



# THE NEW ERA OF CUSTOMER SERVICE AND CONVENIENCE

Shoppers today have heightened expectations of the retail experience — especially when it comes to their favorite stores. They want their browsing and buying experience to be smooth, effective and tailored to their individual needs. But legacy IT infrastructure isn't set up to make that happen seamlessly.

More than ever, retailers, regardless of whether they sell apparel, footwear or even coffee, need the basic block-and-

tackle in place: the right merchandise, assortments, in-stock positions and the right price for every product.

But to win shoppers' repeat business, retailers need to extend well beyond these basics. They must make the store visit richer while also making it efficient, going the extra step to predict, detect and cater to each individual customer's needs.

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Today's ideal, cutting-edge shopping experience looks something like this:

8:30 A.M. 

Mary visits the same coffee shop near her office each workday. First, she visits at 8:30 a.m. to buy a cup of coffee and fruit smoothie for breakfast using her debit card. The barista convinces her to register for the café's new loyalty program in order to receive personalized deals and offers. She can do so instantly by downloading the café's mobile app, which automatically gives her a digital loyalty card when she punches in her information.

11:30 A.M. 

Mary returns to the shop around 11:30 a.m. to buy another coffee for a quick pick-me-up, as well as a hot café sandwich for lunch. But when she walks in, she is forced to wait on a long line. A barista armed with a mobile device takes Mary's order, and asks for her first and last name. After the barista punches in Mary's information, her loyalty account information appears. The barista adds the purchase to her loyalty cards so she can collect extra points. By the time Mary orders her pumpkin coffee, her sandwich is ready. Talk about a great customer service!





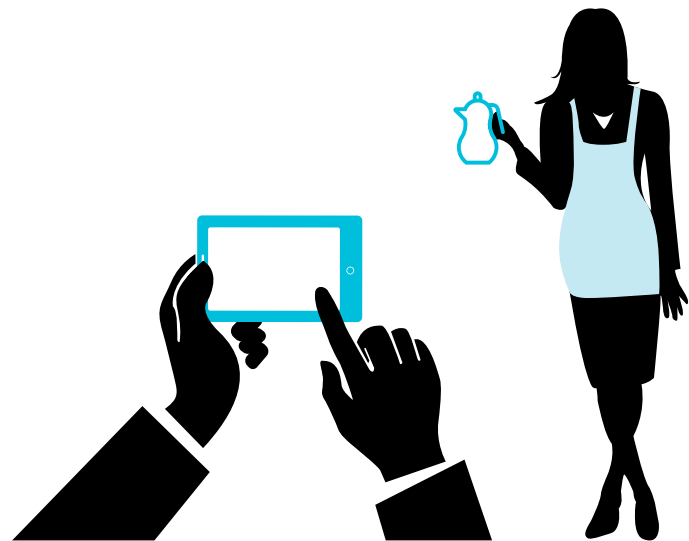
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3:00 P.M.

When Mary makes her last visit to the shop at 3 p.m., she orders her standard fall beverage: a pumpkin coffee. Once the order is entered into the point of sale system, the mini display attached to the register displays the message: "Happy Hour! All coffee purchases half price." What a pleasant surprise! Not only does Mary get points added to her loyalty card, she also gets a discount!



When Mary walks to the condiment station to add some cream to her coffee, she realizes the canister is empty. When she alerts the barista who is nearby putting away merchandise, he takes out a mobile device, punches in a message, and a colleague at the back of the store rushes out with a new canister.





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After Mary leaves the store, the café manager learns that based on past purchases, pumpkin is Mary's preferred coffee flavor. Combining this data with overall store demand, the manager realizes that pumpkin is the most popular flavor during the fall. After analyzing more data, the manager decides to purchase less peppermint syrup (the café's least popular flavor), and more of the pumpkin syrup to keep pace with demand. As a result, Mary and other customers will be more satisfied with their experience.



This scenario illustrates how retailers can satisfy today's digitally empowered customer by providing a seamless, integrated shopping experience; one that leverages the best of technology to deliver personalized, delightful brand interactions.

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# NEC

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