

Contactless Shopping

- A branded, mobile Self-Check-Out; downloadable on AppStore & GooglePlay
- Lightning fast scanning to build digital carts in store and an integrated mWallet for zero-contact payments
- Available in customer-ready MVP form in as few as 45 days; meeting streamlined requirements and limited integrations so your business can respond with urgency
- Post deployment, our teams will collaborate to iterate the solution; backfilling crucial enterprise integrations to TLOG, ITEM, PROMO, LOYALTY, Forecourt Controllers and Fuel Dispensers & Carwash
- Customers shop with the power of an enterprise cloud-native POS in their hands for Order-ahead MTO, Curbside pick-up or delivery to the pump with our Food Runner features

Why Xenia Contactless Shopping is the fast and affordable way to deliver Customer & Associate Safety to retail stores in the COVID-19 Era

(while blurring digital into the Brick&Mortar and influencing behavior at the moment of decision)

Social distancing is the "new rule" in the era of COVID-19 and all retailers are bringing this practice into stores to support the safety of their customers and associates.

How can retailers pivot store operations quickly to reduce or remove direct person-to-person contact at Check-out and eliminate customers' physical touch points with store technologies, such as payment devices or traditional Self-Check-Out terminals?

Xenia Contactless Shopping is an affordable frictionless solution for Self-Check-Out in the hands of your customer. With lightning fast scanning to conveniently build Azure-native carts and zero-contact payments via an in-app mobile wallet, Contactless Shopping offers retailers a vehicle to respond with urgency to support social distancing in stores and demonstrate their brand's dedication to the safety of customers and employees.

Just download the app, complete the profile, enter a credit or debit card and customers are ready to shop your stores with a retail-hardened solution with the robustness of an enterprise POS. Xenia Contactless Shopping injects a frictionless cloud-based commerce Cart into your stores and a direct channel to your customer with a return-loop of value and a personalized and enhanced customer experience.

Customer Journey: Contactless Shopping

This product augments a traditional Loyalty / Membership program and is delivered via a cloud-based, branded Contactless Shopping application to support the following customer journey:



A tactical investment in safety provides a bridge to the future for your brand

As customers shop your stores with Contactless Shopping, the Xenia Platform manages and enriches the Customer Identity with transaction data to provide your brand key insights such as Lifetime Value and Buying History, and extrapolates Brand Affinity and Customer Interest. We make this data actionable by creating personalized, behavior-triggered Complex Promotion templates to influence buying in the moment of decision and provide clearer attribution.

It's Fast

If time is of the essence, the Xenia Rapid Deploy Program could be the right fit for your brand.

Upload your ITEM data and links to product images to the Xenia Portal and be ready to test in days, not months.

Link your Acquiring Bank with our mWallet provider, execute an awareness campaign for customers and employees, prepare stores with Contactless Shopping signage and as soon as we publish your branded app to the AppStore and GooglePlay, you can be ready to test, pilot and deploy.

It's Affordable

Contactless Shopping is a more practical and affordable "frictionless" shopping vehicle compared to Amazon Go, for established retailers with 1,000 - 10,000 stores, or even new concepts which emphasize shopping over buying. Consider the evolution of **Alibaba's Freshippo** and their app-driven-experience, which has grown (and shrunk) to include 5 new formats in the last year.

Using the same Scan&Go mobile application at the heart of their automated hypermarkets, customers can now order-ahead breakfast and coffee and pick-up at unattended lockers at micro *Pick&Go* locations in subway stations, eat lunch at the QSR format *F2*, shop expansive fresh offerings at *Freshippo Farmers' Markets*, shop for groceries close to home at *Freshippo Mini*, a neighborhood market, and seek family entertainment and shop a multi format *Freshippo Mall*; most offering local delivery options within a few hours.

Amazon Go continues to inspire us, but Machine Vision commerce concepts require millions of dollars of infrastructure to be installed, take years to plan and implement, and disrupt traditional "cash and carry" customer traffic. Xenia Contactless Shopping is a better fit to quickly and affordably deliver personalized, enhanced customer experiences while users shop your stores.

How do we do it?

Three options:

- 1) Xenia platform integration to Order Management System (OMS)
- 2) Import eCommerce Order directly into Xenia platform and MPOS Pick-Pack-Fulfill feature
- 3) Customer places order directly within Xenia's ScanPayGo mobile application

"What is Better BOPIS"?

