

Lighting up
the high street

STORE

Bring the best of the web in-store

Services and solutions to enhance
the store experience



The line between virtual and real worlds is blurring, pushing store systems beyond their traditional boundaries

Make your store the centre of an amazing retail experience



People still want to go shopping. But when they do, they expect to get all the benefits they'd get online – access to your full range, real-time stock availability, instant access to product information and price comparisons, no queues, quick checkout and multiple delivery options.

Technology can give customers all of this in-store, while at the same time providing you with new ways to sell.

A seamless, integrated retail journey connecting supply chain, point of sale, website and store is possible. But it needs a smart mix of in-store wi-fi, real-time stock analysis and product info, RFID tagging, mobile point of sale, click and collect, social media and personalised smartphone marketing.

And we have everything you need to achieve this.

Transforming the point of sale into a point of service

Store 6 is a smart, easy-to-use POS system with all the features you'd expect – and flexible enough to integrate with loyalty, CRM, back-office, e-commerce, learning, mobile and supply chain systems. It will give you:

>> everything you need

an integrated multichannel solution with pre-configured audit operations management (AOM), and customer relationship management (CRM)

>> less hassle

our range of managed services – where our people look after your IT systems and networks for you – means we'll do the worrying, you get on with retailing

>> rapid flexibility

scale up and down in line with demand using BT's On Demand Compute virtual data centres

>> increase sales

increase transaction volumes and basket size through a true multichannel solution

Our system is already helping savvy retailers bring the best of the web – product info, customer feedback, real-time pricing and global stock visibility – into the store.

And by pulling together the systems that support each channel, it's also the foundation for a consistent, seamless shopping experience for customers.

Together, all of this gives you a complete view of your customers' shopping habits, enabling you to deliver more personalised, targeted marketing campaigns – so you sell more and get more people coming into the store.



It's time to checkout and about

Our mobile POS solutions go way beyond queue-busting. Armed with a mobile device your store staff will have a whole new range of services at their fingertips.

No longer tied down to a limited number of fixed till points to carry out day-to-day functions, mobile POS enables staff to check for stock in-store, offer alternatives or add-ons, order stock online, capture customer data, take payment and issue e-receipts, wherever they are. And when we say "wherever", we mean it: they could be taking orders at a catwalk show, in a pop-up store, or during an industry expo.

That means your staff can offer a better shopping experience, while capturing invaluable information on your customers. At the same time, customers receive a more personal and efficient service.

Removing fixed till points also means you can better utilise your store space, improving the store layout and displaying more stock. The best bit about our mobile POS is how quick and simple it is to use. It's an extension of our current store system so set-up is easy too, and no special integration is needed.

"This really is the next step in defining the customer journey of the future and giving our customers an enhanced, more engaging experience enabled by mobile technology. The iPad POS is part of Aurora's commitment to be at the forefront of multichannel retailing and this initiative starts to merge digital commerce with physical retailing to create a seamless experience."

Ish Patel, Group Strategic Development Director, Aurora Fashions

Click and collect made easy

Integrated Store is a pre-integrated solution that links your store and web channels, providing a seamless customer experience. It's built on our market-leading FrescaCommerce e-commerce platform and Store 6 point of sale (POS) software, but it's flexible enough to work with other web and POS solutions.

This gives you a genuine multichannel solution, enabling fulfilment from store or distribution centre (DC) stock, so your customers can:

» reserve online, collect and pay in-store

» buy online, collect in-store

» order in-store for home delivery or collection from store

» return online orders in-store

“We now have the ability to offer our full product range in every store, which is key for us. The new system helps prevent lost sales in store, adds flexibility to our delivery service and also presents us with an opportunity to up-sell when customers collect their orders.”

Tom Wilcock, E-Commerce Design & Development Manager, JJB Sports

With click and collect, you'll drive footfall into store, creating opportunities for up-sell. You'll also be able to sell to customers wherever they are, whenever they want through smartphone-friendly sites. You can even integrate with social media sites and support a Facebook storefront – exploiting your entire inventory, whether in the DC or in-store.

A single inventory, consistent promotions and the sharing of knowledge across multiple channels will give you one complete, synchronised view of your customer, product and inventory data. Retailers such as Aurora Fashions, Clarks, Halfords, JJB Sports, New Look, Pets at Home and Thomas Pink, are using Integrated Store to:

- » increase footfall in-store
- » extend access to their full product range
- » expand their geographical coverage
- » increase conversions and average basket sizes
- » rationalise inventory
- » track channel impact



Access all areas

Smartphones are everywhere now. And people want to use them wherever they are – from pubs and libraries to public spaces and... shops. Brands which respond to this will get more people through the doors, improve their experience, and ultimately get them buying more.

