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# BRINGING CONSUMERS BACK TO STORES

**15% – 30%**
Growth in online shopping, as consumers stay away from brick-and-mortar stores

**71%**
Americans who refuse to use contact tracing apps due to potential privacy concerns

**75%**
consumers have switched brands through the crisis

**53%**
US Consumers require endorsement of sanitized premises, along with proof of social distancing

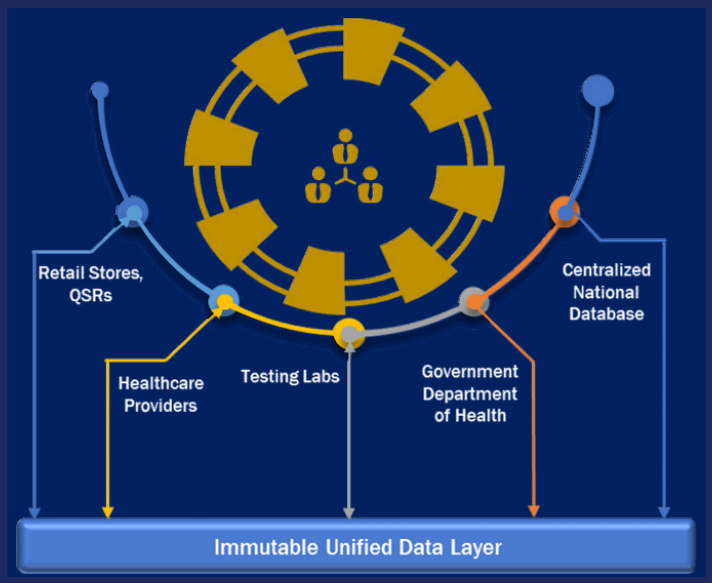
More than **60%** of these consumers expect to imbibe these brands in their post-COVID life

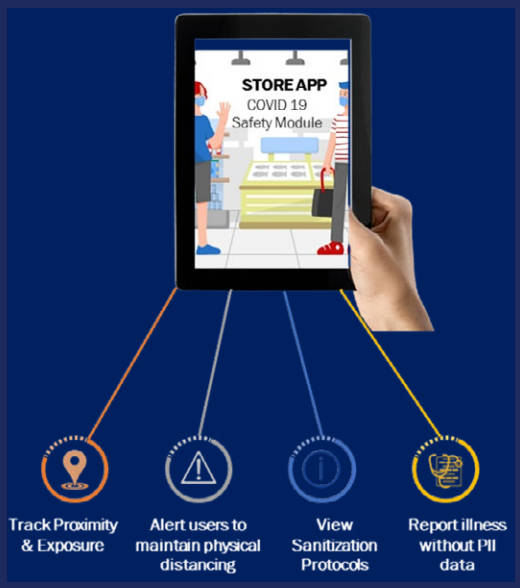
## Challenges for Business

- Fear of contracting infection
- Impact on store sales
- Tracking movement across stores
- Diminished spending power
- Privacy concerns

## Let's Reinvent the Store of the Future

Retail chains, brick-and-mortar stores, Restaurants need to **collaborate and exchange** Adherence to sanitization protocols, physical distancing, anonymized health status with state and health agencies



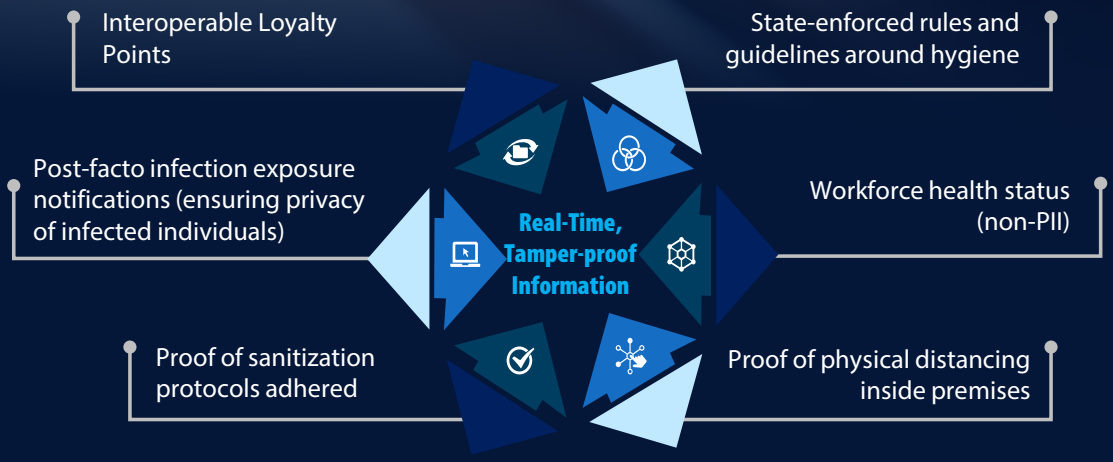
## Integrate your existing apps with aggregated information about proof of sanitization, interoperable loyalty points & potential exposure

### Infosys Proposition

- Individuals in control of their PII Data
- Consent-driven sharing of anonymized health status
- Alerts incase of physical distancing violations
- Aggregated view across stores
- Single source of trusted information
- Automated, real-time alerts in store and notifications even after leaving premises

### Business Benefits

- Trusted "Safe-to-visit" Ratings for stores
- Leverage coalition-powered loyalty points for contactless purchases
- Higher Footfalls with boost in brick-and-mortar store sales
- Lowered risk of infection spread and enhanced confidence of customers
- Better staff attendance and workforce safety




### Technology Enablers

Enterprise Blockchain | IoT Sensors | Computer Vision | Predictive Analytics | Mobile APIs | Bluetooth Low Energy | Artificial Intelligence

For more information, contact askus@infosys.com

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