



# The butterfly effect

Transform your retail experience to remain relevant



# 70%

of the buying experience is based on how the customer 'feels they are being treated'\*

**Consumers are more connected than ever before. And they're choosier about where they spend their money. The only way to attract and retain customers – and grow your relationship with them – is to offer value that goes beyond product or price. And that means you need to make more of digital than ever before – from supply chain to store.**

\*Source: McKinsey

# The future of retail is digital

When it comes to retail, the future looks bright for companies that are ready to innovate and make the most of digital technology. Customers still enjoy visiting the high street but creating a fantastic in-store experience is going to become increasingly important as online competition heats up.

## You can't afford to stand still

Consumer expectations are sky high, and if you can't deliver the right experience at the right time, they've got plenty of alternatives. Today's tech savvy customers want a seamless experience, whether from the comfort of their home, on the move, or in-store.

So how do you keep pace with evolving technology and growing shopper expectations?

Single IT solutions add cost and complexity, but integrated digital technologies enhance shoppers' experiences, streamline operations and boost sales.

---

# 82%

of consumer research happens online

Source: The ROBO Economy (Research Online Buy Offline)

## We'll help you get there

We have the technology to help you capture and analyse data faster, so you can react quickly to change. We have the know-how and expertise to help you implement technology into your retail experience. And we have the network to link your stores, employees and systems together, securely.

But it's not just about using data. It's about keeping your information more secure, empowering employees, and engaging with your customers as they enter the store and browse. Get all this right and you can create the ultimate shopping experience and make customers more loyal.

We'll help you put all your plans into a roadmap for your digital transformation. With our insight, you'll be able to spot challenges and plan ahead. And as a managed services provider, we'll be there for your entire journey.



# Digital retail: improving the experience, from supply chain to store

Our digital retail solutions bring together a number of partners, underpinned by our core infrastructure and security to deliver a one-stop shop for retail transformation.

## Engage and delight customers

We'll help you build more immersive and engaging store environments, greeting customers personally and inspiring them with choices – creating cross-sell and upsell opportunities and ultimately increasing loyalty.

## Empower colleagues

We can empower your people with the tools and devices that they need to access product inventories, give them visibility of what's in stock and clearer insight into performance metrics so they can get the picture of how their store and the overall business is performing.

## Transform your business

We can help you transform your operations from store to consumer, streamlining your supply chain, increasing your inventory visibility, reducing stock loss and delivering greater value for your business.



**Together we combine our know how and expertise to give you the best outcomes for your business**

# Digital retail

We believe that you need to focus on four key areas in order to stay ahead in your digital transformation. Together, these will transform your operations from store to consumer, streamline your supply chain, increase your inventory visibility, reduce stock loss and deliver greater value for customers.

## 1. Smarter warehouses:

- automate tasks to improve efficiency
- integrate technologies to increase productivity.

