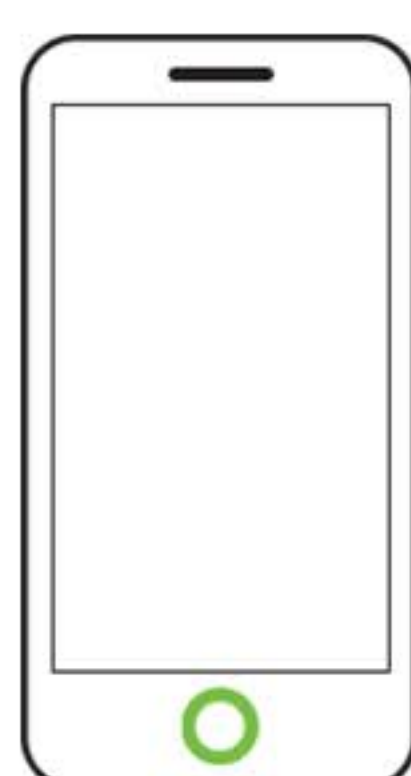**WEMS®**

PHILOSHOPIC's **Web, eShop, Mobile & Social Media** development services include all points revolving around your digital presence and your engagement with your customers, partners and the market.

Commerce today is omni-channel. The customer journey is an unpredictable blend of digital and physical experiences that are interrelated. Consumers may start a shopping journey by looking up goods, places, reviews on a website, or they may even augment their on-site experience through a mobile app. After completing a purchase at a physical or digital store, they may share their exciting or bad experience and influence their friends in the blink of an eye - this can even go viral and form a public opinion on Social Media! It is thus, no longer enough to just have a Web, Mobile, and Social Media presence - WEMS should be an integral part of your strategy to win loyal customers, an extension to your organisations informational systems and a true expression of your brand.

When we offer our WEMS service, we apply a holistic approach; We use the best leading platforms & practices in the industry and all our work is customised and developed to meet your exact needs, whilst matching your business branding and personality. The outcome is simple to use and maintain and exciting for the user, so you can successfully conduct your business anywhere & at anytime, on any device, and grow your business whilst containing costs!

We manage the design, development, & secure hosting of your digital touch-points around the following areas:

- Custom Designed Public Website
- Customer and Supplier Portals
- Campaigns Landing Pages and Microsites

- eShops / eCommerce
- Custom Built Mobile Apps
- Social Media & POS integration

73% of shoppers used more than one channel to do their shopping!

(source: HBR Study)

Web: Your public website, customer/supplier portal or special landing pages are all designed to meet your objectives and match your brand and personality. We can either design and develop from end-to-end, or apply a template, graphics and UX created by an agency. In all cases, the outcome will be adaptive across all device form factors. For content management, we implement the industry leading Wordpress platform which is easy to use, scalable, and future proof. We also connect to Google Analytics to track the traffic and performance of your web content!

1.8 billion consumers made a purchase online in 2018!

(source: Statista)

eShop: Full fledged eCommerce, click & collect, or simple conversational purchasing web experiences enabled using WooCommerce and our custom built plug-ins that integrate with payment gateways and other platforms!

71% of consumers who had a good Social Media experience with a brand are more likely to recommend it to others!

(source: Ambassador)

Mobile: Your mobile app can be custom designed or be a branded version of our SMASH native app. Using the best practices for bot iOS and Android, we work with you from inception to deployment through the App store and Google Play Store, as well as handling long term management of device compatibility. Whether you need a generic app or a robust and interactive app that covers all your SMASH powered programs (eWallet, Loyalty Program, Gift Cards, Social Promos, Social Promos, Notifications, etc.), we can ensure an exciting consumer experience as an extension of your physical stores and a true representation of your brand!

Social: Creation and management of Social Media presence is a task that we can handle for you so that your focus remains on the core business. More importantly, we can enable an exciting & integrated experience for your customers where their engagement with one of your social posts can be converted into an actionable promotion that is automatically redeemed when they next visit your physical or eCommerce checkout! In other words, you can design campaigns on Social Media, e.g. Facebook, and your consumers that 'Like' that specific post can earn a promotion right away that is executed seamlessly when they purchase the product they liked!

We craft cloud technologies that enable commerce and financial services through innovation and simplicity. Our solutions and services aim for an exciting consumer experience and a simple, admin-less and robust operation for your business. We specialise in the digital transformation of legacy in-store services and the omni-channel consumer engagement!

PHILOSHOPIC®

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