



Rising Above Multi-Channel

Tesco Globe'thon 2014

Architect Zone (Arnab, Bharat, Rajan, Shreeman)

Tesco HSC

Connected Customer Experience

Contextual customer experience

- Location and context aware offers
- Convenience of shopping (Tesco & Partner products)
- Easy payment options

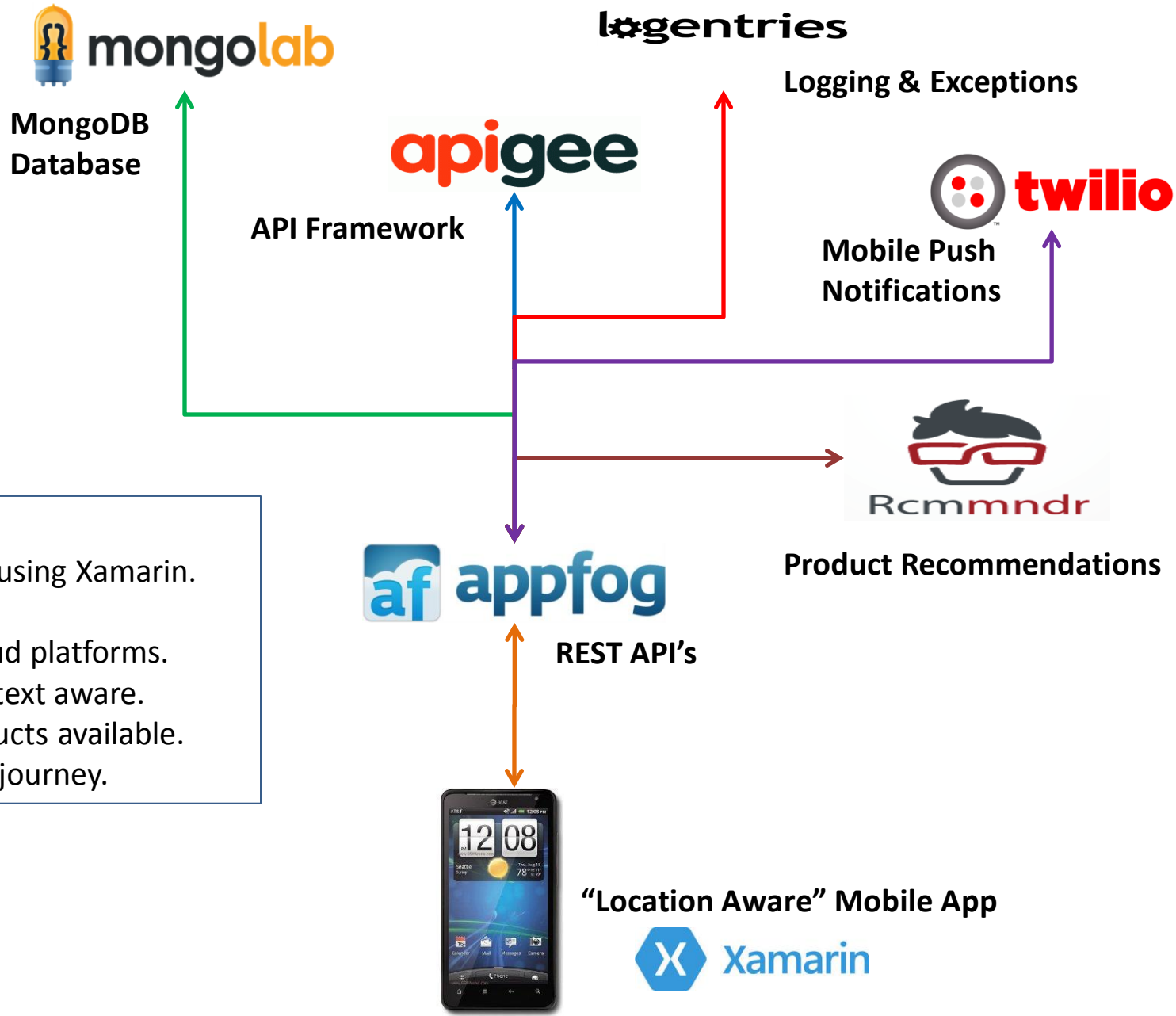
Turn locality into loyalty



Continuous engagement with customers



Mobile & Cloud Technologies



Summary

- 2 Android apps built using Xamarin.
- 11 Web API's built.
- Integrated with 6 cloud platforms.
- App is location & context aware.
- Tesco & partner products available.
- End-to-end shopping journey.