## 2. Digitising inventory:

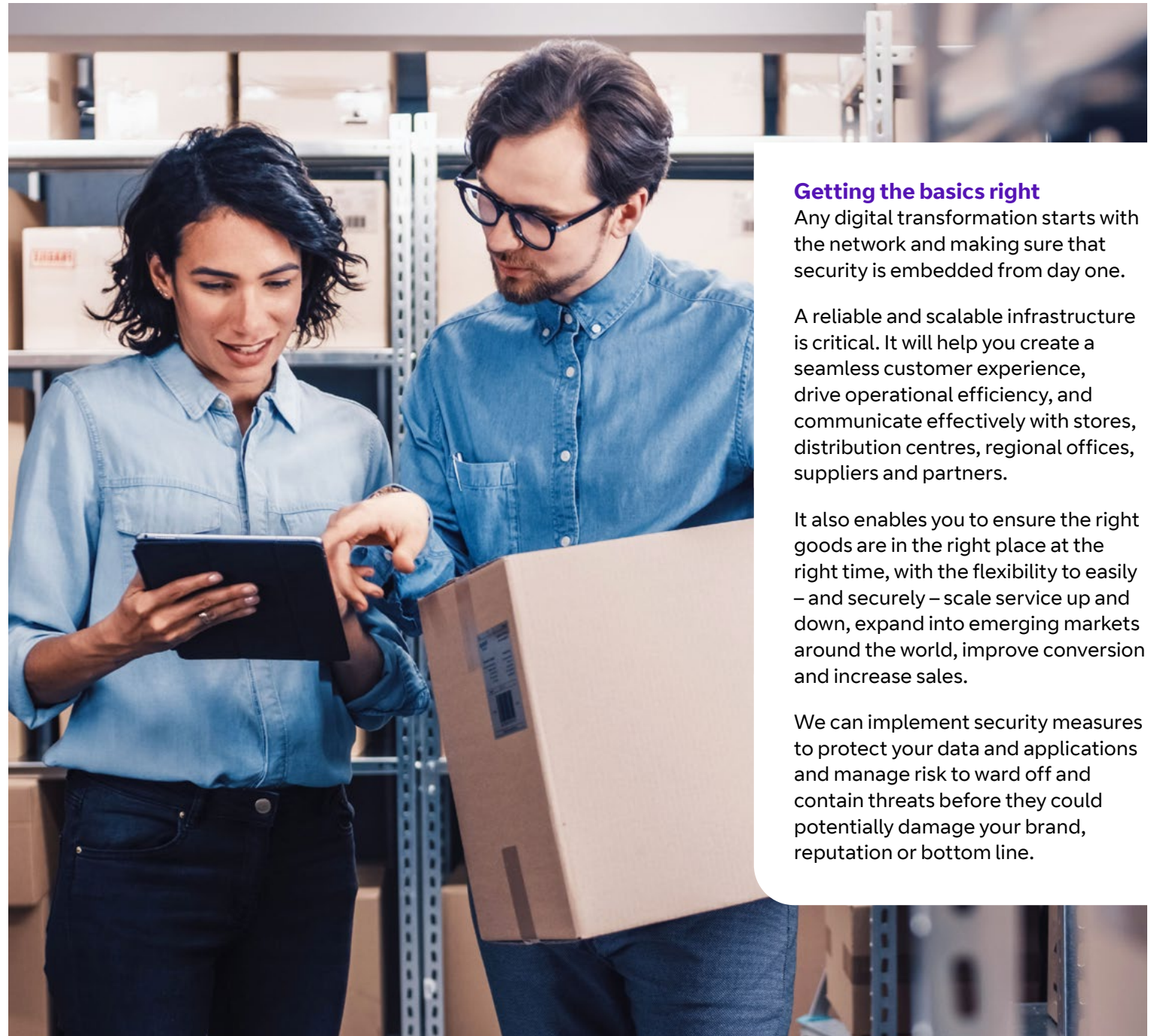
- analyse inventory to make sure the right product is in the right store
- avoid losing customers to competitors.

## 3. Redefining the store:

- transform your store and engage customers
- create seamless omnichannel shopping experiences.

## 4. Digital sales associate:

- arm your people with customer and inventory data
- enhance the customer experience and keep pace with technology.



## Getting the basics right

Any digital transformation starts with the network and making sure that security is embedded from day one.

A reliable and scalable infrastructure is critical. It will help you create a seamless customer experience, drive operational efficiency, and communicate effectively with stores, distribution centres, regional offices, suppliers and partners.

It also enables you to ensure the right goods are in the right place at the right time, with the flexibility to easily – and securely – scale service up and down, expand into emerging markets around the world, improve conversion and increase sales.

We can implement security measures to protect your data and applications and manage risk to ward off and contain threats before they could potentially damage your brand, reputation or bottom line.

