



PROJECT REPORT ON PHYGITAL

**SUBMITTED TO – DEPARTMENT OF COMPUTER SCIENCE UNDER THE
SUPERVISION OF DR. LEKHA RANI**

SUBMITTED BY:

HARSH

1910990564

BE CSE

DECLARATION

I hereby declare that the project work titled, “**PHYGITAL**” submitted as part of Bachelor’s degree in Computer Science, at Chitkara University, Punjab, is an authentic record of my own work carried out under the supervision of Dr. Lekha Rani

Signature of Supervisor:

Verified by:

Signature(s):

ACKNOWLEDGEMENT

In the present world of competition there is a race of existence in which the hardworking needs to come forward and succeed. Project is like a bridge between theoretical and practical working. With this willing we joined the project. Before I get into the thick of things, I would like to thank a few people who have supported and helped me throughout the journey of making this project. I acknowledge with a deep sense of gratitude and most sincere appreciation, the valuable guidance and unfailing encouragement rendered to me by "**Jorav Sir**" for their proficient and enthusiastic guidance. useful encouragement and immense help. It has been a deep sense of admiration for them in their goodness and inexhaustible enthusiasm. I would like to Thank our Dean Mrs. Meenu Khurana for giving us an opportunity to make this project. I would like to express our sincere gratitude to Dr. Lekha Rani (Head Academics Final Year) for her able guidance and support.

Also, I would like to Thank all our teachers who have taught us and helped us reach where we are right now.

Last but not the least I would like to thank my parents for their continuous support, love and encouragement

ABOUT THE COMPANY

From humble beginnings in Amritsar, Punjab, **Kochar Tech** has come a long way to establish itself as a leading Indian 'Digital Transformation' architect in AIoT, SaaS, and BPM solutions for over 20 years now. They now serve over 500 Million customers globally, surpassing 4 Billion transactions.



Creating world-class solutions that help make human lives better the company always wanted to work globally while staying local.

Over the last 20 years, a genuinely homegrown venture grew into an award-winning reputable global service provider delivering a myriad of tech products and managed services to Fortune 100 companies and MNCs across 25+ countries.

Their distinguished list of clientele includes Samsung, Etisalat, Vodafone, Singtel, Airtel, ICICI Bank, Emirates Transport, Cred, Cars24, Swiggy, Myntra, etc.

Today, enabling businesses to begin their 'Digital Transformation' journey with their intelligent, reliable, and scalable portfolio of digital engagement solutions that includes:

- MAXICUS – Next-generation Contact Center & Outsourcing Service Provider
- KNOWMAX - AI-based Knowledge Management Solutions
- LEAPMAX – Web & mobile platform to monitor & measure the productivity of the remote workforce.
- DEVICEMAX – Solutions for Lockdown, Remote Device Management
- IGZY – IoT Solutions & Managed Services for Enterprises and Consumers
- KOCHIVA - Upskilling Academy

With five state-of-the-art delivery centers in Amritsar, Gurgaon, Kolkata, Vadodara & Ludhiana, 5000+ employees, and a pan-India presence across central states and cities, KocharTech is exceptionally reliable and capable of providing local support to their clients anywhere in India.

kochar**tech**

INTRODUCTION

We now live in a world where going digital is the norm. As a result, our way of life has evolved. Since digitization, almost all of our transactions are being made online, which is an incredible convenience for prospective customers. Now, they no longer have to go through the pain of getting out of their comfortable beds. With their smart devices, buyers can browse many items online and shop without leaving their homes.

Even though customers were able to make their multiple purchases online, something was still lacking. The feeling of being unable to touch the product before buying, to understand its quality, size, and trials was missing.

Digital transformation has enabled phygital shopping, which offers a 360-degree view of the product. Phygital is a word that covers both online and offline platforms. Its objective is to integrate physical stores with digital technologies to deliver shopping experiences into a smarter and more buyer-specific environment.

The aim of this project is to build and integrate a video conferencing platform and a Customer relationship management (CRM) for the Product Administrator and Customer Support Agents.

LITERATURE SURVEY

Phygital customer experience is a seamless introduction of technology in online and offline business operations. Technologies like chatbots, artificial intelligence, machine learning, augmented reality, and IoT can be integrated to provide a more connected, interactive experience to the customer. **Phygital customer experience is expected to improve customer loyalty** by providing a seamless experience across physical stores and digital channels.

The paradigm shift in technology and consumer behavior has revamped the shopping experience. This has led to the emergence of a new way of **virtual shopping** experience that brings together **physical and digital experiences with phygital**.

We all live in a digitally generated society, and buying items online is no longer considered strange. **According to research, 64% of consumers prefer to shop online.** Unsurprisingly, the COVID-19 pandemic has urged industries to analyze **what customer experience means** to them. To adjust to the new normal, consuming habits and purchasing behavior have altered dramatically.

Promoting a favorable client experience is important in any sales channel, whether online or offline, but **phygital retail** can have a bigger impact. Customers want their needs to be met across all channels and in a consistent manner.

Phygital experience has moved almost all of our transactions online, which is a huge benefit for potential customers. They no longer have to strain to get out of their beds. A high penetration of the internet, mobile network connectivity, and smartphones/tablets have made it possible for buyers to view various things online and shop without leaving their houses.

Today, an increasing number of retailers are offering virtual and **phygital shopping experiences** to eliminate the gap between online and physical stores. Customers get to leverage the look and feel of physical shopping while seamlessly facilitating a **virtual shopping experience** at the click of a button.

Phygital is a combination of the online and offline worlds. It is a new way of experiencing shopping that is not bound by physical location or time. **Phygital services** bridge the gap between the physical and the **digital experiences**. The objective is to transfer the best aspects of the future of retail physical consumer experience into the digital realm and vice versa.

With today's technology, it's no longer acceptable for customers to be limited to using only one channel to complete a task. When you're looking for a solution and are directed to an automated chat service, you become frustrated.

Phygital brings everything together to deliver customers a seamless experience. Phygital brings the online and offline worlds together to create a far more comprehensive and gratifying customer experience. The digital world has gradually penetrated our physical lives for quite some time. Phygital makes a compelling case: while we are becoming more reliant on digital technologies, we also crave physical experiences.

The **phygital shopping experience** has improved the convenience of purchasing for customers in a novel way. Customers can access a wide range of products immediately on their smartphones thanks to the ease of a virtual platform. They may go to any store and look at anything they choose without leaving their homes and at any time of day.

Modern shoppers expect digital technology in physical businesses and personalized interactions. Consider the following instances of tech-enabled features such as:

- **Real-time appearance and feel of the product**
- **Live product demonstrations are available at any time and in any location**
- **Dedicated sales agent for online purchasing**
- **A wide range of high-quality equipment is available, as well as a variety of other services**

Customers in today's world demand a **phygital consumer experience**. Combining the advantages of a physical encounter with the convenience of internet shopping is critical. The potential for phygital commerce to provide a personalized and immersive experience is limitless. Try to map out the various customer touchpoints that can be phygitalized as a starting point, and then gradually integrate digital into the customer lifecycle journey.

Although digital technologies are rapidly providing dynamic and stimulating customer experiences, consumers are still keen on enjoying the benefits of the physical world. The **phygital** phenomena is the best way to address these conflicting needs of the public and to build an even more personalized, streamlined, and convenient user experience.

The future of retail will see a significant increase in internet sales. The finest suppliers will form direct-to-consumer partnerships, with merchants no longer serving as the customer's gatekeepers.

Blending physical and digital elements that combine the best of both worlds for a **truly phygital experience** can help brands by giving them many options to enhance their business in the future.

Phygital marketing is the need of the hour towards enhancing the customer experience of buying. Brands' survival depends upon customer satisfaction level. If a brand can provide more value for the customer, the customer will remain committed to the brand for a long time.

The **digital transformation** has brought about an unprecedented change in marketing strategy, which has reinforced the reality. The customer is the king, and that brands' survival depends upon the happiness quotient of the customer.

Therefore, **phygital** will improve the brand's bottom line and usher in a win-win situation for customers and brands.

Generate More Revenue from Your Brand Store with the Phygital Edge



WORK DONE

❖ **DESCRIPTION:**

There are three roles available: Visitor, Agent and Admin.

- ❖ Visitor has to perform the customer journey and then decide to choose the type of demo they want to take.
- ❖ Agent can login into the CRM and can see and update their customers. They can join the meeting link from there.
- ❖ An admin has some extra privileges: they are responsible to manage the users i.e Agents, the products and the slots.

DATABASE DETAILS:

ORM USED : PRISMA

Prisma is a **next-generation ORM** that consists of these tools:

- **Prisma Client:** Auto-generated and type-safe query builder for Node.js & TypeScript
- **Prisma Migrate:** Declarative data modeling & migration system
- **Prisma Studio:** GUI to view and edit data in your database

Prisma Client can be used in any Node.js or TypeScript backend application (including serverless applications and microservices). This can be a **REST API**, a **GraphQL API** a gRPC API, or anything else that needs a database.

