

INT.

Konvergence

#DigitalSuccess Stories



INT. created a Customised e-wallet and a POS system for Konvergence and revolutionized the e-payment concept in Italy among Italian retailers.

Konvergence offers business solutions for retail through guidance during the process of innovation technology. It integrates a human touch to it having strong expertise in generating a cutting-edge via the retail software solutions. The aim was to revolutionize the e-payment concept in Italy among Italian retailers.

The INT team played a game changing role by developing a Customised e-wallet and a POS system for Konvergence. This system not only offered the mobile payment services but also targeted promotions and customer loyalty management. The beacon technology provides customised updates and offers for engaging the users to the retail outlets.

About The Client

Industry

Fintech

Headquarters

Levallois Perret, France, Europe

Website

<https://www.konvergence.it/en/>

- A leading retail tech company of Italy.
- It aims to transform the retail experiences for businesses.
- It designs digital frameworks for retail.
- Development and integration of software platforms with the existing systems.
- Offers hardware maintenance programs.
- Major working areas are Sales, loyalty, promotions and customer relationship processes.

About The Client

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- It provides the services of technology innovation and customization to retail businesses.
- Digital transformation for a physical store to a virtual store through value added services.
- Stimulate the retailers in looking beyond their business models.

The Problem Statement

Deficiency of multi-channel platforms, agile technique implementation, e-wallet, and POS system hampered the core business and product strategies for Konvergence.

- Inadequate shopping experience due to outdated technology infrastructure.
- Konvergence wanted a robust product integrated with modern technology to improve user experience among the giant Italian retailers.
- Deficiency of multi-channel platforms within the existing system.
- Inability to work on technology, marketing, and client relations hampered the core product strategy due to the absence of agile techniques.
- Konvergence wished for a Custom-built Wallet quickly.
- The lack of a POS system hindered Konvergence in offering comprehensive business solution encompassing the areas of loyalty, sales and payment, and promotion management.

Business Solution

Technology Stack

CMS: Joomla

Web Servers: Apache

JavaScript Graphics:

Chart.js, Raphael 2.1.0

Language: PHP

JavaScript Libraries:

JQuery 1.11.0, JQuery Migrate,

Modernizr 2.8.3

UI Frameworks: Bootstrap 3.3.2,

animate.css

- INT. developed a **robust retail e-wallet** and a **POS system** for offering the modern user experience.
- The **existing app was redesigned** to fulfil clients requirements through multi-channel integration.
- Redesigning and reengineering the app to provide **seamless checkout facility** and **self-service scopes**.
- A **POS system** was provided for real-time tracking and conducting relevant promotions for ensuring high usability.

Business Solution

<https://www.konvergence.it/en/kpay-eng>

- Simple shopping journey through **mobile payment** and **POS system** with **advanced security framework** for card transactions.
- Adequate **data transaction scopes** for the retailers for assessing shopping behaviours.
- The **KWallet** reduced the costing for core components in the in-store shopping experience.

The Impact

- The KWallet turned out as a mandatory one for the grocery market as it combines all the contemporary retail services.
- Launch of a rebranded version, 'MyCoop' by collaborating with one of the largest retailers, Coop Consumatori Nordest where 30% of the transactions were self-serviced.
- Seamless experiences for the customers in conducting the self-service and money transaction operations.
- The Scan-and-Go solution attracted large segments of retail customers.
- 30% of the Italian retail customers use the robust e-wallet to conduct their retail shopping and transaction activities.
- The POS system offered comprehensive business solution in loyalty, sales and payment, and promotion management via the agile techniques.

Product Glimpse





We Deliver
#DigitalSuccess

INDIA | UK | USA | AUSTRALIA | SINGAPORE

25+

Years

750+

Professionals

11k+

Projects

6m+

Hours

We are a full-cycle product engineering company, helping some of the fastest growing enterprises, start-ups and agencies across 20+ countries. With our unique approach and expertise in product thinking, we've been successfully delivering innovative software solutions and engineering excellence to our customers for over two decades.