How will your brand operationalize BOPIS for a better shopper experience and superior associate and system effectiveness? "Better BOPIS" is orchestrated Curbside between the customer's ScanPayGo app, our transient Azure "All-Channels" Cart and our Pick-Pack-Fulfill feature within our MPOS client application in the hands of the associate, or in a self-serve model culminating in a Smart Locker fulfillment.

The customer places an order via eCommerce or directly via her ScanPayGo app. The Xenia integration into the brand's OMS, or the import from eCommerce communicates Pick/Pack/Fulfill instructions through Xenia's MPOS application to the associate. Pick orders are managed via Xenia's Rules Engine, which assigns configurable rules for all product types, but for dollar stores or C-Stores (and other food retailers without secondary "Curbside" cooler and freezer facilities), pick orders for perishables and frozen goods can be delayed and executed "Just in time" along with configurable inventory floor levels. Orders are assembled and placed in totes assigned to a specific customer and are ready for pick-up.

The customer travels to the store and announces her arrival to the brand via her ScanPayGo app, which communicates her location (parking spot # or Curbside) and a "Fulfill Order" is sent to an associate equipped with Xenia's MPOS app. The associate meets the customer, scans her proof of purchase barcode and after examining the order the customer may be tempted with impulse items merchandised Curbside, or the associate may offer to run for a forgotten item from within the store. Because our orders/Carts are "pre-authorized" and transient, the Cart can be pulled into the MPOS app and items can be added to it prior to the tendering step. This 3-way orchestration is at the heart of a "better BOPIS" experience for the customer.

Advanced ScanPayGo frictionless features

We believe the future of POS is in the hands of the customer and the "new normal" from COVID-19 is ushering in a major shift in mind share, opening doors for investments in technologies which blend digital into the Brick&Mortar. Xenia aids this transformation with advanced frictionless capabilities leveraging our IoT layer (locationing) to deliver "Proximity Credentialing", a Xenia innovation which allows our mobile applications to associate securely (ad hoc) to connected peripheral tech in stores. We bring the store to life, delivering convenience and innovation while orchestrating an elevated, personalized experience.

Locating the customer's smart phone exactly (+/- 3-5cm), we can measure path and dwell, as well as create monitored "action zones" in front of unattended lockers, produce scales and off-the-shelf payment terminals, enabling touch-less interaction with these peripherals to create our WeighStation, PayStation and Smart Locker solutions. Using WeighStation as an example, a customer scans a bin barcode for White Onions as she bags her produce. She is directed to a WeighStation which senses her approach and as she places her bagged onions on the scale's platter, the weight variable is appended to satisfy system requirements and the line item is added to her Azure Cart. The power of an enterprise POS platform architected for mobility underpins the Xenia ScanPayGo solution, providing a flexible and powerful platform to evolve to support your customer's needs into the future.

Loss Prevention Features:

- 1) Associate-facing Heads-up display to manage and monitor carts being built in realtime
- 2) Initial customer scan for store attribution with pre-authorization of tender to ensure available balance
- 3) Customer selfie feature helps associates monitoring the HUD to correlate Carts as they are built with the customers and also to respond to calls for help with personalized customer service without delay
- 4) Final LP Scan of customer's receipt and Cart Audit Algorithm for randomized matching receipt and products

Minimize Shrink and protect your brand

Shrink is sited as a significant obstacle by retailers who would like to say "yes" to a mobile Self-Check-Out solution for their stores. Xenia has built some thoughtful features into our advanced ScanPayGo offering which should help mitigate those risks.

Customers create a credentialed profile to use Scan&Go (similar to an eCommerce profile), to become a "known quantity" to the retailer. Scanning the QR Code near the front door, customers identify themselves, as their payment method is pre-authorized to ensure available balance.

Xenia leverages facial biometric credentialing (where permitted by law) from the phone manufacturers for customers to quickly access the application, add or change payment features, and make payments in-app. This simple step reinforces to the customer that they are known to the brand as they shop, decreasing the likelihood of theft.

Xenia's Heads-Up-Display (HUD) supports associates as they monitor and manage ScanPayGo customers' active Carts showing a subset of a customer's profile as well as the contents of active Carts. Retailers may select an optional "Selfie" step within our profile-building process, requiring a customer to take a selfie to complete their profile; these Selfie images are displayed as part of a customer's profile data in the HUD to make customers who need help easy to find.

Cart Audits are a necessary component of the LP layer within Scan&Go. We recommend an audit for every customer's first ScanPayGo Cart and reinforce this practice for subsequent Carts with a randomized Cart Audit Algorithm. Carts which fail audits are flagged and repeat offenders may be subject to a retailers configurable policy of warnings and possibly restricted use of ScanPayGo.