UNDERLYING DATABASE: MYSQL

Schema Details:

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CHANDIGARH-PATIALA NATIONAL HIGHWAY, RAJPURA, DISTT. PATIALA
PUNJAB, INDIA

```
datasource db {
  provider = "mysql"
  url      = env("DATABASE_URL")
}
```

```
model User {
  id      Int      @id @default(autoincrement())
  products Product[]
  name     String
  email    String   @unique
  password String
  role     Role     @default(AGENT)
  status   Status   @default(ACTIVE)
  createdBy Json?
  demos    LiveDemo[]
  slots    Slot[]
  userTimings UserTimings[]
  recording Recording[]
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
  bookings Booking[]
}
```

```
model Product {
  id      Int      @id @default(autoincrement())
  name     String   @unique
  bannerUrl String?
  createdBy Json?
  status   Status   @default(ACTIVE)
  users    User[]
  demos    LiveDemo[]
  slots    Slot[]
  slug     String?   @unique
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
  bookings Booking[]
  slotRule SlotRule[]
  liveTimings Json?
  UserTimings UserTimings[]
  CustomerFootFall CustomerFootFall[]
  Dashboard Dashboard[]
  Otp      Otp[]
}
```

```
model LiveDemo {
  id      Int      @id @default(autoincrement())
  users   User[]
}
```

```

product Product @relation(fields: [productId], references: [id])
productId Int
customers Customer[]
meetingId String @unique
createdAt DateTime @default(now())
updatedAt DateTime @updatedAt
}

```

```

model Customer {
  id Int @id @default(autoincrement())
  name String
  email String
  mobileNumber String
  demoType DemoType @default(LIVE)
  demo LiveDemo? @relation(fields: [liveDemoId], references: [id])
  liveDemoId Int?
  customerTimings CustomerTimings[]
  feedback Feedback? @relation(fields: [feedbackId], references: [id])
  feedbackId Int? @unique
  booking Booking? @relation(fields: [bookingId], references: [id])
  bookingId Int?
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
  demoStatus DemoStatus @default(PENDING)
  remarks String?
  source Source @default(WEBBSITE)
  hasLeftMeeting Boolean @default(false)
  deviceLogs Json?
}

```

```

model Booking {
  id Int @id @default(autoincrement())
  timing DateTime
  createdBy Json?
  users User[]
  customers Customer[]
  product Product @relation(fields: [productId], references: [id])
  productId Int
  slot Slot? @relation(fields: [slotId], references: [id])
  slotId Int?
  pin Int @default(0)
  customerTimings CustomerTimings[]
  userTimings UserTimings[]
  SlotRule SlotRule? @relation(fields: [slotRuleId], references: [id])
  slotRuleId Int?
  meetingUrl String
  createdAt DateTime @default(now())
}

```

```

    updatedAt DateTime @updatedAt
}

```

```

model Slot {
  id Int @id @default(autoincrement())
  timing DateTime
  createdBy Json?
  url String
  product Product @relation(fields: [productId], references: [id])
  productId Int
  status Status @default(ACTIVE)
  bookings Booking[]
  users User[]
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
}

```

```

model SlotRule {
  id Int @id @default(autoincrement())
  timing String
  createdBy Json?
  product Product @relation(fields: [productId], references: [id])
  productId Int
  bookings Booking[]
  isEveryDay Boolean @default(false)
  isEveryWeekDay Boolean @default(false)
  days Json?
  customersCount Int @default(1)
  status Status @default(ACTIVE)
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
}

```

```

model CustomerTimings {
  id Int @id @default(autoincrement())
  entryTime DateTime?
  allowTime DateTime?
  leaveTime DateTime?
  requestTime DateTime?
  customer Customer @relation(fields: [customerId], references: [id])
  customerId Int
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
  bookings Booking? @relation(fields: [bookingId], references: [id])
  bookingId Int?
  createdDate DateTime? @default(now())
}

```

```

model UserTimings {
  id      Int      @id @default(autoincrement())
  entryTime DateTime?
  leaveTime DateTime?
  user    User     @relation(fields: [userId], references: [id])
  userId  Int
  meetingId String?
  productId Int?
  product Product? @relation(fields: [productId], references: [id])
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
  bookings Booking? @relation(fields: [bookingId], references: [id])
  bookingId Int?
}

```

```

model Recording {
  id      Int      @id @default(autoincrement())
  url     String
  user    User     @relation(fields: [userId], references: [id])
  userId  Int
  startTime DateTime?
  stopTime DateTime?
  meetingId String @default("")
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
}

```

```

model Feedback {
  id      Int      @id @default(autoincrement())
  overAllExperience Int @default(0)
  recommend Int @default(0)
  purpose String?
  suggestion String @db.VarChar(250)
  createdAt DateTime @default(now())
  updatedAt DateTime @updatedAt
  customer Customer?
}

```

```

model Otp {
  id      Int      @id @default(autoincrement())
  mobileNumber String
  otp     String
  name    String @default("")
  email   String @default("")
  expirationTime DateTime
  product Product? @relation(fields: [productId], references: [id])
}

```

```

productId Int?
createdAt DateTime? @default(now())
}

model BlockedCustomer {
  id Int @id @default(autoincrement())
  mobileNumber String @default("")
  email String @default("")
}

model CustomerFootFall {
  id Int @id @default(autoincrement())
  productId Int
  createdAt DateTime @default(now())
  count Int @default(0)
  product Product @relation(fields: [productId], references: [id])

  @@index([productId], map: "CustomerFootFall_productId_fkey")
}

model Dashboard {
  id Int @id @default(autoincrement())
  productId Int
  product Product @relation(fields: [productId], references: [id])
  createdAt DateTime @default(now())
  demoTaken Int @default(0)
  demoRequests Int @default(0)
  authenticatedCustomers Int @default(0)
  otpRequests Int @default(0)
  customerFootFallCount Int @default(0)
}

enum Role {
  AGENT
  ADMIN
}

enum DemoType {
  SCHEDULED
  LIVE
}

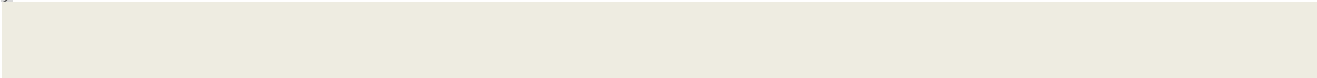
enum Status {
  ACTIVE
  INACTIVE
}

```



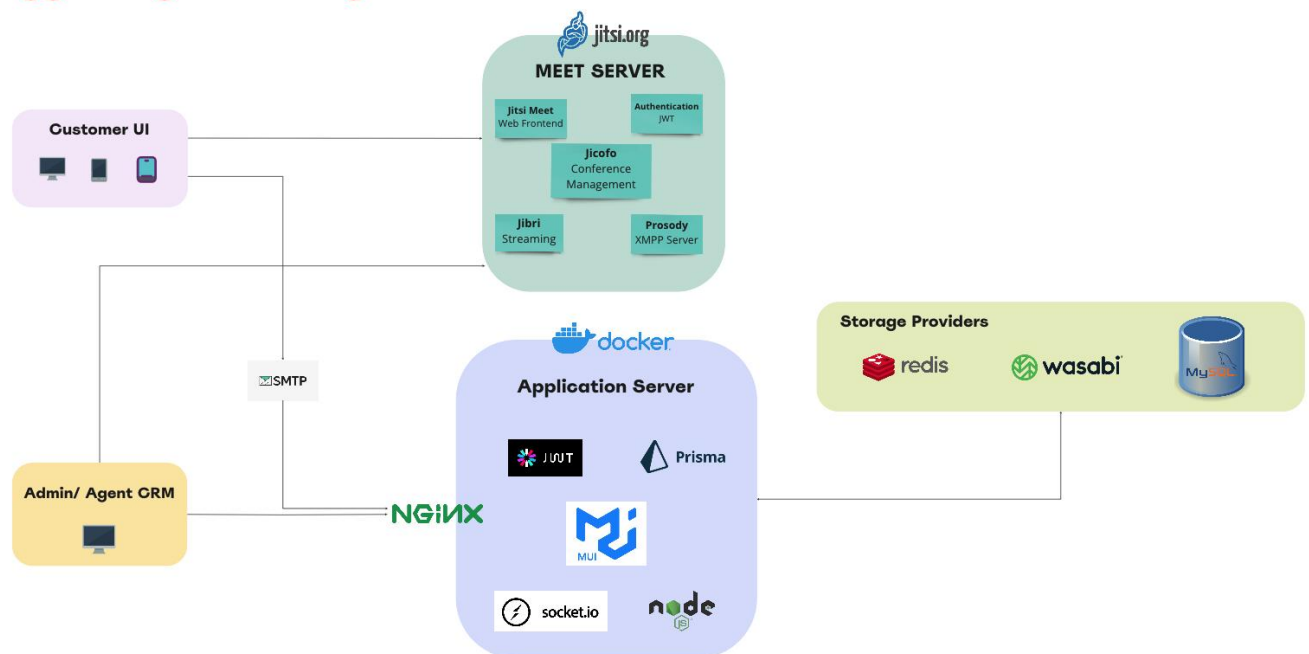
```
enum DemoStatus {  
    PENDING  
    NOTJOINED  
    COMPLETED  
}
```

```
enum Source {  
    WEBSITE  
    BRANDSTORE  
}
```



PHYGITAL SYSTEM DESIGN

Phygital System Design



Phygital CRM

The Web Application Platform has mainly two modules i.e the Customer facing module and the Admin CRM.

