

Press Release

Sales Contact
Geoffrey Haas, Retail Business Developer
ESII
Tel.: +33 (0)6 98 97 73 90
Email: ghaas@esii.com

Press Contact
Sandrine Benhassan, Marcom
ESII
Tel.: +33 (0)4 67 07 07 83
Email: sbenhassan@esii.com

ESII will present its web to store solutions during Retail's Big Show NRF

ESII will unveil its new connected and digital solutions to optimize the journey and the customer experience in Retail

LAVERUNE, France, November 22, 2021 – ESII, SAS, French leader in innovative customer journey solutions, is proud to announce its participation in Retail's Big Show, NRF, from January 16 to 18, 2022 in association with Business France.

Time is priceless. **Creator of digital connected retail solutions for omnichannel management of customer journeys** and their waiting conditions, we enable customers to experience the brand on all channels, platforms, and devices seamlessly.

We imagine and develop innovative customer journey solutions to eliminate waiting lines and ensure a superior customer experience. Optimizing the reception of customers and their journey is a key issue. Reducing wait times, offering a personalized welcome, offering cross-channel services, and improving customer experience are some of the challenges.

We work with retailers worldwide (Nespresso, Carrefour, FNAC, Decathlon, Leroy Merlin, Media Markt, Argos, Sephora...) to empower customers to 'get in line' from wherever they are and increase the profitability of the point of sale thanks to our **powerful and collaborative SaaS platform**.

Our innovative solutions range from automated crowd control solutions, single line and mobile queuing, intelligent 24/7 appointment scheduling, IoT queuing device to BOPIS feature, customer feedback solution and self-service kiosks.

~more~

Our omnichannel platform integrates seamlessly with the POS and enables to:

- **Bridge the gap from online browsing to brick and mortar** by giving customers the opportunity to interact across multiple touchpoints
- **Improve customer satisfaction by eliminating queues** and providing personalized service
- **Optimize resource scheduling** based on data store traffic
- **Gather contact information on shoppers** and improve customer engagement

WHAT WE HAVE ACHIEVED FOR OUR RETAIL CLIENTS

REDUCE WALKAWAYS

By improving queue wait, speed and providing distractions with merchandise and media, we have been able to almost eradicate walkaways for our clients.

BOOST IMPULSE SALES

Make the best use of your retail space with a Queue Management system that organizes visitors with virtual and linear queuing solutions, booked appointments, mobile apps and text message alerts.

INCREASE PROFITABILITY

Our solutions ensure fast and consistent queue flows, reducing customer wait times and walkaways at the checkout.

IMPROVE STAFF EFFICIENCIES

Keep employees productive and fulfilled by providing them with data and insights about each customer, gathered from resources like BOPIS, check-in kiosks, and loyalty card programs.

Find ESII from 16 to 18 January 2022, Javits Center, NYC, on booth 727 (French Pavilion) for demos, chats with experts, and exclusive presentations!

About ESII:

Time is priceless. We imagine and develop innovative customer journeys solutions to give back more time to your customers.

Our solutions and related services meet the increasingly sophisticated needs of customer reception management market. Our innovative solutions manage customers flows and waiting lines, appointments, mobile customer experience, purchase pick-up, digital signage and interactive kiosks to improve waiting conditions profitability.

ESII is widely recognized as a leader in the optimization of customers' reception management industry with over 20,000 installed sites.

Headquartered in Lavérune, near Montpellier, France, ESII operates internationally in 49 countries through its network of distributors and has offices in Paris (France), Vitré (Western France), Toulouse (Southern France), Canada, Belgium and Spain.

For more information, visit www.esii.com or send an email to info@esii.com

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About NRF:

With nearly 30,000 retailers, vendors and industry experts, NRF 2022 is an unmatched networking opportunity.

NRF 2022 brings together industry visionaries to tackle retail's biggest topics and forecast what's next.

Test drive the future of retail on our massive Expo with features like the Innovation Lab, Startup Zone, and more.

Bring home tangible takeaways to transform your business and help you move forward with confidence.

Learn more: <https://nrfbigshow.nrf.com/>