



Silicon Valley Immersion Program

Round 2 Submission

Submitted by:
Siddharth Srivastava
Punjab Engineering College, Chandigarh
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Comprehensive Phygital Strategy:



Welcome to our strategy presentation on enhancing the shopping experience. As customer expectations evolve, we aim to seamlessly integrate physical and digital shopping experiences across the extensive product range.

Objectives:

1. **Personalized Shopping Experience:**

Solution: Implement machine learning algorithms to analyze customer data for personalized recommendations and loyalty programs with targeted offers.

Expected Outcome: Increased customer satisfaction and repeat purchases.

2. **Seamless Integration:**

Solution: Develop a unified mobile app with geolocation services for in-store navigation and personalized deals.

Expected Outcome: Smooth transition between online and offline shopping experiences, enhancing convenience.

3. **Enhanced Customer Engagement:**

Solution: Integrate AR/VR for virtual try-ons and immersive product displays, and AI chatbots for personalized customer service.

Expected Outcome: Increased customer interaction and satisfaction, leading to higher sales.

Implementation Plan & Business Impact:

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Phase 1: Discovery and Planning: Market research, system assessment, goal setting.

Phase 2: Data Integration and Personalization: Data collection systems, machine learning model development.

Phase 3: Technology Adoption: Pilot AR/VR and AI in select stores, gather feedback.

Phase 4: Full-Scale Deployment: Roll out features across all stores, launch marketing campaigns.

Phase 5: Monitoring and Optimization: Continuous performance monitoring, optimization based on feedback.

Business Impact:

Cost-Benefit Analysis: Projected ROI from improved engagement and increased sales.

Broader Impact: Differentiation in the market, increased brand loyalty, potential market expansion.

Long-Term Vision: Scalability: Solutions designed to evolve with technology and customer expectations.

Sustainability: Eco-friendly initiatives, energy-efficient technologies.



Strategy:

- **Personalized Shopping Experience:** Integrate data from various sources to offer tailored recommendations and services. Implement AI for personalized promotions and services based on customer behavior.
- **Seamless Integration:** Develop unified customer profiles and ensure a consistent experience across physical stores and digital platforms using IoT and cloud technologies.
- **Enhanced Customer Engagement:** Utilize AR, VR, and interactive displays in-store, along with mobile apps for personalized navigation and engagement, enhancing overall customer interaction and satisfaction.

Implementation and Expected Benefits:

- **Implementation Plan:** Begin with pilot testing in select stores, train staff on new technologies, and continuously optimize phygital initiatives based on feedback.
- **Expected Benefits:** Anticipate improved customer satisfaction and loyalty through personalized experiences, increased sales from AI-driven recommendations, and enhanced operational efficiency with streamlined data integration.