We schedule live video service to a targeted audience on the sales channel basis the clients availability and a link for the video demo. The customer would connect on a live video and product expert would assist the customer in his/her buying decision. We give a real-time product experience through live video demo for leads to convert into high conversion opportunities. An automated feedback email or outcall post video demo is made to capture customers experience with phygital store.

Our client is a multinational conglomerate and producer of high-technology consumer electronics. They believe in using innovation and discovery to transform the world of tvs, smartphones, wearable devices and household electronics.

The Client can put the product registration link into their sales channel website or application from where the customer is redirected to our webpage.

The Customer is then responsible to register for the product demo and offered several choices based on the availability and client's requirement from which the customer can choose from and take the live demo or schedule on one of the available slot.

CUSTOMER VIEW

REGISTRATION PAGE:

Registration page is the first page that is visible to the customer when he lands into the product of his choice. They are required to fill the information and request the OTP to proceed further.

SAMSUNG

Join Live/Schedule a demo for Samsung Galaxy Z Flip4 with our product expert



Name *
Harsh Malhotra

Email *
harshmalhotra@gmail.com

Mobile Number *
7814091736

Joining From

☒ Samsung.com ☐ Brand store

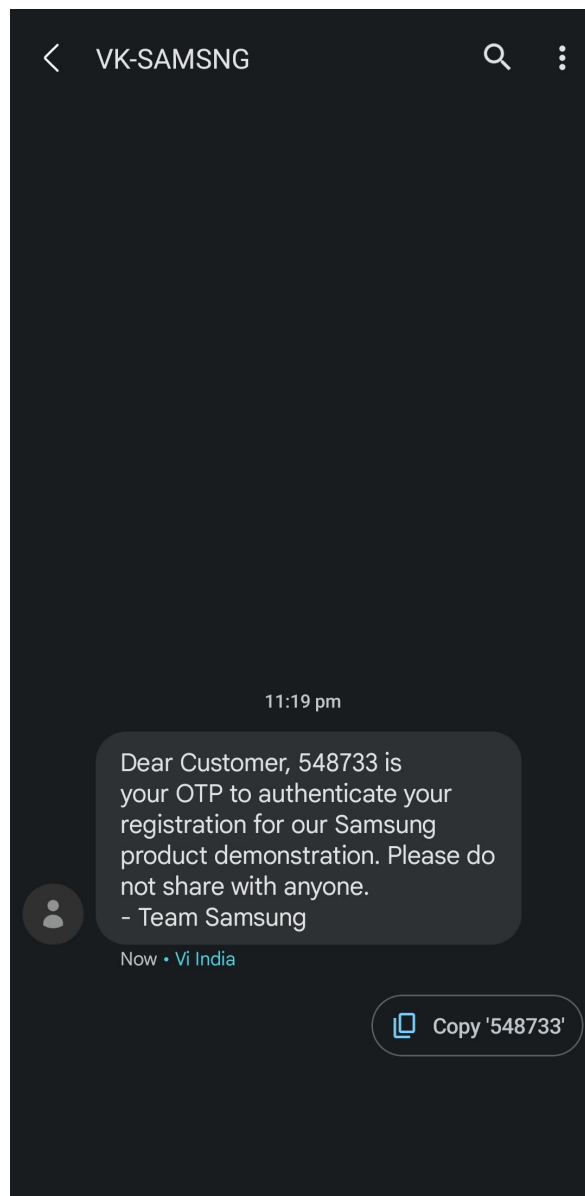
**Indicates required fields*

☒ I agree to these [Terms and Conditions](#) and acknowledge the [Privacy Policy](#).

GET OTP

Snapshot 1

OTP SMS:



Snapshot 2

OTP VERIFICATION PAGE:


Next step is to verify the OTP and simultaneously choose from one of the two options:

- JOIN LIVE
- SCHEDULE DEMO

And proceed further. In case the OTP gets expired they have the choice to resend the OTP again.

SAMSUNG

Join Live/Schedule a demo for Samsung Galaxy Z Flip4 with our product expert



←

OTP expires in

8

seconds

Enter the OTP sent to 7814091736

OTP

548733

JOIN NOW SCHEDULE DEMO

Snapshot 3

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Join Live/Schedule a demo for Samsung Galaxy Z Flip4 with our product expert



OTP has Expired

Didn't receive the OTP? [Resend OTP](#)

Snapshot 4

CASE 1: SCHEDULE DEMO


After Clicking on the Schedule Demo button, the OTP gets verified. If found correct the customer lands on the Schedule Calender view. They have to select the date and the available slot on that particular date.

The Slots are Dynamic and gets updated regularly and as needed.

Admin can choose to add or remove the slots as per the requirements. The slots for the past time gets disabled.

SAMSUNG

Schedule a demo for Samsung Galaxy Z Flip4



Select Date

November 2022 ▾ < >

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Select Time

13:00

13:20

13:30

16:00

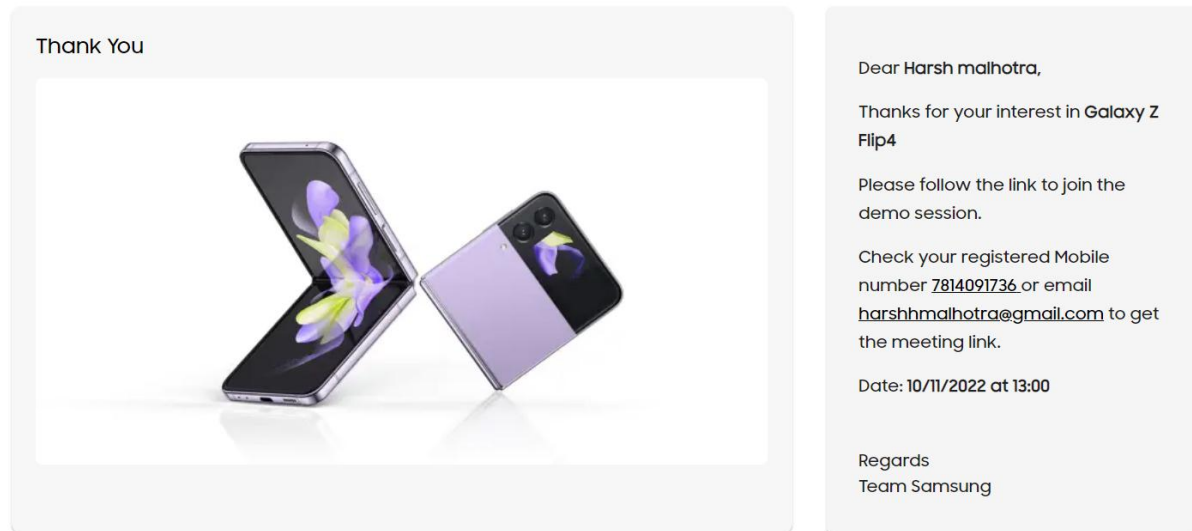
CONFIRM

CANCEL

Snapshot 5

After Confirming the customer will get to the Thank You page with the needful information.

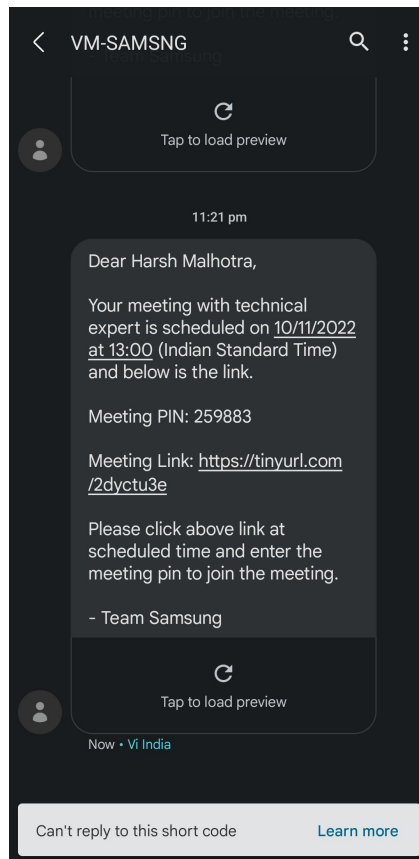
SAMSUNG



S

Snapshot 6

The Customer will get the schedule meeting details in the registered mobile number.



