

Eurostop announces release of MyShopp^rTM, a new consumer store app for an enhanced instore experience

Eurostop's new in store app, MyShopp^rTM enables retailers to harness the power of technology in their stores with on-demand digital personal assistant



LONDON, UK, September 25, 2018 /EINPresswire.com/ -- [Eurostop](#) has announced the availability of its new consumer store app which has been developed to transform the in store experience. MyShopp^rTM is available without download on any smartphone device, and acts as a personal retail assistant, taking advantage of the mobile shopping trend in store. By using their own phones to scan a barcode, customers have instant access to stock inventory information, product details and prices whilst shopping in store. The app is the latest innovation in Eurostop's suite of connected retail systems that enable retailers to provide customers with a seamless and engaging omnichannel shopping experience.

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MyShopp^rTM provides retailers with a modern way to engage and service customers in today's 'on demand' society, enhancing customer satisfaction”

Deborah Loh, Marketing Manager, Eurostop

Customers can check stock availability, colours and sizes, while browsing and order online if not available in store. They can also research product details and share details of their experience with friends on social media.

Deborah Loh, Marketing Manager at Eurostop said; “Investing in a Store of the Future is our focus. Providing a connected customer experience and innovative use of technology is becoming increasingly important for

retailers to be successful, and to ensure that they stand out in the High Street. In addition, the relationship that brands build with their customers is extremely powerful.

“We have developed MyShopp^rTM to provide retailers with a modern way to engage and service customers in today's 'on demand' society. It is designed to enhance customer satisfaction and helps to ensure that retailers need never miss a sale.”

Eurostop is currently offering a free one month trial of MyShopp^rTM.

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