



JMC and Powerfront are presenting a shopping world novelty!

The partnership between the two companies will revolutionize the success of omnichannel solutions for European companies and their customers.

Rotkreuz, Switzerland, June 21, 2022 - JMC Software AG has a new partner! Since April 2022, JMC Software AG has been working together with the US-based company Powerfront and their Chat, AI and Proactive Engagement solution INSIDE™.

Digitalization is slowly but surely taking over. This process was additionally driven by the pandemic of the last two years. This development has shown that almost all areas of our lives can be virtualized - and it is convenient. Customers have now become accustomed to being able to do any activity in the comfort of their own homes and therefore expect today's companies, especially online retailers, to continue to provide and continuously perfect such services. Thanks to the new partnership with Powerfront, JMC Software AG can now provide professional support in this difficult task.

The collaboration between Powerfront and JMC Software AG offers leading luxury brands a real solution to seamlessly engage with their customers in a true omnichannel approach. As market leaders, the two companies are developing new technologies to give their clientele a competitive edge, supporting them to provide a Red Carpet and White glove luxury-level service and care. The toolbox is constantly expanding and adapts to your business needs with an intuitive and fun user interface. The partnership allows potential customers to be introduced to a best-in-class and true omnichannel solution and to foster productive collaboration between the two parties' sales and clientele. The fact that the INSIDE™ Solution meets the spirit of the times is shown by the interest of international brands from the automotive, luxury and watch industries, such as the Swatch Group!

«Many of our competitors focus on the act of engagement, rather than on the customer journey. Thereby they forget, that by accurately analyzing the customer journey and continuously improving not only customer satisfaction but also loyalty, revenue can be maximized. Through the collaboration between INSIDE Powerfront and JMC Software AG, we offer our customers a real solution to achieve and ensure the goals just mentioned consistently.» - Hadar Paz, CEO of Powerfront

«Due to our market leadership in the realization and operation of digital platforms, our extensive experience in the field of e-commerce and Powerfront's enormous knowledge in customer retention, the partnership with Powerfront and their INSIDE™ solution is extremely lucrative for both parties. Our skills and knowledge complement each other perfectly, creating real added value for the clientele by creating a competitive advantage.» - José Lopez, Chairman of the Board of JMC Software AG

JMC Software AG is a 360° service provider that helps its clients address all technical aspects of business operations, hosting, security, and eCommerce. Since the company's inception in 1996, JMC has gained a reputation as the Swiss market leader in the realization and operation of digital platforms

INSIDE Powerfront is an AI-powered live chat and messaging solution that enables brands to mirror the personal customer experience online. Replicating a brick-and-mortar experience, it provides a visual representation of customer data through avatars that are dressed in data, including pages visited, product views, products added to cart, past purchases, location and satisfaction. INSIDE™ boasts a proactive chat engine, this proactive chat feature within the INSIDE™ Solution specifically reaches out to your most valuable visitors when they need it the most or when they need that little support to go ahead and buy. Their engine monitors the behaviours of your visitors. This combined with simple flags and rules in the easy configuration dashboard, means each client can make the most of each one of their important visitors, tailoring and making the most of every engagement. In addition, video capabilities allow online retailers to demonstrate the products offered and their features via one-to-one video calls and one-to-many live streaming.

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[Website of JMC Software AG](#)

[Explanation Video](#)

[YouTube Channel from Powerfront](#)