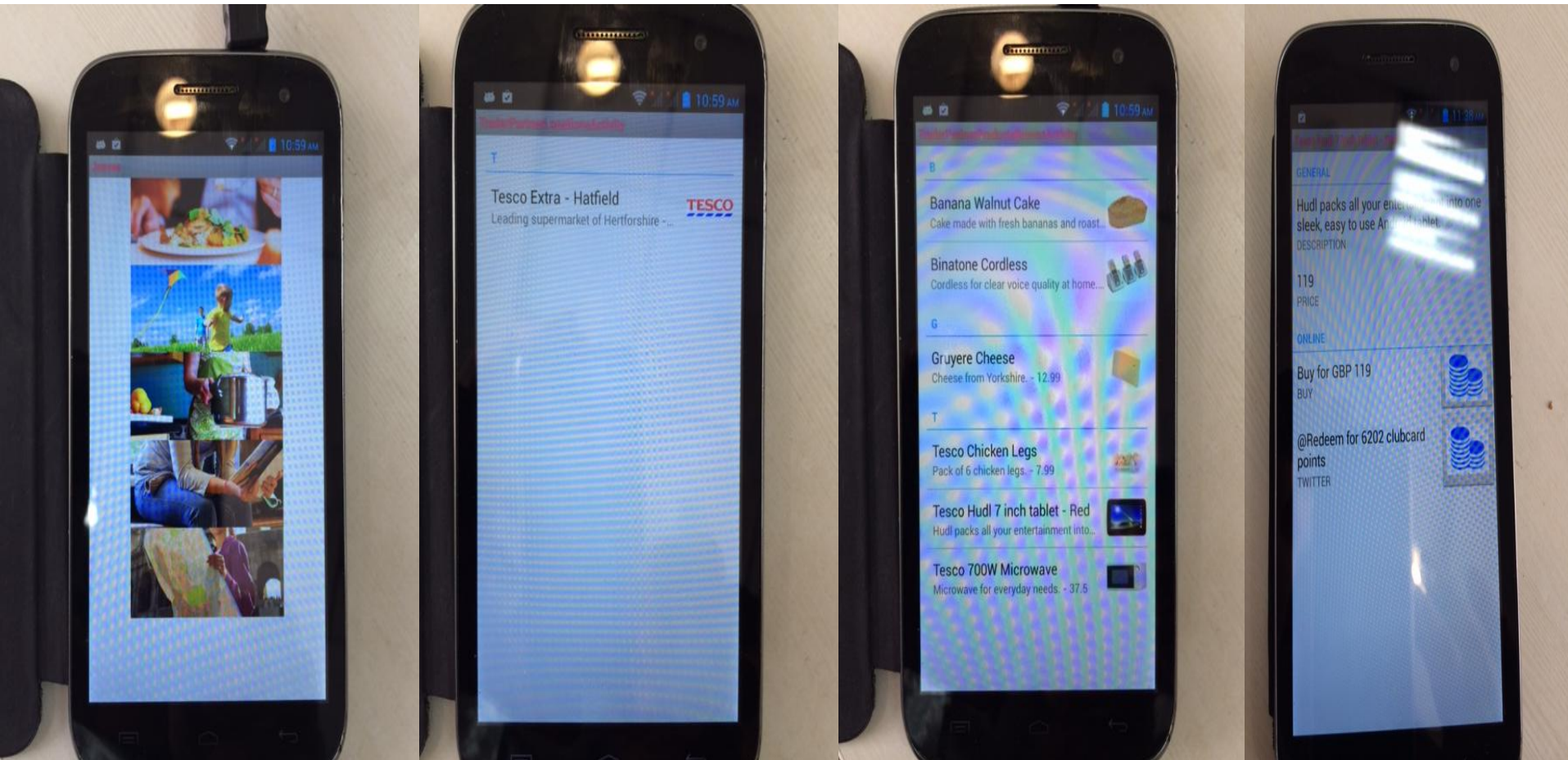
Customer Journey - 1

**1. Hyper-local
Offers from Tesco
Stores & Partners**

**2. Select a Store –
Tesco Hatfield**

**3. View products
from Tesco**

**4. Buy a
Product**



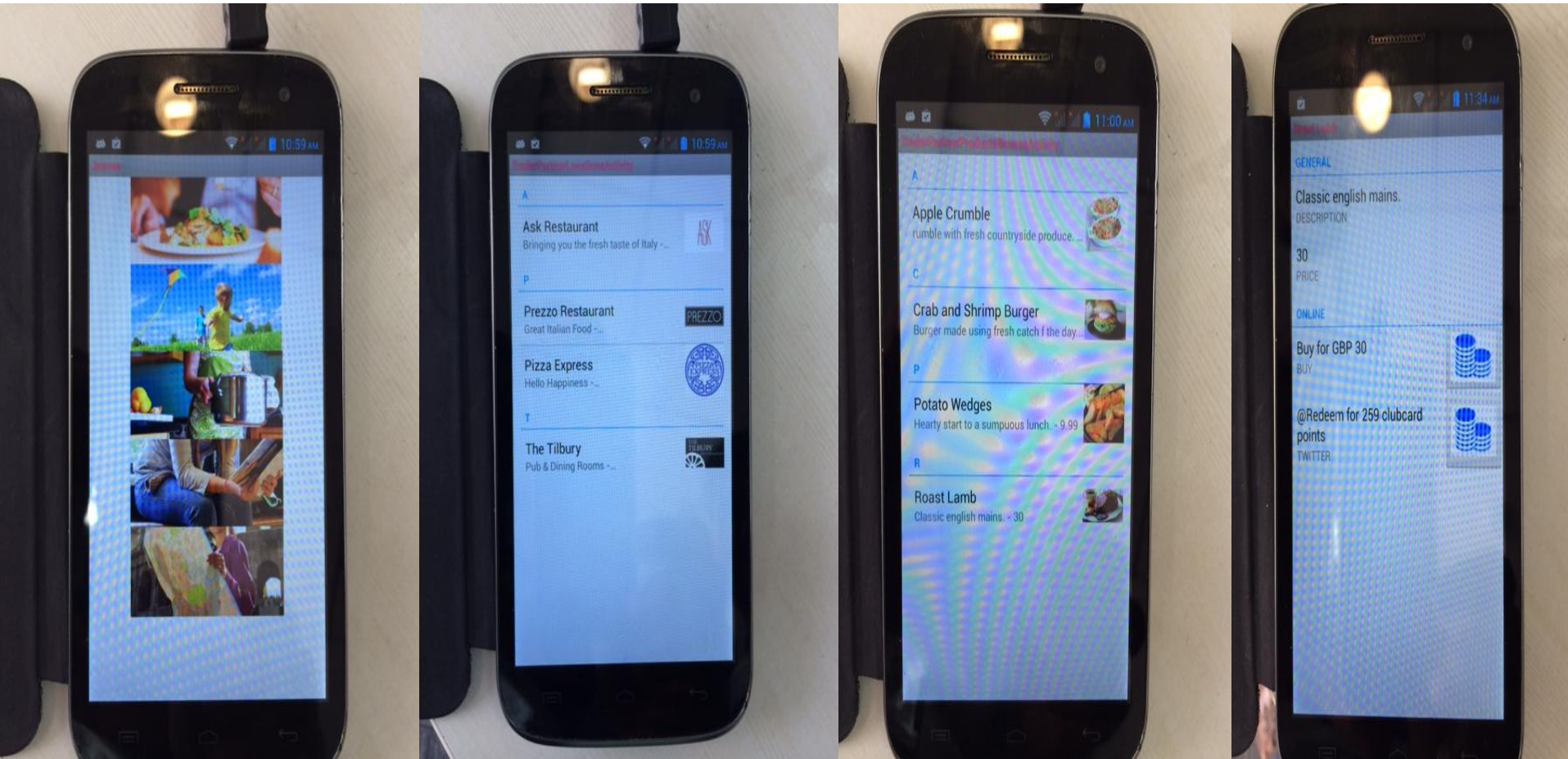
Customer Journey - 2

1. Hyper-local Offers from Tesco Stores & Partners