# 1. Smarter warehouses

## Transport and logistics

Transport and logistics are an integral part of warehousing because not only do they play a part in the delivery of goods to the warehouse but also the sending out of goods to various stakeholders. Our transport and logistics solutions help ensure your last mile doesn't become the first reason customers look elsewhere. We help to determine cost-efficient delivery routes with route optimisation and get deliveries to your customers quickly with our fleet management solutions.

Workforce scheduling optimises rotas and ensures a seamless transition between shifts, so work remains uninterrupted. You can improve efficiency within the warehouse with scanners, PDAs and smart printing services. And cut Yard and Terminal Management costs by utilising space through effective planning and tracking.

## Warehouse efficiency

The management of your warehouse can have a significant impact on your bottom line – so it really does pay to give it the attention it deserves. Good warehouse efficiency is not only about putting everything in its place and getting products out on time, it's about maximising productivity while saving time and money.

Improving the efficiency of warehouse processes will help:

- avoid delays in the production of goods or the delivery of products
- ensure that inventory levels are optimum – neither too low nor too high
- avoid incorrect products being used or sent to customers, leading to quality issues
- minimise accidents, mishaps, and misses in the warehouse.

Our warehouse efficiency solutions collect and analyse untapped data from the supply chain, revealing actionable business insights. Smart heads up display glasses let consumers pick stock hands free, and mobile integrated voice and data communications keep operations running smoothly.

We can procure, stage and deploy devices and provide support for every stage of the device's lifecycle.

From the warehouse and loading dock to indoor customer-facing environments, a mobile, handheld or fixed RFID reader, RFID printers and a mobile device management, we can help you get instant visibility into your inventory while reducing costs and boosting employee productivity.



## Workforce scheduling

## Improving efficiency and space optimisation

## Automation and AI – increased automation to support omnichannel picking

## Robots and heads up display glasses can assist with picking in the warehouse

## AI deep learning and robots can assist on the shop floor

## 2. Digitising inventory

### Inventory management

Keeping track of your inventory is important to everyone. Your suppliers need to know when your next order is coming in. Your people on the ground need to know when stock is running low. And your customers need to know whether they can get what they want, when they want it.

Issues with inventory can contribute to business losses, even failures. Good inventory management strikes a balance between the amount of inventory coming in and going out. It controls the timing and costs of non-capitalised assets and stock items, allowing a business to reach optimal profitability. We can help you lower costs by knowing where your assets are at all times, so you can deliver flawlessly every time.

### Smarter supply chain management

#### Master your inventory with electronic product code (EPC)-enabled RFID tagging

#### Ensure the right product is in the right store at the right time with RFID readers, RFID POS and DC portal scanning

#### End-to-end visibility with real time tracking and stock information

#### Inventory customer purchase history

### Inventory visibility

Inventory visibility has always been a critical part of any retail operation, and it has become increasingly important as many operations have shifted to an omnichannel order fulfilment and distribution model. It's all about ensuring internal inventory records reflect reality. This means you can:

- **mitigate disruptions**

If you know where potential disruptions might surface, the chances of them causing problems are reduced

- **be more agile**

React to seasonal and evolving consumer demands and make changes to boost productivity. With data-backed decisions, you can move faster and know what's coming.

With us, you can get real time tracking for improved loss prevention, quicker location of abandoned products and improved customer satisfaction by digitising your inventory. We can help you monitor perishable goods and get alerts when products go below or above temperature.

And if you increase visibility into pricing accuracy and online order fulfilment, you can assign tasks to address out-of-stocks, pricing and merchandising management to improve staff efficiency.



# 3. Redefining the store

## Customer experience

The customer is the most important piece of the jigsaw in a retail business and with the right tools, you can create a better in-store experience, to gain loyal customers.

## Digital store

Serving as a micro-fulfilment centre or returns centre for online orders, the physical store can allow brands to meet consumer expectations for speed and convenience. Software can automate every aspect of in-store retail and self-service kiosks enhance satisfaction, save people time and reduce operational costs.