Snapshot 7

PRE-MEETING PAGE:

After clicking on the meeting link in the schedule sms, the customer lands into the pre-meeting page.

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Ready to Join ?

To connect to an online meeting, Please enter 6 digit PIN which we have sent to your registered mobile number.

Meeting Pin

Enter Meeting Pin*

JOIN MEETING

Snapshot 8

Based on the Schedule Meeting Timings the customer details are verified and the webpages are served. If the customer is too early following page is shown:

SAMSUNG



Oops! You're too early..

Hi, the Product Demo is scheduled at 10/11/2022, 13:00:00
Please wait or come back later.

Snapshot 9

If the customer is too late following page is shown:



MEETING LINK EXPIRED

Your Meeting Time - 10/11/2022, 13:20:00

Hi, It looks like you are too late to join the Scheduled Product Demo. But don't worry, you can try scheduling the demo again as per your convenience.

Snapshot 10

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PUNJAB, INDIA

If the customer tries to join the meeting at time and no Agent is available:



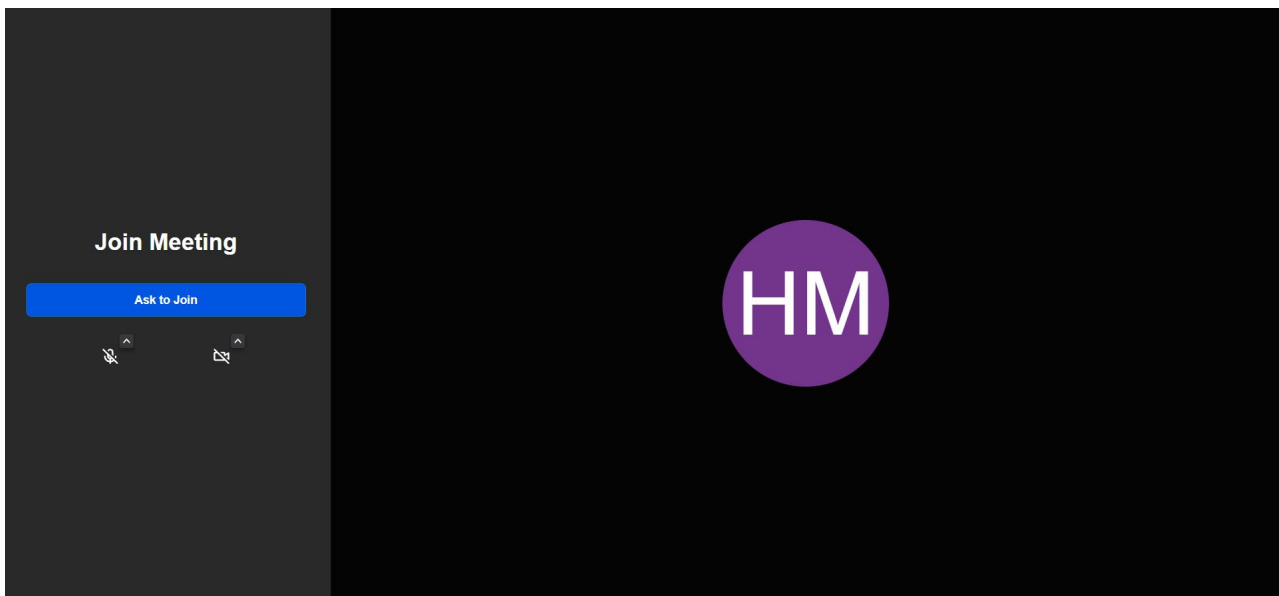
Please wait for the Technical Expert to join the Meeting.

Your Meeting Time - 10/11/2022, 15:50:00

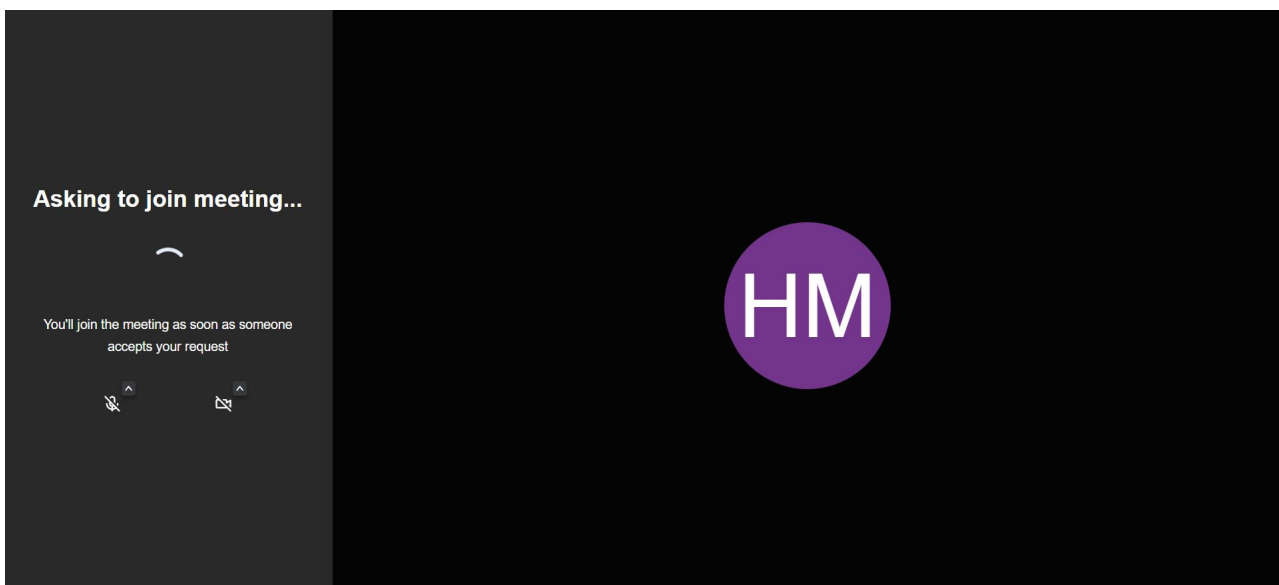
We're Sorry for the inconvenience caused.

Snapshot 11

After verifying the meeting pin if agent is there in the meeting Customer lands in the Ask to join Page.

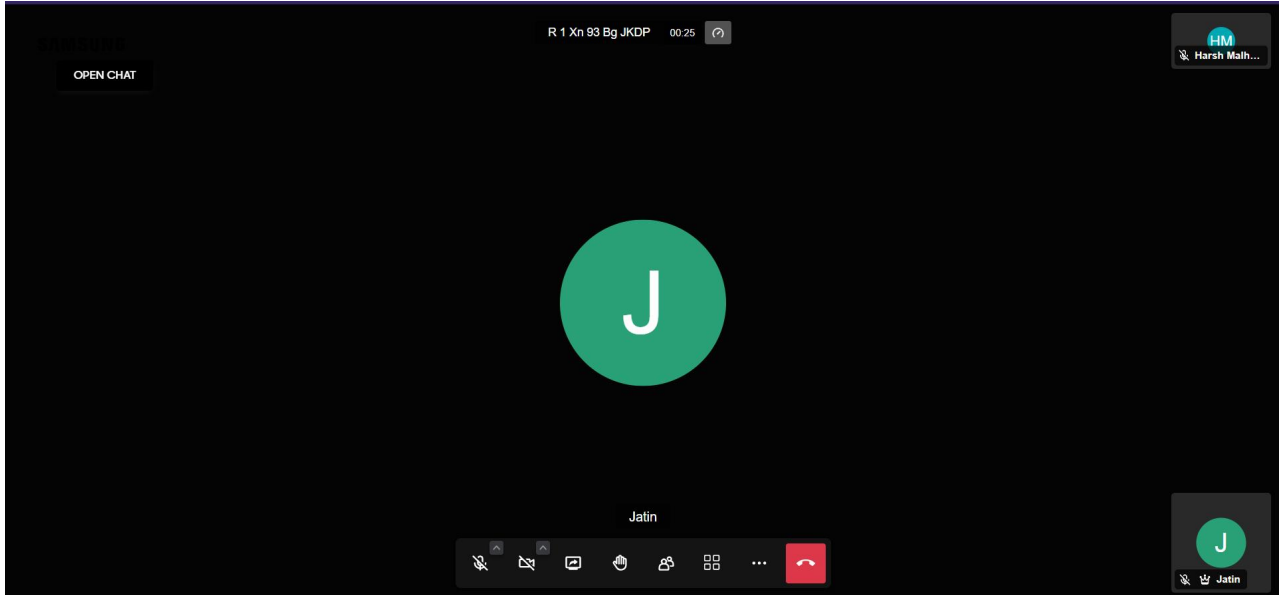


Snapshot 12



Snapshot 13

When the Agent admits the knocking participant, customer enters the meeting.



