Introducing the future of Commerce Execution

Meet the Emporix Commerce Execution Platform (CXP)

Problem

Today, companies are **forced to be reactive** in their **engagement** with customers and cannot **optimize the customer's interactions** with the accuracy and specificity needed to drive a "complete" **process – contextualized experience** and **maximize revenue.**

Commerce systems are **not built to identify, on-the-fly, hidden inefficiencies** like outdated prices or unavailable stock and **are not built to analyze customers' behavior patterns at the process level** - preventing companies from optimizing based on process intelligence

Most commerce solutions are built for providing, transacting and optimizing purely based on front-office behavioral data points - not for **dynamically orchestrating the customer interactions** at every stage based on signals coming from end to end processes learnings.

Meet CXP and connect back and front office

Solution

The **Emporix Commerce Execution Platform** enables companies to dynamically optimize their customers' interactions based on real-time end-to-end process intelligence.

EMPORIX ✕ ⓒ

Emporix Commerce Execution Platform

E2E Holistic Process Context Awareness

Provided by Celonis EMS

It continuously monitors key business metrics based on real-time data and signals providing Process Context

Flexible customer interactions

Provided by Emporix

Triggers an almost instantaneous response to events defined by business rules; facilitates approvals of proposed optimizations, without coding

Better Outcomes by removing process siloes

Unlocked by CXP

Automatically deploys changes to the underlying processes and the user interface when the customer is interacting with the commerce environment simultaneously.

Emporix CXP enables smarter and more efficient front-office B2B operations

Impacts/Benefits

Revenue

Protect and **expand revenue** by setting various **business rules** to ensure correct pricing and promotions, manage payments, recommend optimal substitutes and **intelligently handle shipments** and **returns**.
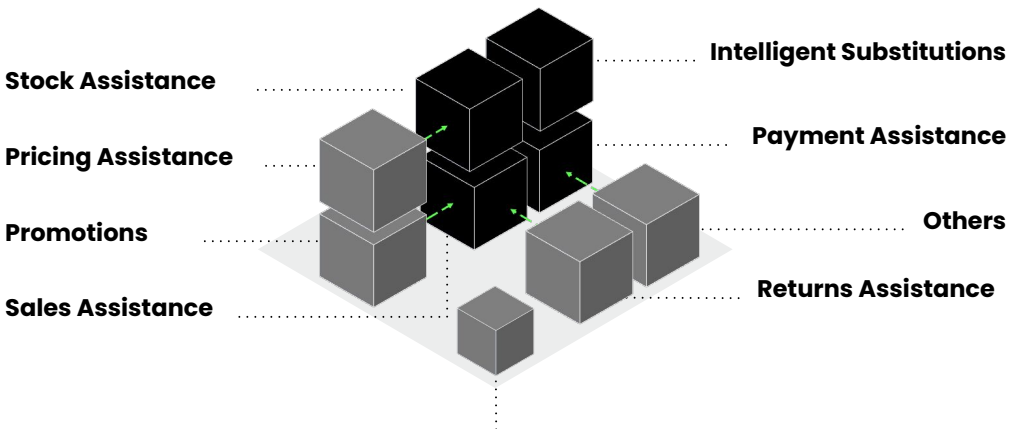
Productivity

Enable **faster processing** through **smart business logic to automate traditionally manual tasks** & **orchestrate between siloed systems**, eliminating technical development effort, improving employee experience.

Customer Satisfaction

Deliver **better customer experience** by streamlining actions, **automating proactive communications** and **ena-bling full transparency** of order status and **customized intelligence** such as inventory levels and credit limits.

Sustainability

Boost brand and meet regulatory standards through **waste and emissions reduction**, by **minimizing returns** and improving inventory excessive turnover.

Scenarios

Out of the Box Execution Scenarios

Stock Assistance

Pricing Assistance

Promotions

Sales Assistance

Intelligent Substitutions

Payment Assistance

Others

Returns Assistance

Build your own execution scenario leveraging the **low-code capabilities** offered by Emporix CXP.