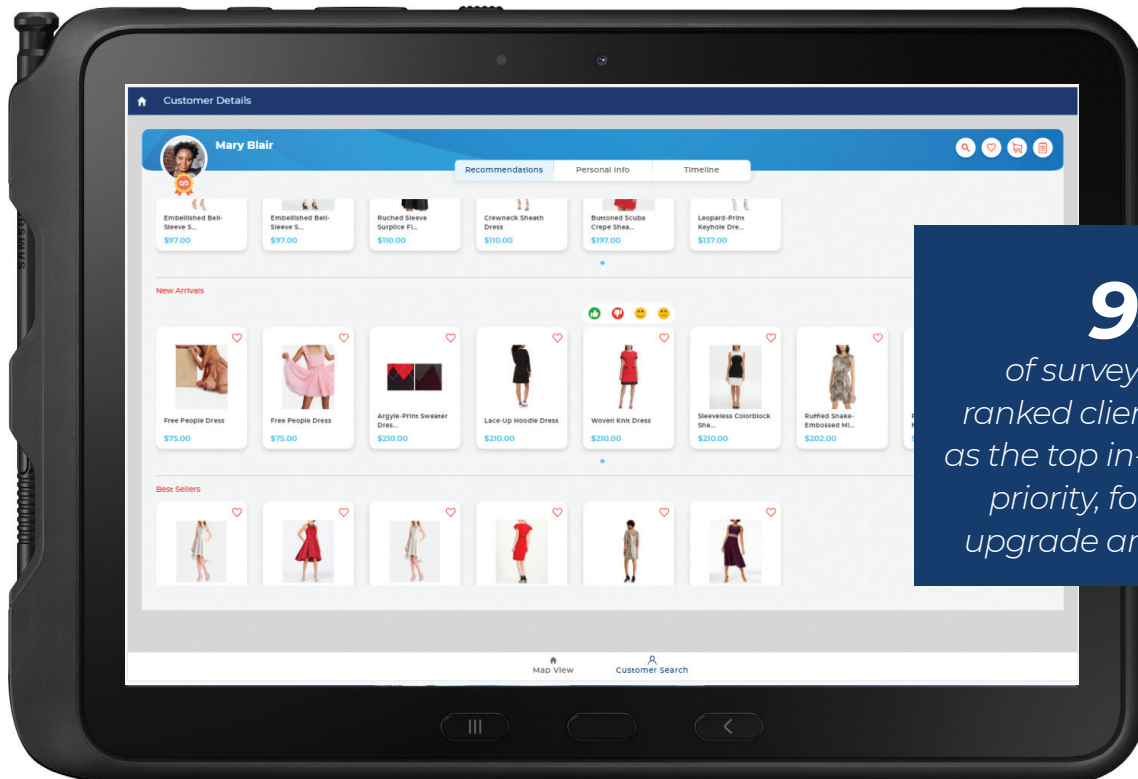


Veras Affinity

AI-Powered, Associate-Driven Clienteling



94%
of survey respondents
ranked clienteling solutions
as the top in-store technology
priority, followed by POS
upgrade and endless aisle.¹

Mobilize your frontline retail workers with next-level customer insights and personalization.

Ever wonder which products and categories resonate with shoppers and what influences them to purchase? Your frontline workers know. The data associated with the frontline worker's actions and interactions with the customers and products is the richest and most valuable data in the organization.²

An intuitive and empowering clienteling tool for store associates, Veras Affinity offers an ultra-responsive, intelligent engine that allows retailers to tap into the daily experiences of their store staff to refine product recommendations and personalize service wherever customers shop.

KEY FEATURES & BENEFITS

- Pre-defined preferences shaped by weighted, smart algorithms
- 'Quick tips' present personalized, actionable insights into the customer
- 'Recommendation factors' go beyond likes and dislikes to capture "why" data
- Direct associate input strengthens data and trains AI to make smarter recommendations
- Global search function looks across endless aisle catalog
- Platform flexibility with Android, iOS and Windows



Intuitive, Game-Like Experience

Veras Affinity clienteling makes it easy for store associates to leverage the tool's advanced capabilities. With enjoyable game-like themes such as sports and royalty, the intuitive experience keeps employees engaged from the start. Employees can immediately view shoppers the moment they enter the store. Whether it's by proximity or customer rank, associates can dive further into customer-specific data.



Recommendation to Purchase

Clienteling insights can be converted into purchases, saved to their wish lists, or added to their omnichannel cart directly from the mobile device through Affinity's integration with Veras Extend's assisted selling and mobile POS capabilities. For any out-of-stock items, employees can tap the 'global search' function that looks across enterprise inventory where items can be scheduled for remote pick up or shipped to the customer.



AI-Powered, Associate-Driven

Veras Affinity's unique AI inputs create a differentiated brand experience. Pre-defined preferences shaped by weighted algorithms present more product options to recommend to customers based on past purchases, in-store interactions, and customer-specific milestones like birthdays, anniversaries and social media activity. Unlike any other clienteling solution, direct associate input strengthens the data and trains the AI to make smarter recommendations to drive sales.



Retail-Hardened Solution

Platform agnostic, Veras Affinity is readily available on Samsung's Galaxy Tab Active Pro. The cost-effective, ruggedized tablet running Veras Affinity creates a powerful new solution designed for any environment that will help mobilize frontline retail workers. Together, Veras Retail and Samsung are collaborating to help retailers capture, analyze, and present real-time, multi-channel customer data, delivering key advantages to retailers.



Context Matters

It's undeniable that data can create value, but only when there's enough context to create meaning. Similarly, store associates can recommend products, but when paired with time-based preferences and relevant insights, that's when meaningful interactions are formed. Veras Affinity provides that quick context with its at-a-glance Preferences, Quick Tips, and Recommendation Factors pane just above the customer's tailored product recommendations.

Veras Retail is ready to help retailers develop a frontline workforce that is knowledgeable about its products and empowered to solve problems.

- Harness omnichannel customer data into an actionable view
- Equip employees with AI-enabled mobile selling tools
- Utilize frontline data to achieve a sustainable competitive advantage
- Create a differentiated brand experience that builds life-long customers

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

SOURCES

- 1 Retail TouchPoints, 2019
- 2 Forbes Insight/Microsoft Survey, 2017