Snapshot 14

After ending the call, customer is redirected to the feedback page.

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Rejoin Demo

Thank you for joining the product demo!

Please rate your experience with product demo

1 star stands for Bad and 10 stars stands for Excellent.

1. How would you rate your overall experience with this Video Demo?*



2. How likely are you to recommend this Video Demo channel to your friends and family?*



3. What was the main purpose of your visit to Samsung live demonstration today?:

☐ To purchase the product ☒ To find out product information ☐ To seek support of an already purchased product ☐ Others

4. Any suggestion/feedback you would like to share regarding this Video Demo? :

Enter Suggestion

0/200

SUBMIT

Snapshot 15

Customer has the option to rejoin the meeting again in the feedback page else they can submit the feedback and the thanks page appears.

SAMSUNG



Thanks for joining the product demo!

We appreciate you for taking the time to give us a feedback.

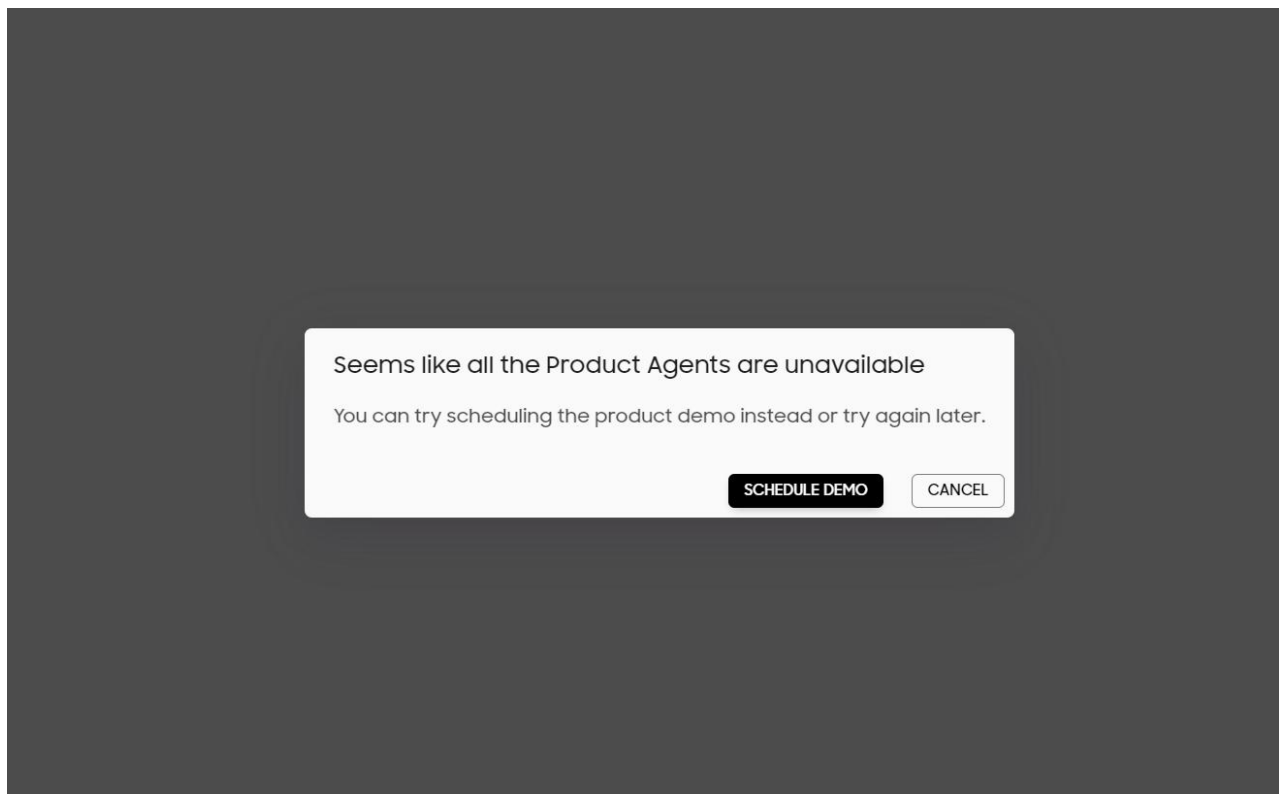
Snapshot 16

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PUNJAB, INDIA

CASE 2: JOIN LIVE

After Clicking on the Join Live button, the OTP gets verified. If found correct, several validations are performed.

If no agent is live then the customer gets the folloeing popup:



After which the customer can try again later, cancel or schedule the personalised demo for a particular slot.

After clicking on the Schedule Demo, the customer will land into Schedule Page.

