

Mobility Plaza®

Individualization creates impressive customer experiences and revenues

An individual shopping experience, with offers and services tailored to the desires and needs of the customer, is, more than ever, at the heart of a successful customer loyalty strategy. What has long been demanded by customers, still implies several challenges for many retailers. However, with cloud-based software solutions such as Vynamic® Engage, these are mastered quickly.



What are the ingredients for targeted customer services and for new marketing ideas? Having the right data at the right time and the appropriate tools to generate real added value for the customer from this data. This is possible with **Vynamic® Retail Platform** from Diebold Nixdorf and its numerous microservices. With **Vynamic Engage**, for example, customers can be served individually and courteously through all channels. With a full overview of all customer activities, retailers can design tailored programs and campaigns. They also benefit from the best possible flexibility in use: Vynamic Engage is cloud-based and can be easily integrated into existing IT infrastructures thanks to open programming interfaces.

Increased customer loyalty and turnover

A leading Austrian retailer shows how it's done. With the need for more flexible and consistent discounting and marketing campaigns across all touchpoints and channels, the company was looking for a cloud-based solution with a fast deployment time. With Vynamic Engage, the company increased sales and brand affinity after just six months by consistently offering customers customized promotions and enabling online-to-offline customer journeys. According to the retailer, there is no other offering on the market that combines a comparable customer engagement solution with such deployment flexibility, based on its microservices architecture and API-first approach. This is certainly one of the reasons why an international retail brand directly integrated the solution into its own software suite across its German network of stores.

Flexible application is everything

Whether it's the ever-changing needs of customers, additions to a company's own business with additional offers, programs or third-party providers, or the rapid opening of additional branches or pop-up stores—flexibility is everything these days. And since no one really knows what will happen tomorrow, an open, modular and scalable technology infrastructure is needed, one that allows retailers to respond to new situations without major additional investments. The motto is therefore: move away from isolated software solutions that hinder innovation and personalized shopping experiences and open your eyes towards future-oriented cloud-native software platforms such as the upcoming Vynamic Retail Platform from Diebold Nixdorf. After all, Vynamic Engage is just the beginning.

If you want to learn more about Vynamic Retail Platform and Vynamic Engage, please visit our [summit page](#).

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