



THE DIGITAL RETAILER EMPOWERED STAFF

Equip employees with real-time data needed to make quick decisions, create new revenue streams and gain competitive advantage

Operating in fiercely-competitive environments, visionary retailers are providing in-store staff with intuitive mobile devices and personalised data to support sales and enhance customer interactions.

Behind this, employees receive engaging training and have access to the required technologies to act upon customer insight, check stock levels and collaborate with colleagues to reduce the chances of a customer leaving a store empty-handed.

THE FOUR ATTRIBUTES OF THE DIGITAL RETAILER





We understand the challenges and pressures today's retailers face. That is why we work with the world's leading vendors to provide you with technologies that revolutionise customer engagement and expand the ways you harness your data to improve all aspects of your business.



Personalise your customers' experience

Digitally enable your customer-facing staff by equipping them with tablets and smartphone devices that provide them with immediate access to customer data stored on your CRM. This enables your assistants to provide customers with personalised greetings and offers, check inventory levels whilst with the customer, and have real-time information at their fingertips to answer queries.



Provide quick and easy remote assistance

At times when in-store staff are busy or don't have the necessary knowledge, you can provide customers with immediate remote assistance or access to product information through interactive kiosks and video conferencing facilities. This technology engages customers with highly-trained subject matter experts who can address their needs and suggest compatible products to improve sales conversion rates.



Get a 360-degree view of your customers

Technology, such as our WiFi solution, enables you to collect huge amounts of data about your customers which is automatically sent to your CRM system. This enables you to build a 360-degree view of a customer, helping to tailor their in-store and offline experiences, and appropriate follow-up marketing activities.



Improve staff communication and collaboration

Reduce disparity between front and back-end operations by equipping your workforce with mobile devices and business applications through a well-managed mobile strategy that allows for efficient communication among staff. Equip staff with access to collaboration tools such as Skype to help them interact with colleagues based at separate sites.



Increase staff mobility

Providing staff with access to a secure, high-speed private corporate WiFi network gives them the connectivity required to use handheld devices in large warehouse environments. This helps reduce your reliance on paper-based reporting and will give your shop floor staff access to real-time inventory levels, limiting 'out of stock' scenarios that result in lost sales.



Deliver cost-effective, large-scale training

Train and retain your talented staff by delivering video-based training via unified communications solutions. Remotely training large numbers of your workforce will reduce the need to travel, helping boost staff morale, reduce costs and curb the loss of productivity associated with travelling.

WHY DAISY FOR YOUR STORE?

We are the UK's largest independent provider of business communications, IT and cloud services, providing technology for a host of Britain's top retail brands - including Greggs, Moss Bros, Specsavers and Cath Kidston.

Our 20-year heritage in the retail sector and experience of bringing all elements of technology together in a creative and tailored way means we continually help our customers serve their customers better, improve operations and explore new ways of doing business.

Next Steps

To find out more about how we can help you become a digital retailer, contact us on:

 0344 863 3000

 enquiry.dcs@daisygroup.com

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www.daisygroup.com