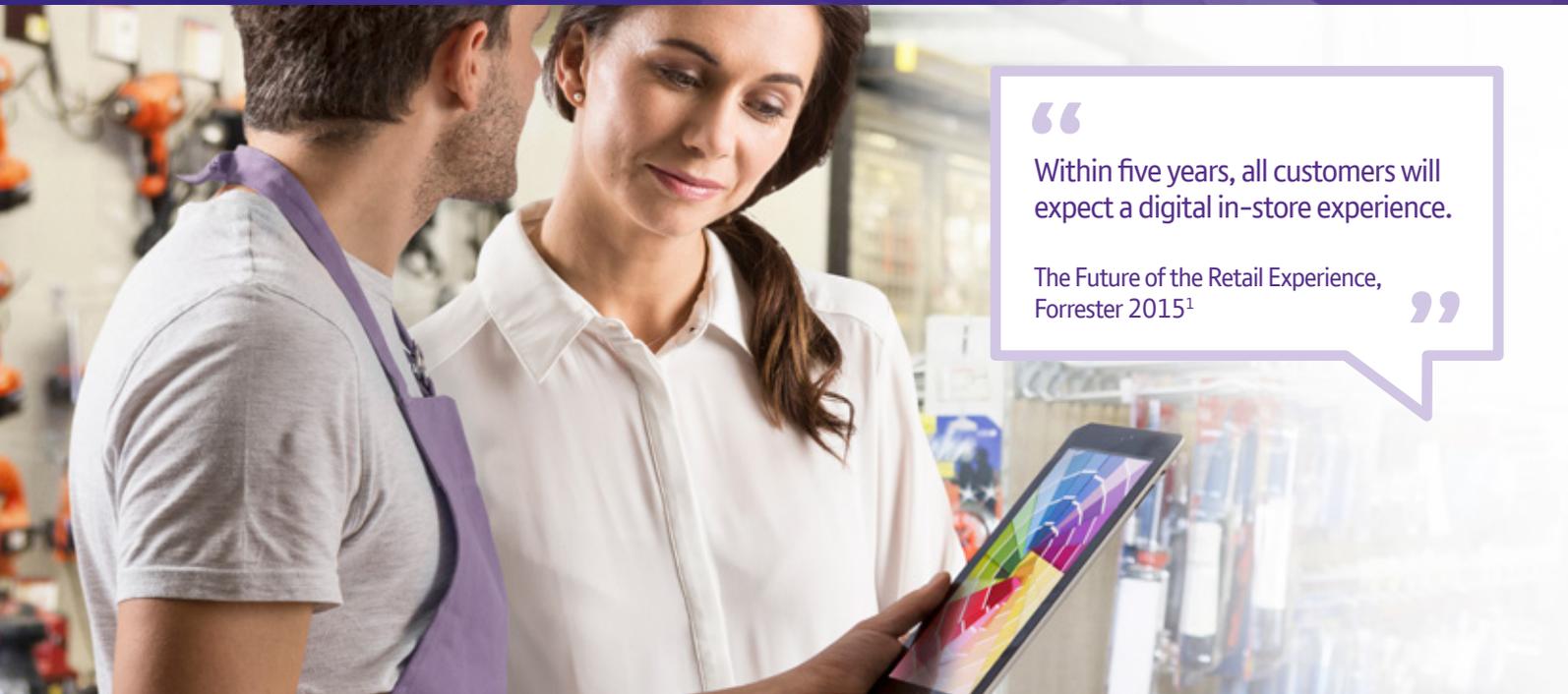# Give digital consumers an epic experience.

Building the digital store.

> " Within five years, all customers will expect a digital in-store experience.
>
> The Future of the Retail Experience, Forrester 2015[1] "

We're all digital consumers now.

Widespread connectivity, ubiquitous smart devices, apps, social media and online innovation are changing the way we buy everything from cars to cosmetics. Yet, once we've done our online research, read reviews and compared prices, we still like to go and buy things in real life. Ninety per cent of all retail sales transactions still happen in a physical store.[2]

But there's no room for complacency because digital consumers increasingly expect to find in store the same convenience and personalisation they enjoy online. Retailers must deliver a customer experience that matches that expectation.

Innovative retail solutions abound. Not only can they help to create that personal and convenient experience, but also make a store visit more entertaining, more theatrical and appealing to the customer. Digital retail solutions can also generate a whole new level of information about inventory and customer behaviour that can be used to dynamically manage operations and drive sales.

Back to the future.