SAMSUNG

Schedule a demo for Samsung Galaxy Z Flip4



Select Date

November 2022 ▾

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Select Time

13:00

13:20

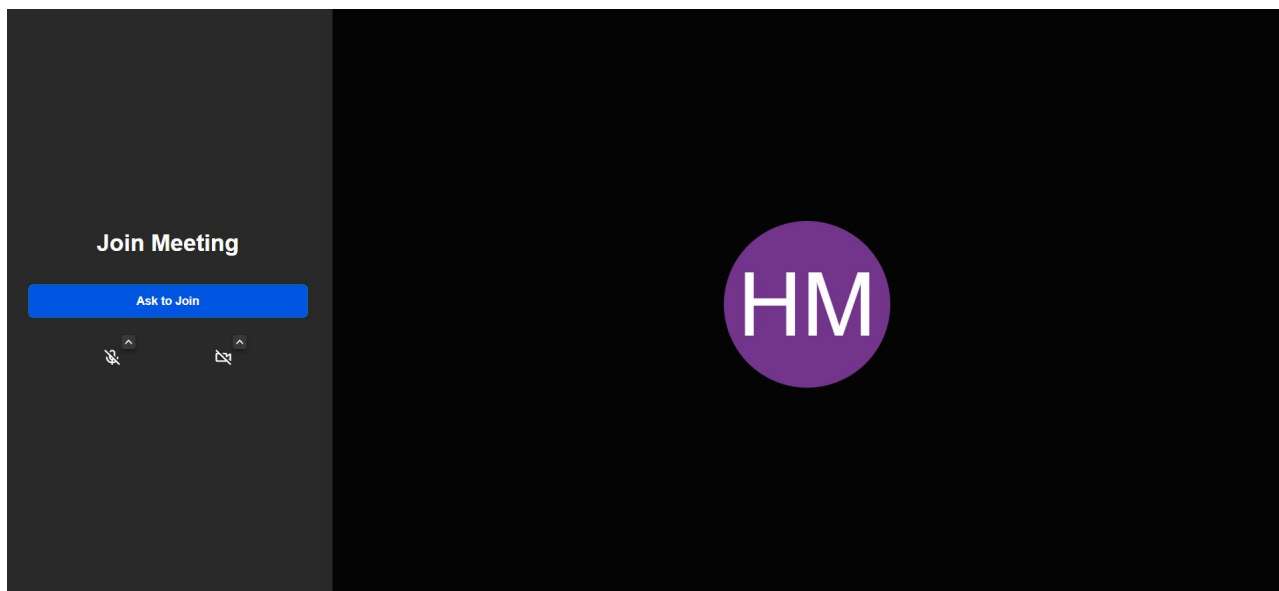
13:30

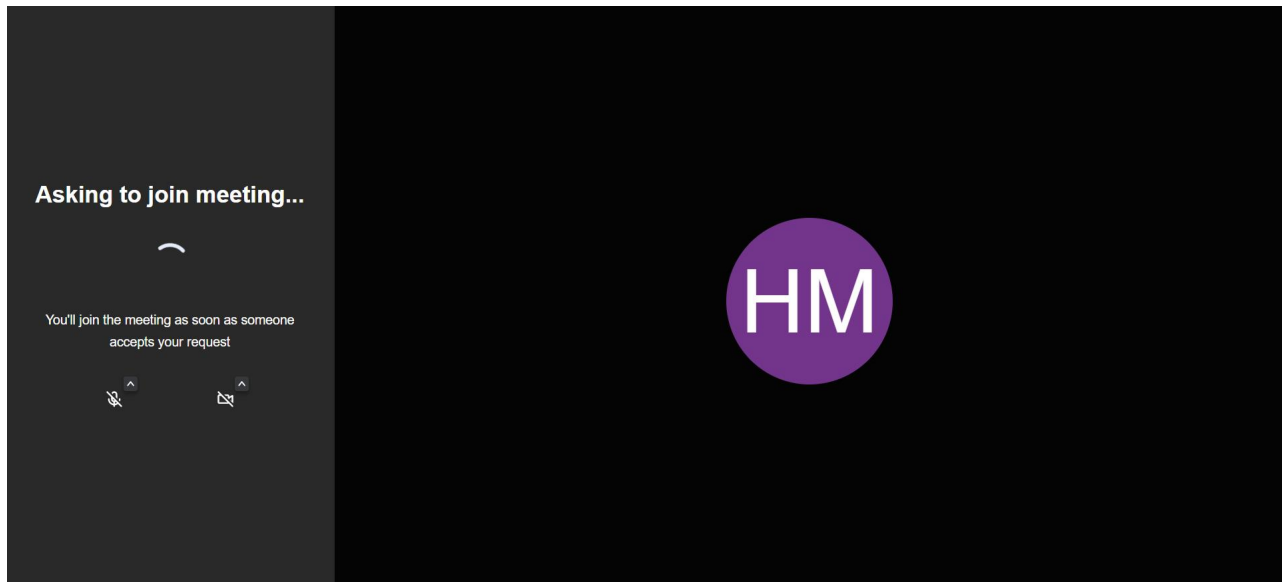
16:00

CONFIRM

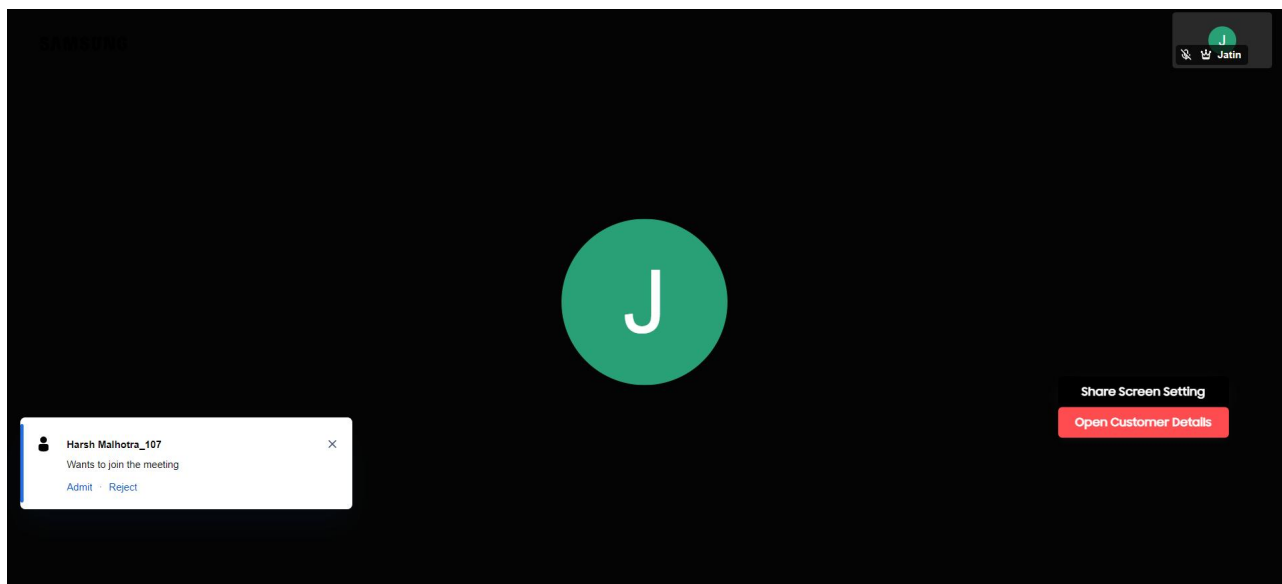
CANCEL

If agent is present in the meeting, the customer will enter into the Ask to join page

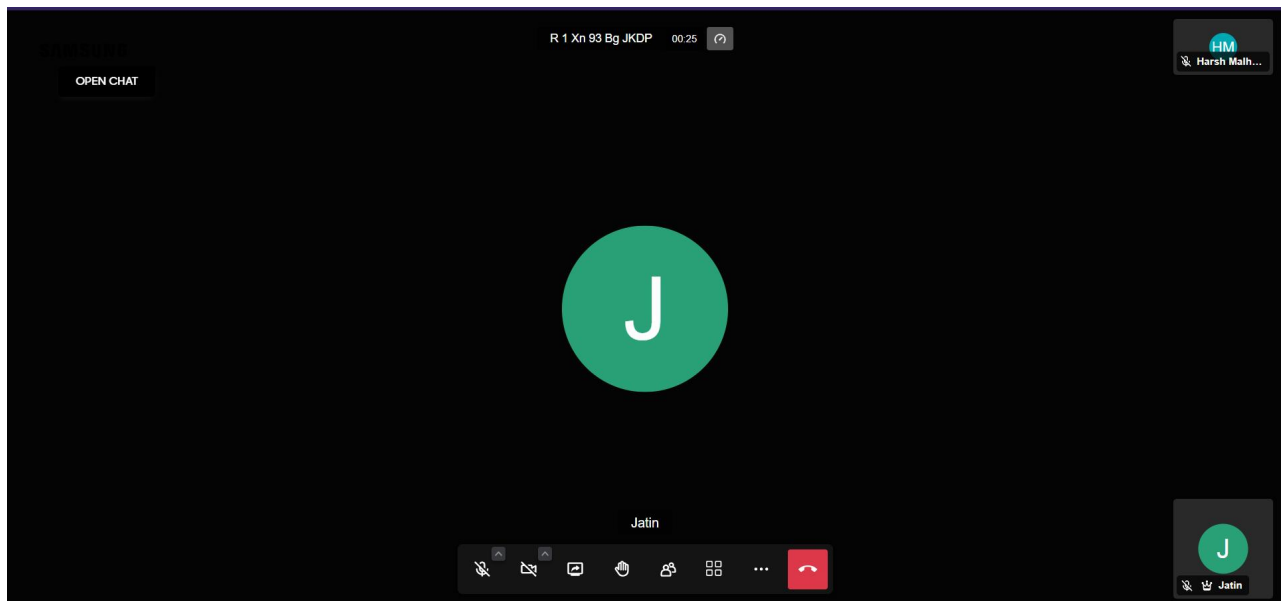




The Agent has the option to either accept or reject the knocking participant



When the Agent admits the knocking participant, customer enters the meeting.



Snapshot 14

After ending the call, customer is redirected to the feedback page.

SAMSUNG

Rejoin Demo

Thank you for joining the product demo!

Please rate your experience with product demo

1 star stands for Bad and 10 stars stands for Excellent.

1. How would you rate your overall experience with this Video Demo?*



2. How likely are you to recommend this Video Demo channel to your friends and family?*



3. What was the main purpose of your visit to Samsung live demonstration today?:

☐ To purchase the product ☒ To find out product information ☐ To seek support of an already purchased product ☐ Others

4. Any suggestion/feedback you would like to share regarding this Video Demo? :

Enter Suggestion

0/200

SUBMIT

Snapshot 15

Customer has the option to rejoin the meeting again in the feedback page else they can submit the feedback and the thanks page appears.

SAMSUNG



Thanks for joining the product demo!

We appreciate you for taking the time to give us a feedback.

Snapshot 16

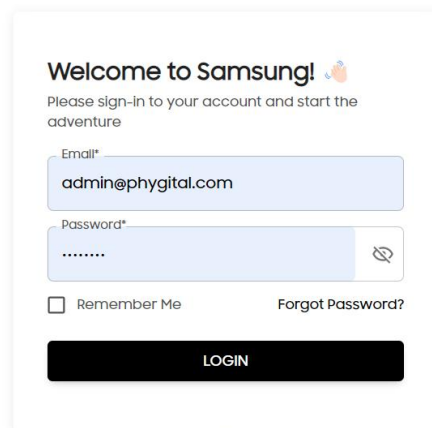
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PUNJAB, INDIA

ADMIN CRM:

Admin holds the power of the supervisor wherein he is responsible to manage the products, users, slots and customers.

They can perform all the major CRUD operations from the CRM. Admin can view and export different Reports. Following is the login screen:



The image shows a login interface for a system named 'Samsung'. At the top, it says 'Welcome to Samsung!' with a small robot icon. Below this is a prompt: 'Please sign-in to your account and start the adventure'. There are two input fields: 'Email*' with the value 'admin@phygital.com' and 'Password*' with masked characters '.....'. To the right of the password field is an eye icon for toggling visibility. Below the fields are two links: 'Remember Me' with an unchecked checkbox and 'Forgot Password?'. At the bottom is a black 'LOGIN' button.

