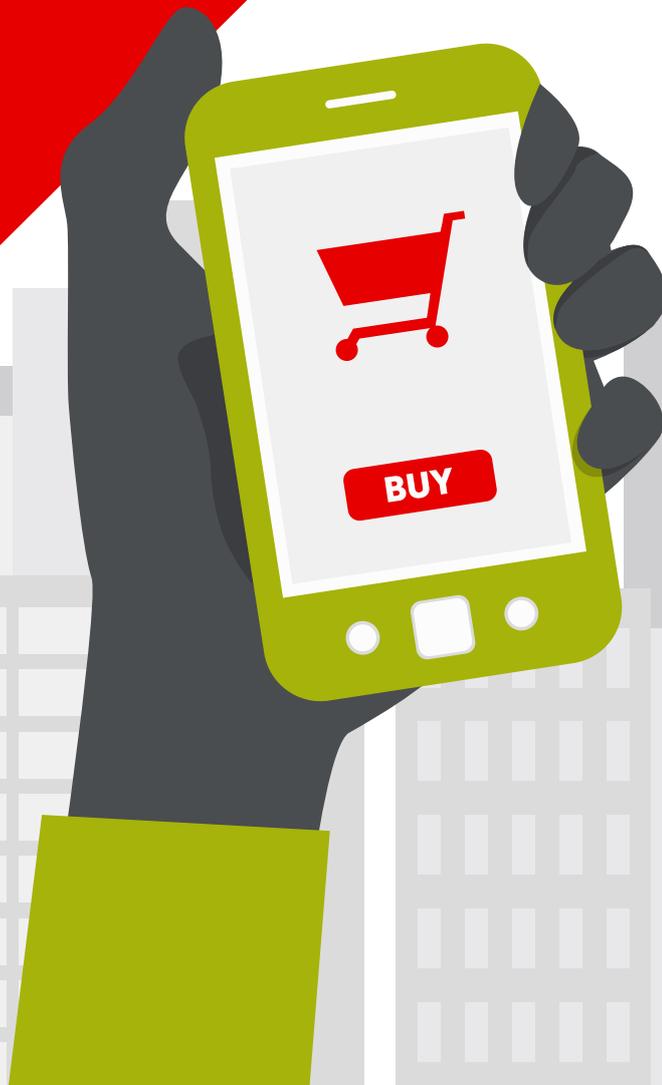# Why Vodafone for Retail

Vodafone
Power to you

Why Vodafone for retail?

Vodafone is uniquely placed to empower retailers with technology that enables everything and everyone in an organisation to be better connected. As a Total Communications provider, we provide the networks, technology and solutions that help businesses gain a competitive advantage today, and position themselves to take advantage of new opportunities tomorrow.

As a retailer ourselves, we have deep understanding and experience of making this happen within a fast-moving, always-on retail environment, online and in-store.

We help businesses like yours connect their stores, their people and their logistics and warehousing operations.

Read on to find out how. And if you'd like to know more about the game-changing trends opening up new opportunities for retailers, you can download the Ready Retail Guide at **vodafone.co.uk/retailsector**

Contents

Section 1

Six trends driving change, influencing behaviour and opening up opportunities

Today, retailers like you are dealing with an ever-shifting omni-channel consumer landscape. New competitors, 100-year-old household names, brands straddling bricks and clicks — they're all part of the mix. The modern high street is being reinvented through technology that enables innovations like 'endless aisles'. But offering a consistently great customer experience across channels is far from simple.

Ever more complex customer journeys and relentless pressure on margins requires a rethink of legacy processes and systems too. The 'new normal' includes handling fluctuating demand from customers — think Black Friday sales or an unexpected run on sun cream during a March heatwave. Delivering the same standard of service no matter what requires retailers to have back end systems that can handle seasonal markets with scalable, adaptable infrastructure. Next, wearable technology will bring a whole new shopping experience for customers, and another channel for retailers to serve.

The following trends aren't new, but they are evolving, often at breakneck pace.

Want to know more about these trends? Click here for the Vodafone Ready Retail Guide and gain extra insight into the technology, behaviour and trends that matter.

1 Convenience Redefined

Convenience is paramount to your customers, but it's not a question of how many stores you have. What matters is your ability to deliver goods to a customer-specified location within an ever-reducing window of time. You need a business that's primed for retail action whenever, however and wherever your customers want.

