



FUSION SHOPPING CART

The Missing Piece In Your
Omni-Channel Strategy

In order to compete with eCommerce giants, traditional retailers need to leverage every advantage they've got and turn their stores into great strategic assets. With Fusion's ShoppingCart each physical, brick-and-mortar store you have becomes, in essence, a miniature fulfillment center all its own!

Today's consumers have grown accustomed to greater and greater choice in how they shop. Whether it's by physically going to a store to browse and make a purchase in person or by purchasing from the comfort of their homes, customers want the freedom to buy on their own terms.

Incorporating Fusion's ShoppingCart as part of your omni-channel strategy allows you to meet this demand and appeal to different kinds of shoppers without alienating anyone. Ultimately, this would allow you to capture and retain more sales!

Benefits of Fusion's ShoppingCart

- Quick and Easy "Buy Mobile / Pickup In-Store" Service Implementation.
- Increased Consumer Choice.
- Convenience and Spontaneity for Your Customers.
- Decreased Shipping Time and Costs.
- Increased Impulse Buy Opportunities.
- Fewer Returns.
- Integration with Your Existing Fusion Systems.



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