

# Developed an Interactive Mobile Application for a Retail Chain

## BUSINESS GOALS

North America's largest private department store chain with over 300 stores across 16 states partnered with Atos Syntel to simplify store consultation and make it less laborious.



## BUSINESS BENEFITS

20% increase in customer engagement at store

Interactive in-store consumer mobility application

## SOLUTION

- Designed consumer app with profiling to enable personalized suggestions
- Delivered enhanced in-store app features like location map, preference map, and map
- Developed an innovative award winning application

### About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at: [www.atos-syntel.net](http://www.atos-syntel.net)