



Press Release 15/12/2018 – For immediate release

## ***Pliiz*™, the missing link of a 100% customer centric approach !**

Nice Solutions has been selected to exhibit at **CES Las Vegas Eureka Park 2019** among the 1000 best start-ups of the world in order to promote the **launching** of its new revolutionnary service ***Pliiz*™**.

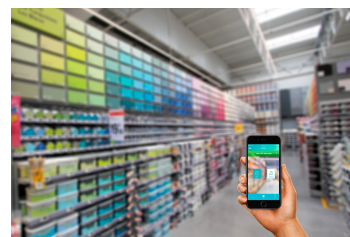
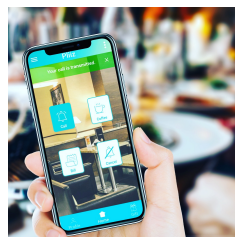
### **On the agenda – a new era for retailers**

Exhibiting at CES Las Vegas Eureka Park 2019, french company **NICE SOLUTIONS** will benefit from the international widespread media coverage of this world innovation event, and present for the first time ***Pliiz*™**. Visitors will thus be offered the opportunity to preview this valuable customer experience enhancement app that works across multiples sectors of the retail industry. CES Eureka Park will undoubtedly be a powerful lever to promote ***Pliiz*™** and an accelerate its growth.

The deapth of international customer experience expert NICE SOLUTONS' portfolio combined with the relevance of the solution make ***Pliiz*™** a serious contender for widespread use with all kinds of retail stores in the near future. An effective digitalization strategy of our product portfolio, since several identified and successfull markets are gathered in a unique digital tool encouraging customers to make purchases : **customer in-store calls, queue management, operational communication**.

### **The best remedy to fight in-store purchase abandonment**

***Pliiz*™** is a **mobile application** that enables customers to speedily **request the assistance** of in-store staff in a business, at a point of sale, or any other service focussed environment such as restaurants, hotels, etc. ***Pliiz*™** works across multiple sectors (*retailers, supermarkets, food & accomodations, facilities, take-away...*) by simply scanning the ***PliizCodes*™** available in-store. A single click on their mobile device will enable customers to request assistance, and their message will be immediately acknowledged by the vendor within the app environment.



# NICE SOLUTIONS



Most of today digital solutions and levers proposed by retail brands aim at **saving time** (*payment with smartphone...*), **saving money** (*loyalty programs...*) and **helping** (*digital mirrors in fitting rooms...*) or **subliming/making more entertaining** (*AR shopping with real time facial recognition in Sephora...*) **customer journey**...without prioritizing in-store human interaction. On the other hand, **75% of consumers** (*CIS survey*) would like more **human interaction** in the future, not less !

This has definitely to be taken into account by retailers willing to deliver the experience that customers increasingly demand and close their sales, as more and more of customers come to brick and mortars to seek human expertise. **Purchase abandonment** due to **lack of in-store assistance** is **very high**, which causes **huge loss of revenue** for retailers. This applies equally to hardware store customers in need of technical support, to the client of a restaurant having to give up his lunch dessert because he waited too long, and to so many other examples.

## Customer Relationship : the « DNA » of NICE SOLUTIONS

With their broad knowledge and experience over customers relationship markets, NICE SOLUTIONS executives intend to respond to consumers new expectations, based on feelings, authenticity, and expertise when it comes to customer journey. By putting back human assistance to the core of purchase process. And by bringing retailers capacity to customize their calling environment according to their needs, and especially according to their opportunities.

Service concept is deeply grounded in the culture of NICE SOLUTIONS and finds its origins in the 1960's, when neither computing nor datas were used in consumers experiences. A period that NICE SOLUTIONS founder Gregg Vandenberghe's grand father chose to develop a mecanic calling pole system topped by a small ball in order to call the waiter of a restaurant, foreshadowing the future market offer of the company.

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