## Digital engagement

Digital signage is a powerful messaging and advertising tool. You can create reactive and interactive displays tailored to your customers. That doesn't just make customers more likely to interact with your products. It also means they'll get a consistent brand experience, whether they shop online or in-store. Change the messaging to suit your stock levels, weather and seasonal demands. Transform the fitting room experience with intelligent mirrors and virtual try-on, for a realistic, personalised augmented reality experience.



## Payment solutions

Payment solutions can cut queues with a speedier way to pay, and let consumers pay in a way that's most convenient to them, including Point of Sale terminals, Mobile PoS and queue-busting solutions.

With rapidly increasing card payment volumes, it's vital you have a secure and flexible network solution in place to process card transactions. BT Cardway is specifically designed to remove the burden of ensuring PCI DSS compliance which is an otherwise complex and ongoing process.

## Omnichannel

Omnichannel acknowledges that customers engage with brands in multiple ways across diverse platforms and understands the underlying challenge when it comes to ensuring a consistent experience. It brings shoppers a seamless shopping experience by blurring the boundaries among channels.

## Digital signage and augmented reality

Improve the in-store experience with wayfinding, geo fencing and dwell time promotions

## Analytics and insights

Analytics are a simple measurement of what works and what doesn't. Store wi-fi and video analytics let you collect, analyse and visualise in-store data so you know how people engage with your stores. That means you can identify opportunities for growth, execute changes and measure success.

## New dimension to marketing: bring the online world in-store with virtual reality

Create manage and display 3D content with holograms

Personalised Video-as-a-Service



## 4. Digital sales associate

Our technology can help your employees cut down on paperwork and avoid unnecessary duplication. We'll give them supply chain tools to help them check and manage inventory more easily. And with our innovative IoT solutions, you can make sure every product is in the right place, at the right time.

As technology constantly evolves, you need to be sure your partner can provide you with the very latest enhancements to keep you ahead of the competition. We don't want to be just another supplier. We want to be a partner that enables you to move fluidly towards new, digital ready environments.

We work with many strategic partners and provide solutions to address the challenges that retailers face today. It's our mission to simplify the technology and ensure you innovate, not for technology's sake, but to enhance the customer experience, improve the customer journey and boost your business performance.

Partnering with us means you gain access to the best partners in the industry, while we manage the network and security – both integral to digital transformation.



**Connected staff  
– mobile devices  
with end to end  
system integration**

**Real-time stock  
info, inventory  
and customer  
purchase history**

# Why work with us?

With a massive choice of different platforms, services and applications to try and knit together, it's very easy to end up with disjointed, dislocated experience.

That's when the technologies that were meant to make things simpler and better, just make things more complex to manage.

However, as part of an integrated solution that includes the right security and connectivity, they will deliver you great business results.

That's why we're investing in a totally new cloud native business environment; offering you and your customers a great experience whatever the combination of choices you make.

Our approach is ecosystem based. We curate partners with emerging technologies to tried and tested solutions, from ISPs to third party retail specific solutions alongside our own capabilities, so you don't have to. We use our ecosystem partners to innovate and deliver the most compelling solutions.

We deliver the scale so that you can consume innovative solutions quickly and securely and be ahead of the opportunities and problems that are coming your way.

Wherever you are on your digital journey, we will prepare you for what's coming next



## We work with...

**90%**  
of the top 10  
retailers globally

Source: Deloitte's Global Powers of Retailing 2019

**90%**  
of the top food and  
beverage companies

Source: Food Engineering 2019

**90%**  
of the top 10 of the world's  
luxury goods companies

Source: Deloitte's Global Powers of Luxury Goods 2019

**100%**  
of the UK's top  
10 retailers

Source: Top 10 UK retailers, Retail Economics 2019 (Financial reports, Consumer Surveys, Retail Economics analysis)



**Wherever you are on your digital journey, we will prepare you for what's coming next**

# For more information

Talk to your account manager

Visit [www.bt.com/digital-retail](http://www.bt.com/digital-retail)



Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2020. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000.

September 2020