Customers Module:

Admin can view all customers details in this module. They can filter, sort and export the table.

SAMSUNG

Customers

Search Here...

SORT ↓ EXPORT

SR NO.	NAME	EMAIL	PHONE	DATE	AGENT	PRODUCT	TYPE	STATUS	ACTIONS
1	Harsh...	harshhmal...	7719636365	09/11/2022, 23:25:51	Jatin	Galaxy Z ...	LIVE	Pending	👁
2	Harsh...	harshhmal...	7814091736	10/11/2022, 13:00:00	Jatin	Galaxy Z ...	SCHEDULED	Pending	👁 📞
3	Harsh	harsh@gh.com	7814091736	17/11/2022, 17:50:00	NA	Jorav	SCHEDULED	Pending	👁 📞
4	Pal	p@mail.co	8872470126	04/11/2022, 15:52:24	Shalini	Galaxy Z ...	LIVE	Pending	👁
5	Hardi...	hardik@bh...	9876939387	04/11/2022, 15:37:50	Nikhil	Jorav	LIVE	Pending	👁
6	Test ...	test@test...	6283048743	03/11/2022, 16:09:45	Nikhil	Jorav	LIVE	Pending	👁
7	Plo	plo@skao.co	8872470126	04/11/2022, 13:00:00	Admin, NI...	Galaxy Z ...	SCHEDULED	Completed	👁 📞
8	Rabi	rabi@noor...	7814091736	03/11/2022, 16:00:00	NA	Galaxy Z ...	SCHEDULED	Pending	👁 📞

Admins can also peep through a particular customer's details in this module.

SAMSUNG

Customers

Search Here...

SORT ↓ EXPORT

Personal Details

Harsh malhotra
harshhmalhora@gmail.com
7719636365

RESCHEDULE BLOCK

Meeting Details

Demo Status : PENDING

Demo started at 09/11/2022, 23:25:51

Type	Product	Agent	Remarks
Live	Galaxy ...	Jatin	NA

Feedback Details

Satisfaction Score : ★★★★★☆

Net Promoter Score : ★★★★★★

Customer Intent : To find out product inf...

Suggestion/Remarks:



Timelog Details

Start Time :	09/11/2022, 23:26:12
Request Time :	09/11/2022, 23:26:48
Allow Time :	09/11/2022, 23:27:33
End Time :	09/11/2022, 23:28:37

Schedules Module:

Admin can view all the schedules booked in this module.

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Customers

Schedules

Users

Products

Feedbacks

Timelogs

Agent Logs

Slots

Dashboard

SR NO.	AGENTS	CUSTOMERS	PRODUCT	DEMO DATE	TIME SLOT
1	Shailini, Jati...	Harsh malhotra	Galaxy Z Flip4	2022-11-10	13:00:00
2	Nikhil	Harsh	Jorav	2022-11-17	17:50:00
3	Shailini, Jati...	Plo	Galaxy Z Flip4	2022-11-04	13:00:00
4	Shailini, Jati...	Rabi	Galaxy Z Flip4	2022-11-03	16:00:00
5	Demo agent	Gaurav	Samsung Test	2022-11-02	13:20:00
6	Demo agent	Nikhil	Samsung Test	2022-10-31	18:00:00
7	Nikhil	Pallak	Jorav	2022-11-01	14:30:00
8	Shailini, Jati...	Nbv nb	Galaxy Z Flip4	2022-10-31	21:30:00
9	Nikhil	Harshh	Jorav	2023-01-25	14:30:00
10	Shailini, Jati...	Pallavi test	Galaxy Z Flip4	2022-10-28	13:00:00

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Users Module:

Admin can view and manage the users that has access to the crm in this module.

Admin can add or edit the user details here.

SAMSUNG

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Users

Search Here...

Status*
Active

SORT

ADD USER

SR NO.	NAME	EMAIL	PRODUCTS	STATUS	ACTIONS
1	shalini AGENT	shalini@gmail.com	Galaxy Z Flip4	Active	
2	Pallavi ADMIN	pallavi.gupta@kochartech.com		Active	
3	Nikhil AGENT	nikhil@maxicus.com	Jorav	Active	
4	Nikhil ADMIN	nikhilkumar@kochartech.com		Active	
5	Naveen ADMIN	naveenkumar.tyagi@maxicus.com		Active	
6	Jorav AGENT	jorav@kochartech.com	Galaxy Z Flip4	Active	
7	Jatin AGENT	jatin@phygital.com	Galaxy Z Flip4	Active	
8	Hardik Oberoi ADMIN	hardik.oberoi@kochartech.com		Active	

Products Module:

Admin can view and manage the products in this module. They can add or edit the products details here.

SAMSUNG

Customers

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Agent Logs

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Products

Search Here...

Status*
Active

SORT

ADD PRODUCT

SR NO.	NAME	CREATED AT	CREATED BY	STATUS	ACTIONS
1	Product Test	Nov 1, 2022 4:27 PM	1 - Admin	Active	
2	Jorav	Oct 19, 2022 1:03 PM	1 - Admin	Active	
3	Galaxy Z Flip4	Oct 10, 2022 6:43 PM	2 - Pallavi	Active	
4	Samsung Test	Oct 10, 2022 5:08 PM	1 - Admin	Active	

Rows per page: 10

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<https://uat-phygitalmaxicus.com:3000/app/products/>



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PUNJAB, INDIA

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Feedbacks Module:

Admin can view and export the feedbacks in this module.

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Customers

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SORT

EXPORT

SR NO.	NAME	MOBILE NUMBER	PRODUCT	AGENT	DEMO TYPE	SATISFACTION SCORE	NET PROMOTER SCORE	CUSTOMER INTENT	SUGGESTIONS
1	Harsh malhotra	7719636365	Galaxy Z Flip4	Jatin	Live	★★★★☆	★★★★★	To find out p...	
2	Hardik bhai	9876939387	Jorav	Nikhil	Live	★★★☆☆	★★★★★	To find out p...	
3	Test cust	6283048743	Jorav	Nikhil	Live	★★★★☆	★★★★★	To find out p...	wssdddddd jh...
4	Palavi	8872470126	Galaxy Z Flip4	shalini	Live	★★★★☆	★★★★★	To purchase t...	okay UAT New...
5	Harsh	7814091736	Galaxy Z Flip4	shalini	Live	★★★★☆	★★★★★		Test
6	Pla	8872470126	Jorav	Nikhil	Live	★★★★☆	★★★★★	To purchase t...	
7	Harsh test	7814091736	Galaxy Z Flip4	Jatin	Live	★★★★☆	★★★★★	To find out p...	
8	Driver testing	8872470126	Galaxy Z	shalini	Scheduled	★★★★☆	★★★★★	To find out p...	

Timelogs Module:

Admin can view and export the timelogs in this module.

SAMSUNG

Customers

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Timelogs

Search Here...

SORT ↓

EXPORT

SR NO.	CUSTOMER ID	NAME	EMAIL	PHONE	PRODUCT	AGENT	DEMO TYPE	START TIME
1	106	Harsh malhotra	Harshmalhotra@gmail.com	7814091736	Galaxy Z Flip4	Jatin	SCHEDULED	09/11/2022, 23:32:36
2	107	Harsh malhotra	Harshmalhotra@gmail.com	7719636365	Galaxy Z Flip4	Jatin	LIVE	09/11/2022, 23:25:53
3	104	Pal	P@mail.co	8872470126	Galaxy Z Flip4	shailni	LIVE	04/11/2022, 15:52:25
4	104	Pal	P@mail.co	8872470126	Galaxy Z Flip4	shailni	LIVE	04/11/2022, 15:52:16
5	104	Pal	P@mail.co	8872470126	Galaxy Z Flip4	shailni	LIVE	04/11/2022, 15:49:16
6	103	Hardik bhal	Hardikbhal.phyglmo	9876939387	Jorav	Nikhil	LIVE	04/11/2022, 15:43:32
7	102	Test cust	Test@testing.com	6283048743	Jorav	Nikhil	LIVE	03/11/2022, 16:09:49
8	99	Reject me	Reject@me.com	7814091736	Galaxy Z Flip4	Jatin	LIVE	01/11/2022, 17:45:56

Agent logs Module:

Admin can view and export the agent logs in this module.

SAMSUNG

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Agent Logs

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Agent Logs

Search Here...