2 Viva the High Street

The blurring between the high street and online is set to continue as the high street is reimagined as dynamic and digital. How stores are connected, and how reliably, is crucial in delivering great service. A digitally-enabled bricks and mortar store allows staff to help customers side by side in store and show you're serious about digital too.

3 Get Closer to Your Customers

Not only do customers expect retailers to be able to create a more personal experience for them, they also want help to simplify complex decision-making and to facilitate easy comparison. Retailers can best achieve this by constantly developing and refining their customer insight, using data and analytics to build a customer-centric experience.

4 Make Your Supply Chain More Dynamic

Squeezed margins mean supply chains have to move beyond just being efficient. They need to become intelligent and dynamic too, using the Internet of Things to improve the way goods are ordered, tracked and ultimately delivered into the hands of customers.

5 Ensure Your Back End Systems are Robust, Secure and Flexible

Seasonal sales, sudden demand surges or unexpected lulls — being ready for the unexpected is what sets smart retailers apart. That's why retailers need a flexible, agile infrastructure that can scale up when your business needs to and work with legacy systems too.

6 Digitally Empower Your People

Don't make your employees stop thinking like consumers when they walk into work. Empower them with technology and tools they can use to better serve the customers they engage with, and to improve their internal communication and knowledge-sharing.

Section 2

Our own retail journey – transforming the Vodafone retail experience

Vodafone has been a prominent high street retailer since 1993. With over 500 stores in the UK and over 15,000 globally, we have worked hard and invested significantly in our own retail business to stay competitive with a demanding, information-rich and price-sensitive consumer base.

We're still on that journey, and we're currently updating our stores for consistency across all our outlets. Our stores will feature a simple design that allows each store to run different promotions, host a 'Top 10' table with live devices and make the most of our on-site 'Tech Experts' to support customers. And we operate at the same fast pace as other retailers – when we took over 139 Phones 4 U stores in mid-September 2014, we transformed their stores and trained their people in just 2 months.

Being a retailer ourselves, we have a deep understanding of consumers and retailing. We know how important technology and social media channels are for delivering great customer service. And with 450 million customers globally, we are confident that we have a lot to share about changing consumer demands and expectations.

But we don't know it all. We don't know everything about your business and your specific personal objectives (yet). That's why we spend time with you, learning about your business and understanding your world before creating a suite of tailored solutions that address your business objectives.

Partnering with Vodafone means you can get one managed service for your social, mobile, data and cloud requirements. No other solutions partner can offer you the same one-stop shop for all your communications needs. We can connect your customers, your colleagues and your suppliers, building robust foundations for global omni-channel retailing.

15,500 stores

450 million customers

Active in 26 countries and partnerships in 50 more

50,000 retail managers and advisors

Figures based on global data

Section 3

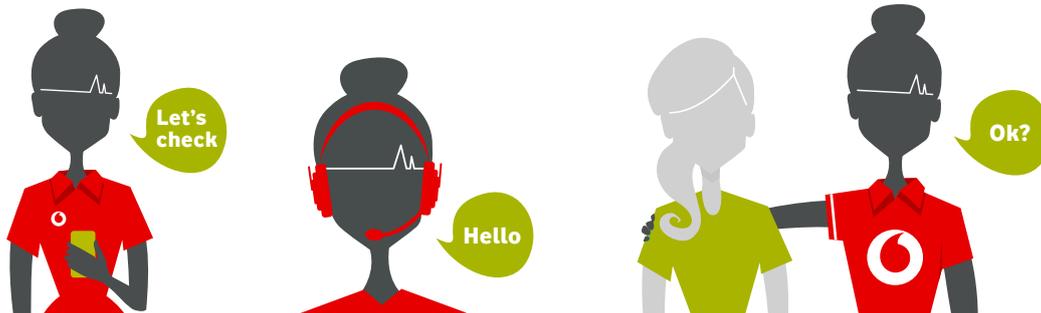## Responding to retail challenges – how we can help

Ready retailers are those that are positioned to succeed today while always being prepared for tomorrow.

Now find out how to get better operational agility in your business and better engagement with your customers and employees.

# Better operational agility

Better customer engagement

Better connected employees

1 Better operational agility

For retailers, better operational agility means having resilience and flexibility in your communications infrastructure to keep your business running. Here's where Vodafone can help:

- We design resilient and unified communications infrastructures across fixed, mobile and hosted services to help your staff be more productive and responsive.

