

# EMPOWERING RETAIL STAFF TO DELIVER A BETTER CUSTOMER EXPERIENCE

The in-store experience continues to be at the heart of many retailer's strategy. Despite the growth in online retail seen over recent years, consumers are still driven to visit physical stores, which are being continually transformed into engaging spaces to attract consumers.

Central to providing engaging in-store experiences is enabling staff to provide value and differentiated services to consumers. In-store colleagues are passionate about their work and are looking to help solve customers' problems in order to obtain their loyalty to their organisation's brand. The retail sector is a challenging environment and store staff numbers have been reducing, creating more pressure

on being able to deliver an impactful experience to consumers. Technology has a key role to play in supporting in-store staff to provide great experiences to customers. The provision of technology empowers staff by arming them with the key information they need to resolve customer queries quickly, provide mechanisms to solve customer problems, and to aid the purchasing process.

These engagements, along with many others, are key to delivering staff satisfaction. This in turn translates into better customer service, which itself can then drive customer loyalty and advocacy, creating a virtuous cycle of benefits to all parties.

A 'high street presence' is still key in many retailer's strategy and can provide a differentiated experience to drive positive customer engagement. In order to achieve this, it is critical that customer-facing staff are equipped with technology that enables them to support and service customers effectively, removing friction from the in-store experience.

**286,000+**

products shipped  
to retail customers

**47,500**

physical stores  
supported

Relationships with

**TOP 10**

UK retailers

**25+**

year's retail  
experience

## THE RETAIL CHALLENGE

Customer loyalty in retail is fragile. Facing mass online competition, it is critical that retailers differentiate themselves outside of the core products that they sell. Retailers can achieve this through the experience they provide customers in-store, with knowledgeable and empowered staff. Some of the key in-store and employee challenges facing retailers include:

- As margins decline and staff numbers fall, consumers have embraced self-service capabilities. Staff that remain must be even more effective and efficient
- Vast arrays of information are available in online comparison or review sites. Highly informed consumers expect an even higher level of knowledge when they visit a store
- While staff are motivated to enhance the in-store experience, add value, and drive loyalty, they increasingly need to be equipped with technology to support them
- The task of obtaining email contact details to support promotional activity and create a single customer persona across physical

and online channels needs to be a slick interaction between the employee and the customer

- Retail environments have large staff volumes, typically operating on shift patterns, with staff turnover high in many sectors. Quickly and easily providing intuitive, simple-to-use technology is critical
- Consumers expect an integrated omni-channel experience. When visiting stores, they expect staff to have access to the information required to service their queries and transactions, for example 'click and collect' type services or product returns
- Consumers can easily compare prices and stock availability in real time via several mobile apps. Therefore, quickly and effectively 'closing' the sale is key in preventing consumers purchasing elsewhere
- Cumbersome technology can have the opposite effect on retail employees and customers. Technology should be discreet and efficient both supporting the user and streamlining the interaction with customers

# EMPOWERING THE RETAIL USER

Equipping retail employees with appropriate technology is key to supporting them to deliver differentiated and impactful customer experiences. At Computacenter, we apply our people-centric approach in order to effectively enable retail staff with the technology needed both to enhance their engagement and productivity, as well as providing the experiences that consumers now demand from in-store staff.

We can advise, source, install and support employee technology including:

## 1 CONCIERGE / ASSISTANT DEVICES

- Discreet devices - easy to carry and hold
- Support customer queries, guide navigation, online or in-store stock checking, process collect or returns
- Used at point of store arrival or any location within the retail environment

## 2 MOBILE COMMUNICATION DEVICES

- Enables staff to contact each other and respond effectively to customer queries
- Either within store or back office/warehouse

## 3 MOBILE POINT OF SALE

Portable devices enable staff to complete non-cash transactions in-situ avoiding making the consumer queue at traditional tills

## 4 LAPTOP & TABLET DEVICES

Technology for mobile retail workers that often work in support functions, such as buyers, as opposed to shop-floor staff

## 5 DESKTOP DEVICES

- At a fixed location, such as customer service desks, contact centre, or back office
- Users can access a broad array of applications



## 6 VIRTUAL DESKTOPS

Provides secure access to centralised desktop computing resources from small and lightweight thin client devices that can be located throughout the store

## 7 MULTI-FUNCTIONAL DEVICES

Enables employees to perform a range of functions including engaging with consumers to obtain their contact details, queue busting via mobile checkouts to support smooth running of the store

## 8 PRINTERS

Typically used in back office scenarios given the digitisation of the shop floor experience, the need to print still exists, for example, inventory management

## 9 WEARABLE CAMERAS

For employee safety and security, it may be necessary for some staff to wear body-worn cameras that provide live video recording from their own 'line of sight' perspective

## 10 BARCODE SCANNERS

Typically, more robust devices more suited to the warehouse environment, barcode scanners are used for recording and tracking inventory throughout the retail environment

# ENHANCING THE RETAIL CUSTOMER EXPERIENCE



## GROCERY STORES

**MARKET VIEW:** The in-store experience remains fundamental despite the rapid growth of digitally enabled experiences, e.g. home deliveries and click & collect services

**CUSTOMER EXPERIENCE:** Simplicity and convenience are key where products sold are generic, with differentiation driven through the experience

**RETAILER RESPONSE:** Maximise customer throughput whilst eliminating consumer friction. Embrace self-service whilst seeking to differentiate through knowledgeable and friendly staff

**KEY COMPUTACENTER SERVICES:** We equip in-store staff with discreet and efficient technology that helps them manage queries and add value to the buying experience



## HIGH STREET STORES

**MARKET VIEW:** Huge pressure with declining footfall and significant competition from online retailing

**CUSTOMER EXPERIENCE:** In-store can still be the most efficient for consumers and remains a more engaging experience than online where emotion is a significant part of the consumer experience

**RETAILER RESPONSE:** Simplify and ensure the in-store experience is as beneficial for consumers as possible. Engaged and motivated staff are key to driving a differentiated experience

**KEY COMPUTACENTER SERVICES:** Our mobile technology solutions enable in-store staff to resolve queries and provide mobile PoS to service customers efficiently. We optimise the whole store experience with equipment to support back office and warehouse/ stock holding functions



## HOSPITALITY

**MARKET VIEW:** A key segment of the market for discretionary spend of consumers seeking unique and memorable experiences

**CUSTOMER EXPERIENCE:** Customers are looking for the 'wow' factor in their experiences

**RETAILER RESPONSE:** Enhancing the customer experience by ensuring their needs are anticipated or solved as quickly as possible

**KEY COMPUTACENTER SERVICES:** We empower hospitality staff with a range of mobile solutions and technologies to deliver memorable experiences by putting the solutions to their customers' challenges 'at their fingertips'

## COMPUTACENTER: WHY WE ARE DIFFERENT

Computacenter has a long and established presence in the retail sector. We work with many leading retail brands to leverage technology to deliver innovative new retail experiences, as well as optimising the management and operation of in-store technology. Our credentials include:

- A strong heritage in retail, providing end-to-end solutions to some of the UK and Europe's largest retail organisations
- We are the UK's largest IT reseller with strong relationships among the broadest array of vendors to help optimise your commercial engagement
- Technology independent, we advise, source, implement and manage technologies from all of the market leading vendors
- Our expertise across workplace, cloud, data center, networking and security, offers retailers an end-to-end customer solution
- We provide opinion and thought leadership on market trends and recommend new innovative solutions
- We offer financial solutions to support technology transformation and deployment, making us a flexible and committed partner