With so much new retail technology on offer, why do many stores still look and feel like they did 20 years ago? The answer is that retailers are still wrestling with fundamental problems around legacy systems, silos of data and security. What's more, while it is fairly easy to pilot new technology in a handful of stores, rolling that out at scale is much more challenging. And the speed of change is daunting. No one wants to make a technology decision today that might limit what the business can do tomorrow.

Our Digital Consumer proposition is designed to help retailers overcome these obstacles and confidently create a digital customer experience that can then be introduced across the whole store network, including globally. It combines core building blocks for managing digital content, merchandise and sales associates, underpinned by a Digital store infrastructure that makes it easier to share data and make digital solutions work with existing enterprise applications, all in a secure cloud-based wrap.

[1] The Future Of The Retail Experience, Digital Business: Digitize The End-To-End Customer Experience, Forrester, August 2015
[2] https://bostonretailpartners.com/the-future-store-manifesto-real-time-retail-changes-everything/

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Digital touchpoints at every stage of the store journey.

Our portfolio will help you to recreate in real life all the engagement, personalisation, information and choice that the consumer is used to online. You'll be able to:

- attract customers with a great first impression using digital signage, set the right mood with music and recognise and welcome individual shoppers personally
- engage customers as they shop with personalised offers, interactive displays and smart labels that give lots of product information
- give personal service from sales associates who have easy access to product and customer information
- conclude the sale swiftly with mobile POS or self service checkout.

Digital content, merchandise, associates, insight.

Helping create the digital store, these are our initial four key building blocks: content , merchandise, associates and insight.

Our **digital content** building block means you'll be able to deliver marketing messages, customer information and associate communications consistently to any device, from tablet to video wall, in any store, across your whole store network. Because it's a cloud service, you'll be able to use and re-use content across all your channels to give customers a consistent brand experience. And if you combine digital content with accurate inventory data, you'll be able to run tactical promotions based on what is in stock, telling sales associates and customers exactly what is available and where the item is located.

Features of digital content include:

- central content management
- scheduled and dynamic content programming
- end-to-end global delivery, service and support
- project management
- optional content production services.

Thanks to BLE beacons, NFC, RFID, QR codes and so on, soon every individual item will have a voice. Our **digital merchandise** building block uses this Internet of Things to identify and track merchandise as it travels around the store, giving you a more accurate understanding of what you have and where it is, so you can replenish and re-order with more certainty, reducing waste and markdowns. In addition, it lets you feed that product voice into content, pricing or other applications to create new opportunities based on immediate availability of stock.

Key features include:

- portable and fixed IoT readers
- reporting on inventory count, stock movement and replenishment requirements
- advanced capabilities such as detection of misplaced items
- product information
- promotional offers at point of consideration.

Research suggests that 85% of customers buy more when helped by a knowledgeable sales assistant[3]. The **digital associate** component liberates employees from fixed till points and stock rooms so they can engage personally with customers, and gives them all the information and tools they need to engage with customers in the store. Equipped with handheld devices, associates can instantly access product information and availability, pricing and special offers, social media reviews and customer details as appropriate. Add in assisted selling tools and mobile POS, and they have everything they need to help a customer with a purchase decision and conclude the sale.

Digital associate features include:

- easy access to digital content and inventory
- mobile POS
- access to back end systems
- unified communications and messaging
- central device management.

The Internet of Things is going to mean a deluge of new data about inventory and customer behaviour in store. Our building block for **digital insight** includes sophisticated analytical tools that collect and process all that data centrally, giving you the deeper insight and knowledge you need to refine the customer experience, empower associates and optimise every aspect of your business.

Features include:

- central collection and analysis of data
- visualisation of data through a variety of interfaces
- integration with physical and digital data sources inside and around the store
- feeds from third party and contextual services such as meteorological forecasts and locality information.

All components of digital content, digital merchandise, digital associate and digital insight are cloud-based services, so you can deploy them quickly and easily across a whole network of stores, anywhere in the world. In addition, our team of retail integration specialists will help you make new digital solutions work with your existing CRM, POS, ERP and queuing systems.

3 http://retailnext.net/blog/retail-store-of-the-future-infographic/

Seeing is believing.

Great visual content attracts the eye while moving images can have a big impact. Digital signage not only helps to communicate your brand personality but it also provides a way to engage more creatively with customers and employees, and build a more appealing overall store experience.

You probably already have a rich library of visual content – TV commercials, magazine features, YouTube videos, Pinterest, Instagram, Facebook, vlogs – in different formats and resolutions. Our Digital Content management platform lets you manage all that digital content in one place and deliver it anywhere, from giant video screens in store to mobile apps to the message on the receipt. So from any angle, you'll always look your best to the customer.

The sound of music.

