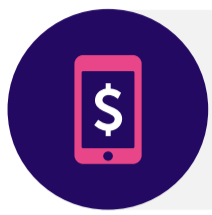


Evolution of touch commerce and its impact on ecommerce industry

Touch commerce is a technique that allows the shopper to buy from online market place without using shopping cart software or allows to buy using online wallets



TOUCH COMMERCE

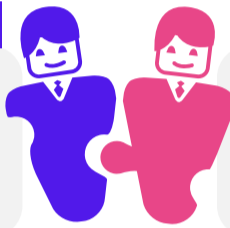
- Touch commerce enables customers to make a secure first-time or subsequent payment on any merchant's website or app without having to provide registration or log-in details
- One-click payment system is a convenient method of paying by cards or e-wallets, wherein the customer decides to buy a product and clicks the "Pay €XX" button completing the transaction



Benefits

Customers

- More accessible for customers
- Lower cart abandonment levels
- Makes a more pleasant shopping experience



Sellers

- Providing an unparalleled customer experience and a near frictionless checkout
- Helps a merchant to retain customers
- Conveniently shop for featured products represents a value-add
- Enables to display or sell products on any other website
- Improving conversion rates and opening doors to future opportunities

Key Drivers

1

Increase usage of mobile phones for online purchases, provides mobile optimization from chat support to optimized checkout facilitating easy payments and buying solutions

2

Growth of data analytics aids in content personalization by analyzing the buying patterns of consumers based on their historical purchases. This leads to simplified browsing process, enhancing checkout processes as well as increasing revenues of sellers

3

Payment methods will continue to evolve, with mobile payments and cryptocurrencies leading the way in payment methodologies by providing innovative solutions such as Kodak coin for photographers and mucioin for musicians

4

Technological advancements like Augmented Reality offers new ways of displaying products beyond the physical store, further improving customer experience while making their purchase decisions

Key Developments by players in touch commerce

Amazon had held a patent on the technology, which stores a shopper's preferred payment and shipping information to enable a shopper to complete a purchase with a single click



Apple have licensed Amazon's 1-Click patent and trademark for use on its Apple Online Store, as part of an e-commerce patent cross-licensing agreement

Key Developments in ecommerce technology

The company's 'Buy Button' feature allows retailers to create a marketing campaign. They can be easily insert into any email, social media post, blog post over which you have HTML control



Magento has introduced 'Instant Purchase' button on a product detail page and they would be directly taken to the confirmation page without asking for billing/shipping/ payment details

KEY INSIGHTS

- Customers want retailers to give them the option to shop whenever and however they want, be it in-store, online, mobile, voice order among others
- Mostly consumers are relying on frictionless checkout experiences regardless of their device of choice
- Touch commerce, aided by the help of third-party platforms, is expected to remove the negative aspects surrounding mobile transactions and transform the process into one requiring a simple fingerprint, or one or two touches on a screen, making it the most preferred technology in the coming years



Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services.

Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research, Finance & Accounting Outsourcing, Payroll and Contact Center Services. We leverage emerging technologies like Robotics, Machine Learning and Artificial Intelligence to power human-machine collaboration & enable seamless delivery. As a trusted partner to Fortune 1000 companies; our focus is on driving revenue growth, operational excellence, cost efficiency & customer intimacy for global clients.

We serve customers across the globe and industries like Technology, Banking & Financial Services, Media & Publishing, Events, Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.

© Datamatics Business Solutions Ltd. All rights reserved.

e: marketing@datamaticsbpm.com

w: www.datamaticsbpm.com

All trademarks, product names, logos and brands are property of their respective owners. They are used in this document for identification purposes only and does not imply endorsement.