We'll supply everything you need to get an in-store wi-fi network in place. Once it's up and running customers will be able to use their phones to check prices, find product information or reviews, access store discounts and loyalty programmes, redeem offers and link to your social networking site to spread the word.

At the same time, this new connection with your customers could be the foundation to:

» send text messages and push location-based advertising

» offer in-store promotions while customers are actually in your store

» see purchase info in real time and feed customer data into your CRM system

» encourage longer and more frequent customer visits

Right thing, right place, right time

By having RFID tags on items and positioning RFID readers at selected points in the supply chain you'll get accurate, real-time product data. You'll be able to track and control your stock across warehouse, production, depot and store – and spend less time chasing and correcting mistakes.

Better stock availability and merchandising means a better choice of sizes and colours in stores, which leads in turn to happier customers and higher sales.

In-store stock accuracy is vital to deliver a world class multichannel experience. Inaccurate stock leads to disappointed customers – and can make something like click & collect a bit hit and miss.

As well as freeing up staff to serve customers, with our RFID solution you'll:

- » spend less time on paperwork as everything goes straight into your systems
- » be able to integrate your existing supply chain, warehouse and planning systems
- » get more than just hardware and software – with advice, planning, testing, installing and ongoing support.

What is RFID?

An electronic devices that consist of a small chip and an antenna.

An RFID tag can be used in the same way as a bar code, and provides a unique identifier for an object. But, unlike a bar code, you can scan an RFID tag from up to 20 feet away. Recent innovations mean tags are much less expensive to produce than previously and are also much smaller – some no bigger than a grain of rice.

Simplify your PCI DSS compliance with an end-to-end solution

Payment Card Industry Data Security Standard (PCI DSS) compliance can be a bit of a headache for retailers. And yes, that's putting it politely. Ensuring your systems and processes meet the appropriate standards is a huge legal, financial and organisational burden.

We provide a managed, secure, end-to-end payment service that's designed specifically to help meet the PCI DSS compliance standard. We'll supply the hardware, software, implementation, hosting, support and training – and then pro-actively manage the lot.

Our Managed Payment Services will help:

- » process your customers' payments quickly and efficiently
- » simplify your current and future PCI compliance
- » reduce the threat of card data loss for peace of mind
- » make life simple, with one complete solution from one supplier
- » free your time to focus on your core business

What is PCI DSS?

The Payment Card Industry Data Security Standard has been set out by the major payment card brands (including VISA, American Express and MasterCard) to help protect customers against theft or fraud.

* 7Safe UK Security Breach Investigations Report

** Ponemon Institute research

Retail represents
69 per cent
of total UK data
breaches*

The average
cost of a breach is
£1.68million**

Get to know your customers and give them exactly what they want

Building satisfying, profitable customer relationships is essential for retail success. But you don't build a committed relationship with a 10 per cent discount. CRM is about delivering on a brand promise consistently, no matter what the season or channel.

Our loyalty and CRM solution gives you a 360° view of the customer across all sales channels, and enables you to get more from your marketing budget.

To get a single view of the customer, you need real-time connectivity across all sales channels, including mobile hand-held, point of sale, kiosk, web and call centre.

Successful retailers are using our CRM solution to manage everything centrally, understand customer profitability, track multichannel communications and unearth their best shoppers.

And their customers like it. Why? Because it means they get messages, suggestions and special offers that they actually want – and don't get bombarded with meaningless junk emails and coupons.

The end result is higher open, click through and conversion rates; more people spending more money, more often. And we can help you do this too.



Give every customer the VIP treatment

Clienteling is the art of building closer relationships with customers, using new technology to extend the VIP treatment to everyone. By blending in-store wi-fi, tablet devices, real-time customer data and stock information, our clienteling tool will motivate sales associates, delight customers – and boost the bottom line.

Our clienteling tool can run on an iPad (or similar tablet device) or almost any device with a web browser. It pulls in multichannel CRM data and has been built with an intuitive front end for sales associates. Because it can be tailored with a retailer's branding, the screen can be shared with customers, helping you:

- » provide immediate access to customer data for sales associates
- » create an impressive mobile black book that does the task management and dashboard reporting for you
- » prioritise areas so that sales associates know who to focus on, and what impact this has had on customer behaviour.

Five steps to a better class of clienteling

1. Agree who to target, and how to develop that relationship.
2. Identify key performance identifiers (KPIs) and associated reporting to measure improvements.
3. Provide the tools and processes to enable successful clienteling.
4. Develop a reward and recognise programme for sales associates.
5. Establish a roadmap and company vision for clienteling.

Keeping your in-store applications running smoothly 24x7

Our Managed Store solution can help boost customer service levels by avoiding any disruption to your store operations and ensuring that in-store applications are always available.