SORT ↓

SR NO.	AGENT	PRODUCT	DEMO TYPE	START TIME	END TIME
1	Jatin	Galaxy Z Flip4	Scheduled	09/11/2022, 23:32:36	09/11/2022, 23:35:03
2	Jatin	Galaxy Z Flip4	Live	09/11/2022, 23:25:53	09/11/2022, 23:30:22
3	Admin	Galaxy Z Flip4	Live	09/11/2022, 23:23:23	09/11/2022, 23:23:31
4	Shailni	Galaxy Z Flip4	Live	04/11/2022, 15:52:25	04/11/2022, 15:53:00
5	Shailni	Galaxy Z Flip4	Live	04/11/2022, 15:49:16	04/11/2022, 15:52:16
6	Nikhil	Galaxy Z Flip4	Scheduled	04/11/2022, 15:43:32	04/11/2022, 18:03:58
7	Nikhil	Jorav	Live	04/11/2022, 15:37:50	04/11/2022, 15:42:55
8	Nikhil	Jorav	Live	03/11/2022, 16:09:49	03/11/2022, 16:21:16
9	Jatin	Galaxy Z Flip4	Live	01/11/2022, 17:45:56	01/11/2022, 18:58:56
10	Jatin	Galaxy Z Flip4	Live	01/11/2022, 16:54:38	01/11/2022, 17:45:27

<https://uat-phygitalmaxicus.com:3000/app/agent-logs/>

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Slots Module:

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Admin can view and manage the slots of a particular product in this module.

SAMSUNG

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Slots

Search Here...

Occurrences*
Both

SORT

ADD SLOT


SR NO.	PRODUCT	TIME	AGENTS	OCCURRENCES	CUSTOMERS COUNT	STATUS	ACTIONS
1	Jorav	17:50:00	Nikhil	Every weekday	5	Active	<div></div> <div></div>
2	Galaxy Z Flip4	21:30:00	Shailni, Jat...	Every weekday	10	Inactive	<div></div> <div></div>
3	Jorav	14:30:00	Nikhil	Every weekday	3	Active	<div></div> <div></div>
4	Galaxy Z Flip4	13:30:00	Shailni, Jat...	Every weekday	3	Active	<div></div> <div></div>
5	Galaxy Z Flip4	13:20:00	Shailni, Jat...	Every weekday	3	Active	<div></div> <div></div>
6	Samsung Test	13:20:00	Demo agent	Every weekday	3	Active	<div></div> <div></div>
7	Samsung Test	17:00:00	Demo agent	Every weekday	1	Active	<div></div> <div></div>
8	Galaxy Z Flip4	13:00:00	Shailni, Jat...	Every weekday	5	Active	<div></div> <div></div>


AGENT CRM:

Customers Module:


In this module, the agent can view all the customer of the products assigned to them. They can join the Schedule Meeting and update the after meeting status.













SAMSUNG

 Customers

 Join Live

Customers

SORT 

SR NO.	NAME	EMAIL	PHONE	DATE	AGENT	PRODUCT	TYPE	STATUS	ACTIONS
1	Harsh...	harshhmal...	7719636365	09/11/2022, 23:25:51	Jatin	Galaxy Z ...	LIVE	Pending	
2	Harsh...	harshhmal...	7814091736	10/11/2022, 13:00:00	Jatin	Galaxy Z ...	SCHEDULED	Pending	 
3	Harsh	harshhgh.com	7814091736	17/11/2022, 17:50:00	NA	Jorav	SCHEDULED	Pending	 
4	Pal	p@mail.co	8872470126	04/11/2022, 15:52:24	Shalini	Galaxy Z ...	LIVE	Pending	
5	Hardi...	hardik@bh...	9876939387	04/11/2022, 15:37:50	Nikhil	Jorav	LIVE	Pending	
6	Test ...	test@test...	6283048743	03/11/2022, 16:09:45	Nikhil	Jorav	LIVE	Pending	
7	Plo	plo@skao.co	8872470126	04/11/2022, 13:00:00	Admin, NI...	Galaxy Z ...	SCHEDULED	Completed	 
8	Rabi	rabi@noor...	7814091736	03/11/2022, 16:00:00	NA	Galaxy Z ...	SCHEDULED	Pending	 

Join Live Module:

SAMSUNG

Customers

Join Live

SR NO.

PRODUCT

LINK

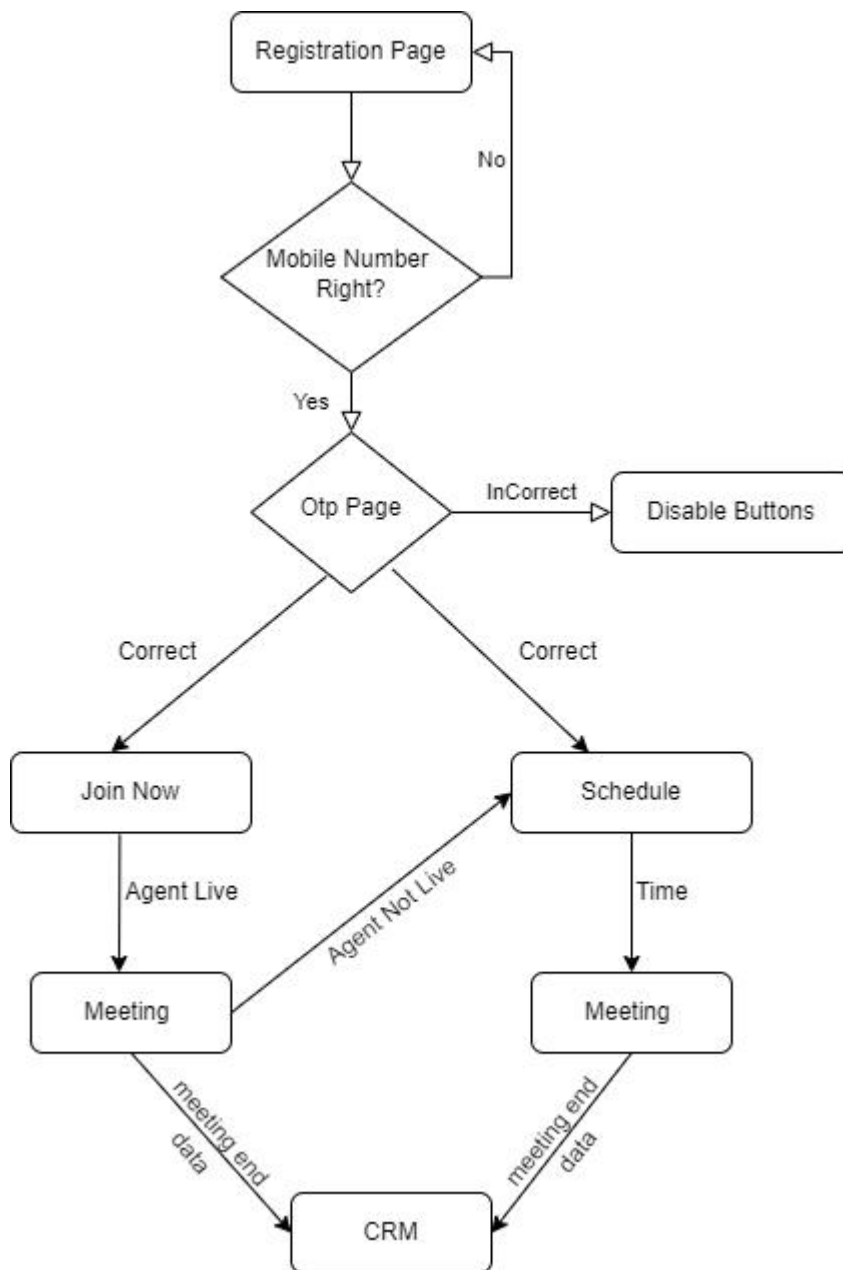
1

Galaxy Z Flip4

JOIN

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USE CASE DIAGRAM



CONCLUSION AND FUTURE SCOPE

Phygital commerce will transform the retail landscape drastically in the time to come. It delivers a cohesive and personalized shopping experience to customers. This virtual experience with a human touch fosters brand loyalty and boosts sales. It, thus, works best for both the customers and the brands. Some consumers shop online and some like to visit the stores, feel the product and then, proceed to buy. To a certain extent, the second option still remains.

Brands faced challenges to create an environment for customers where both the world can meet. The aim was to offer customers a store-like experience without having them to visit the stores. A digital experience that is, personalized and touches the physical convenience is going to be the next big thing. That's how brands are redefining their stores and creating a space for customers where they can enjoy comfort and conviction.

AR glasses are the new eyes for customers

The innovation has introduced more usefulness of AR in customer experience. Augmented Reality ensures whether the product is perfectly convincing for customers by overlapping live video with products. It allows customers to see precisely how the items fit their preferences by providing close-to-real product visualization, be it the refrigerators, cloths or interior design products.

Suppose, while buying furniture people tend to become picky aesthetes and for them, purchasing it in-store can consume a lot of time. However, representatives using AR glasses during the live product demo through video call can help the customer choose the perfect fit sitting at home or anywhere. This is an excellent way to encourage confident purchase decisions. Integrating AR with the platform we have right now will be a major task.

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