**2. Select a Partner –
Tilbury Restaurant**

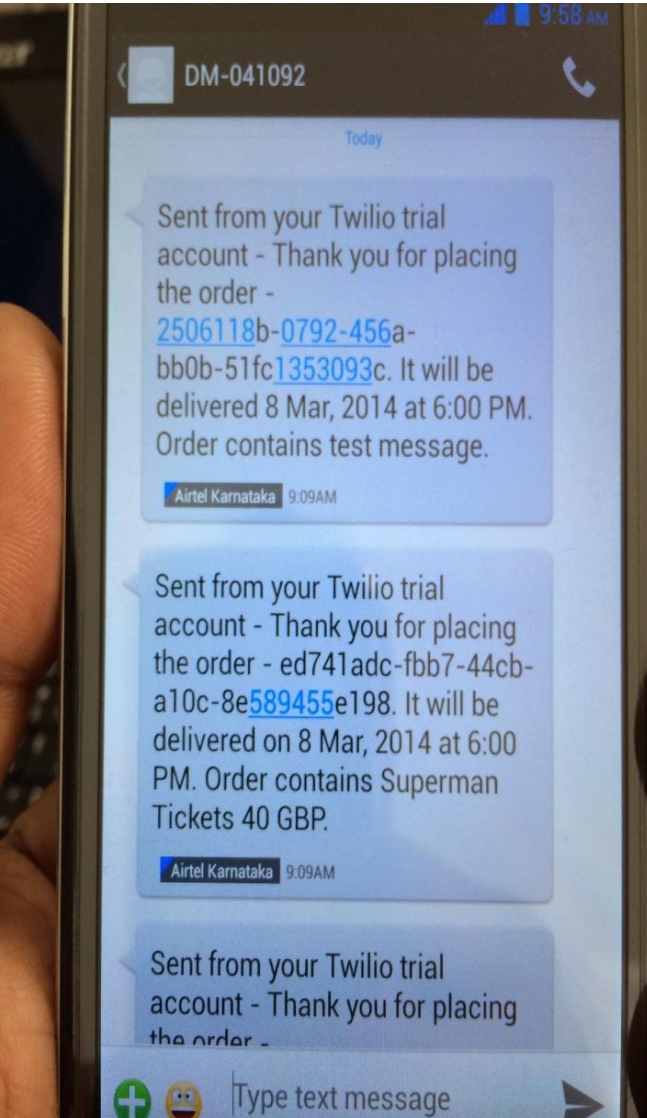
**3. View products
from Tilbury**

**4. Buy a
Product**



Customer Journey - 3

5. Push Notification of orders to customer & store/partner



6. View and respond to messages from Twilio Dashboard

