

FASHION & APPAREL

Check how a popular fashion store increased revenue by ₹ 13 M with OptCulture's eReceipts.

A **value-fashion brand** is the ultimate style destination for fashion enthusiasts. With **50+ stores** across **five states** in India, it offers the most trending styles for women, men and kids.



CHALLENGE

Customers complained about a troublesome checkout experience and longer wait times at the store. The company wanted to **shift to digital receipts** for a **seamless shopping experience** and reduce the operational expenses of paper receipts

SOLUTION

With **OptCulture's eReceipt solution**, the brand could effectively deploy an **end-to-end digitized receipt** platform across all stores. Customers could receive real-time receipts on their mobile phones through email, SMS, or WhatsApp, ensuring faster checkouts. They could use the **digital receipt** for refunds or product exchanges as well as send feedback on their in-store experience. Additionally, the brand could leverage eReceipts for cross-sell and up-sell and send targeted promotional offers



BENEFITS



A **fully automated payment solution** helped the brand improve the checkout experience and provide customers with **purchase receipts** in real-time.

Going paperless also helped the company to align its brand image with sustainable values, **boosting customer loyalty**.



RESULTS

Within 3 months, the brand sent 200k receipts and achieved



NPS

An enhancement of their **NPS score**



3.5%

The click rate with **WhatsApp** as the **best platform**



ROI

₹13 Mn revenue (**Rupees 13 million**) from coupons added to **e-receipts**



CUSTOMER QUOTE

"**OptCulture's robust tech capabilities** helped us deliver a smooth checkout experience to customers across all stores and **reduce the environmental impact** of our operations."