We take responsibility for all aspects of the service using governance based on the ITIL framework, a comprehensive documentation of best practice for IT service management, with service metrics, roles and responsibilities detailed in a Service Delivery plan.

- » accountability: we ensure that in-store application services are always available
- » Service Level Agreement (SLA): we run the 1st line store helpdesk and all hardware, software and network maintenance under one end-to-end SLA
- » proactive monitoring: we look for potential problems and fix them before they spread across the store estate
- » ownership: you retain ownership of your business processes and assets – we're accountable for operational delivery

Turn IT capacity up, quickly and easily

BT On Demand Compute lets you create, use, monitor and manage a virtual data centre service through a secure portal. It includes a range of predefined storage, server and security services you can configure to suit your needs, and change at any time. So services that previously took months to create now take days – and what took days to manage now takes minutes.

Best of all, you only pay for what you need, when you need it. By cutting your reliance on physical hardware and putting the emphasis on service, you can scale up or down to suit your business, and potentially cut your existing cost of ownership by up to 40 per cent.

“The initial driver for the new solution was PCI compliance. But once the benefits of handing over all ownership of payments to BT Expedite were understood, it was only a small step to see the benefits of passing over all infrastructure in the same way.”

Tim Johnson, IT Director, Crabtree & Evelyn

- » pay for what you use, and align your costs to your business needs
- » respond to new demands with increased speed and agility
- » introduce new applications and services when you need them and scale as required
- » combine point of sale, customer relationship management (CRM) and audit operations management (AOM)
- » reduce the space required, level of emissions produced and power consumed
- » enhance security with physical and/or logical separation at all times
- » reduce risk and maximise resilience, with self healing to ensure availability

BT On Demand Compute will give you a flexible IT platform that can more easily support the faster and slicker implementation of new business ideas. As well as being a foundation for the future, the real value comes in bringing all of this together in one solution from one supplier – cutting through the complexity.

Fibre broadband is underpinning the retail revolution

Any multichannel retail strategy needs the right infrastructure underpinning it. That's why the future of retail is all about the plumbing.

This might not be as exciting as tablet devices and interactive signage, but it's the fundamental stuff that will make or break your multichannel approach. To create a seamless, integrated experience for customers and staff alike, you need a network that can support this.

Superfast fibre has the bandwidth to cope with the increased strains that multichannel retailing puts on your network.

And more. It will be the foundation for a host of new services and applications, such as:

- >> HD streaming video
- >> audience-specific digital signage
- >> 3D in-store entertainment
- >> video calls and conferences
- >> video messages from HQ to stores
- >> e-learning

Creating a faster, better, smarter network

BT Connect will dramatically improve the performance of your network, by boosting application response times. A smarter network can help increase both sales revenue and customer satisfaction.

Reduce bandwidth – Significant speed transactions times, and reduce bandwidth

Prioritise – 40 per cent of MPLS traffic is http/https – Smartpath prioritises this over the internet

Improve customer service – Address customer service issues and save €000's in costs and potential lost business

Better web performance – 30 per cent improvement of web response times avoids inconsistent performance

We are lighting up the high street

We offer a unique combination of cutting-edge retail applications, accessed through superfast networks. Together, our products and services will help give your customers a fantastic shopping experience – on mobile, online and in store – that will set your brand apart. We'll help you serve customers better and bring greater accuracy to your supply chain. We can bring all these capabilities together in an integrated cloud-based offering tailored specifically to the needs of retailers.

- >> offer customers a seamless multichannel experience
- >> provide better customer service using in-store mobility
- >> improve product availability, stock accuracy and time to market through our leading supply chain solutions
- >> enhance merchandising and promotional effectiveness with our innovative, proactive business functions
- >> boost the business with hosted point of sale, managed payment and fraud reduction services.

Through innovation, we'll help your business thrive.

As well as all the neat gadgets to dazzle customers, we can make sure that everything really works together – that all the disparate channels come together in one integrated system. And by removing the complexity – we can host everything remotely so your bandwidth can flex up and down as you need it – we'll also remove cost from your business. Our cloud-based solutions give you predictable, controllable costs and overall savings. We can also offer:

- >> unparalleled breadth and depth – we serve customers in more than 170 countries
- >> cost-effective, high-quality network capacity and capabilities, and a rich portfolio of traditional and new-wave applications
- >> a one-stop shop for retailers – we're a trusted partner of leading brands, such as Debenhams, Halfords, Mothercare, The Co-operative Group, and WH Smith
- >> a specialist retail solution division, BT Expedite, dedicated bringing leading edge innovation to the market.

For more information on how BT is lighting up the high street, call 0870 850 6880, contact your BT account manager or visit www.btexpedite.com/store

www.bt.com/highstreet



Offices worldwide

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