Music can be a hugely powerful presence in store, creating energy, warmth and an immediate rapport with customers. Listening to the right music can also make a big difference to your employees, helping them to feel positive about themselves and their work.

With its unobtrusive, pocket sized music player, our cloud-based solution is straightforward, allowing you to introduce music and other radio services into stores, without making big demands on your corporate IT resources. Carefully chosen playlists will reflect your brand and customer demographics. You'll also have peace of mind knowing that you comply with regulations that govern the duplication and playing of music. Out of trading hours, it also makes a great new channel for employee communications.

Behind every great digital store is a great digital infrastructure.

However, there is more to a great digital store than front of house innovation. No retailer can make a successful transition to digital without the right underlying infrastructure, one that make sure the in store technologies deliver while the back office systems run smoothly and seamlessly. And it's not just for today but for tomorrow and beyond. Retailers need a digital infrastructure ready for the imminent reality of the Internet of Things - that means a digital platform that can effortlessly support corporate applications, provide connectivity for all and collect/consolidate data from thousands of devices in store, in the supply chain and in customers' hands.

Digital store infrastructure from BT supports all the communications, devices and back office integration that make up a truly digital store now and for the future. It will:

- enable in store connectivity for customers, staff, and applications
- support handheld devices, digital screens and sensors (such as beacons to connect with individual customers)
- provide a full range of corporate data, voice, IoT and video rich services
- allow you to implement security measures to protect data and applications.

Our digital store infrastructure makes it easier to share data, make digital applications work with existing enterprise applications and introduce digital solutions consistently to a network of stores. It also provides a sound basis for future developments, for adding further store technologies and yet-to-be-invented digital solutions without compromising what you already have successfully in place. Store technology will undoubtedly change again and again in the next few years but our digital store infrastructure will give you the capability to absorb and respond to whatever comes along.

A cloud of services.

We deliver our retail solutions over the cloud because that gives you the greatest flexibility and choice – both technically and commercially. Using the cloud for data storage, for example, means you can collect data from devices and sensors and applications anywhere in your store network, and aggregate it in one place (your own 'big data') for analysis. You can scale applications up and down in line with the business cycle. You can try out new things with minimal technological or financial risk. BT's approach, which combines separate cloud services into one Cloud of Clouds, provides local innovation and central control.

The issue of security is not going away any time soon. Enterprise-grade cloud services should be at least, if not more, secure than in-house equivalents. BT cloud services use the Zscaler cloud security platform, which moves security measures from local devices into the cloud, making it easier for you to add more internet touch points, without increasing risk. Of course, there is more to corporate security than technology solutions and, with one of the world's largest cyber security practices, we'll be able to help you take appropriate measures to keep data and applications secure.

> Technology must connect devices, collect and transmit data back to the enterprise, and feed insights to customers, associates, and store managers in a meaningful way. Without this foundational layer in place, most digital store experiences won't meet the needs of customers or the retailer.
>
> The Future Of The Digital Store: Retailers Are At The Beginning Of Their Digital Store Transformations, Forrester, July 2015

BT – your global digital innovation partner.

BT is a partner for retailers unlike any other. Naturally, we understand retail, and can talk to you about how we've helped all sorts of retailers around the world. However, it is our core strengths that really make us stand out:

1. Scale is critical for a retailer. There's little point in doing something great in a few stores – the brand experience must be consistent everywhere. BT's global network and cloud services mean that retailers can implement digital store technologies easily and anywhere. And with 48 data centres around the world, we can offer choice about where to store sensitive information that may be subject to compliance requirements.

2. No retailer has the luxury of a greenfield site. Knitting together new digital solutions with legacy applications is not straightforward. We have the integration skills and know how to make different technologies work smoothly together, and make sure you get a return on your investment for the business.

3. Unlike specialist vendors, we understand big data and the Internet of Things. We'll help you plan for a future where your business will depend on them.

4. You need secure cyber defences because the bad guys have good technology too. We understand where the risks are and what to do about them.

5. We'll help you stay open for whatever comes next. Digital technology is changing rapidly and store innovations are flooding into the market. With our strong digital store infrastructure, retailers will be able to pilot/validate/implement new technologies easily and at low risk.

6. We're a stable, global business. BT is one of the world's leading providers of communications services and solutions; we serve 6,500 large corporate and public sector customers in 170 countries, including top brands/retailers on every continent.

In the future, every business will be a digital business. The prospect is both unsettling and exciting. Retailers are in the front line: their customers are looking for change. For the retailer ready to go for it, BT is a partner for the long term, ready to help you build a robust foundation for future digital innovation.

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