EVOMALL

About us

We are an experienced Ukrainian IT company that provides digital commerce e2e solutions and a customer experience management platform for shopping malls. Our core team has experience both in retail digitalization and marketplace management.

We understand the business, and that's our differentiator. We helped leading marketplaces, retailers, e-tailers, and on-demand delivery companies to deliver business results.

Among them:

- rocket (on-demand delivery
- zakaz.ua (grocery delivery, acquired by Glovo)
- Lotok (Omni grocery retailer
- umico.az (marketplace
- bi.ua (Omni retailer)

Context

- Retail consumer behavior is dramatically changing: shift to online shopping
- Customer acquisition costs rise
- Customer loyalty is deteriorating; it's hard and expensive to retain customers

Business impact

- Traffic reduction
- Revenue decrease per m2
- NOI decrease

Solution

Transform a shopping mall into a local marketplace. Make your tenants become your merchants. Create a unique omnichannel experience for your shoppers, both physical and digital. Enrich value proposition for all stakeholders. The local marketplace model allows landlords and tenants a new revenue stream, gives new tenants new promotional instruments and opens new omnichannel services for consumers. Everyone wins.

As a result

- ✓ Additional revenue **+3-5% in 6 month** after launch
- ✓ Customer lifetime value (CLV) will grow up to **8-12% in 12 months.**
- ✓ Personalization boosts conversion rate and average order value (AOV) **up to 5-7% in 3 months.**
- ✓ **Big data opens consumer** insights and allows for data-driven decisions.

Product

Evomall.io is an IT platform and consulting service provider for the end-to-end transformation of shopping malls to the omnichannel marketplace.

Platform components

> Customer-facing interfaces (app/web)

> Services bus to manage integrations

> Cloud-native ERP solution to manage back-end business processes

> Customer Experience Platform to manage customer data, automate communications

Customer value proposition

An all in one app for loyalty, on-demand, and omnichannel shopping with multiple vendor product single checkouts.

- ✓ Delivery/express delivery and pick-up services
- ✓ On-demand delivery (up to 30 min) from food hall restaurants/grocery store
- ✓ Mall specific loyalty program (cashback program)
- ✓ Fitting room for "quick shopping" adepts
- ✓ Other services

Project stages (project timeline 28-35 weeks)

- Customer Research, Customer Value Proposition Design
- Enterprise Architecture Design (Business Processes, IT Architecture, Technology)
- Service design, customer interfaces (UX/UI), redesign
- Back-end deployment and setup
- Back-end development/customization
- Staff onboarding and training
- Beta launch and testing
- Live release
- Support and maintenance

Why us

- Evomall.io is a platform solution, all required components in one place
- all integrations orchestrated with service bus, that gives flexibility with minimum costs
- experienced retail and marketplace management teams that support all functional processes launch from operations to marketing
- end-to-end result oriented solution

Summary

- Improve customer management tools
- Lear
- Shopper experience management
- Grow your revenues

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