- Our visibility and control solutions help you better manage your total communications spend and usage.

- Vodafone's security solutions help you retain customers' trust, and protect your brand by keeping your customer and business data safe.

- Our Machine to Machine solutions (M2M) will transform your supply chain — from the storefront through to logistics and distribution, including your delivery fleet.
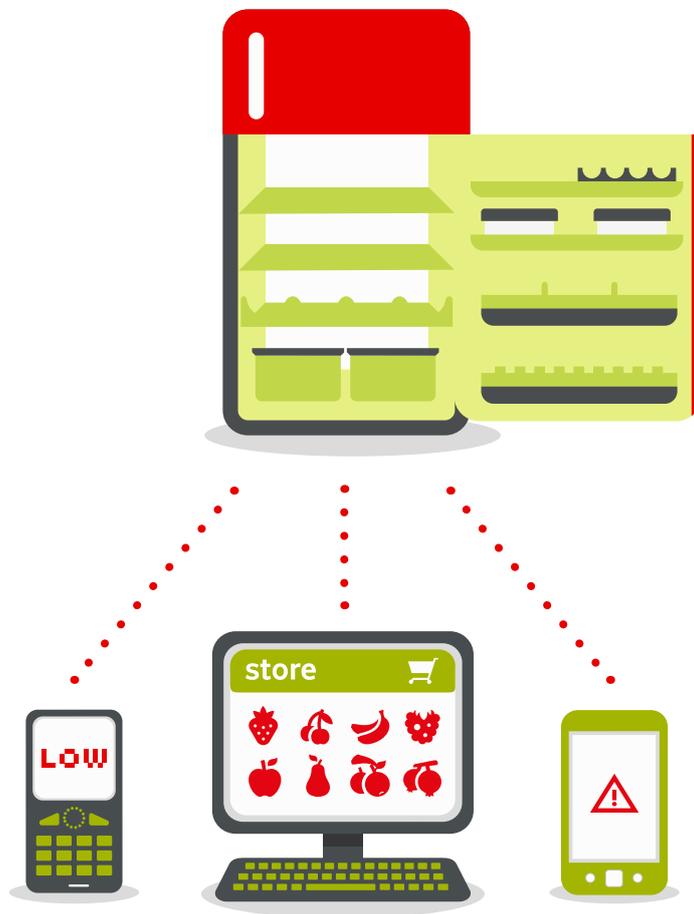
How YoGro Is making their supply chain more agile with M2M technology

Let's imagine a rapidly-expanding frozen yoghurt chain — we'll call them YoGro. This business might have started from a food truck at music festivals, and grown by word of mouth, helped by the founders' dedication to social media, and a great website.

Now the brand is adding two new high street outlets per month and also supplying supermarkets, YoGro need to ensure their supply chain can optimise fulfilment for their rapidly-growing business based around a limited shelf-life product.

- Using M2M technology, YoGro can turn freezers and chill cabinets into connected, intelligent assets that can report on their stock levels and shelf-life date in real time.

- This also enables the company to track their perishable freight when it's being delivered all around the country.

- And automatically trigger new orders when stocks are low or approaching their Best Before date.

- With just one communications provider, the IT team have to deploy fewer resources to manage suppliers.

- After a data breach scare, a bespoke security solution ensures that data stays safe, wherever employees' devices are.

- YoGro consumers trust the brand to work only with organic farmers — with an unbroken chain of connectivity and transparency from suppliers through to consumers, the brand can demonstrate the provenance of their food, calculate food miles and even name the farmers that produced the milk for the yoghurt.

- And because their loyal customer base wants evidence that the company is still in touch with its bohemian, green roots, YoGro uses an Energy Data Management Solution to monitor energy consumption and reduce their CO_2 footprint.

2 Better customer engagement

Improve your customers' experience across all contact channels. Take full advantage of the latest communications technology to build new revenue streams. With Vodafone, you can:

- Get better engagement across customer interaction channels with contact centre solutions that ensure you can deliver a seamless experience to customers across phone, email, text and social.

- Introduce in-store Wi-Fi and mobile analytics solutions for customer insights that help you get closer to customers.

- Design new innovative store experiences and promotions using digital technology.

- Deploy mobile payment solutions to deliver an instant innovative in-store experience to your customers.

Bikes R Us

OPEN

2 for 1
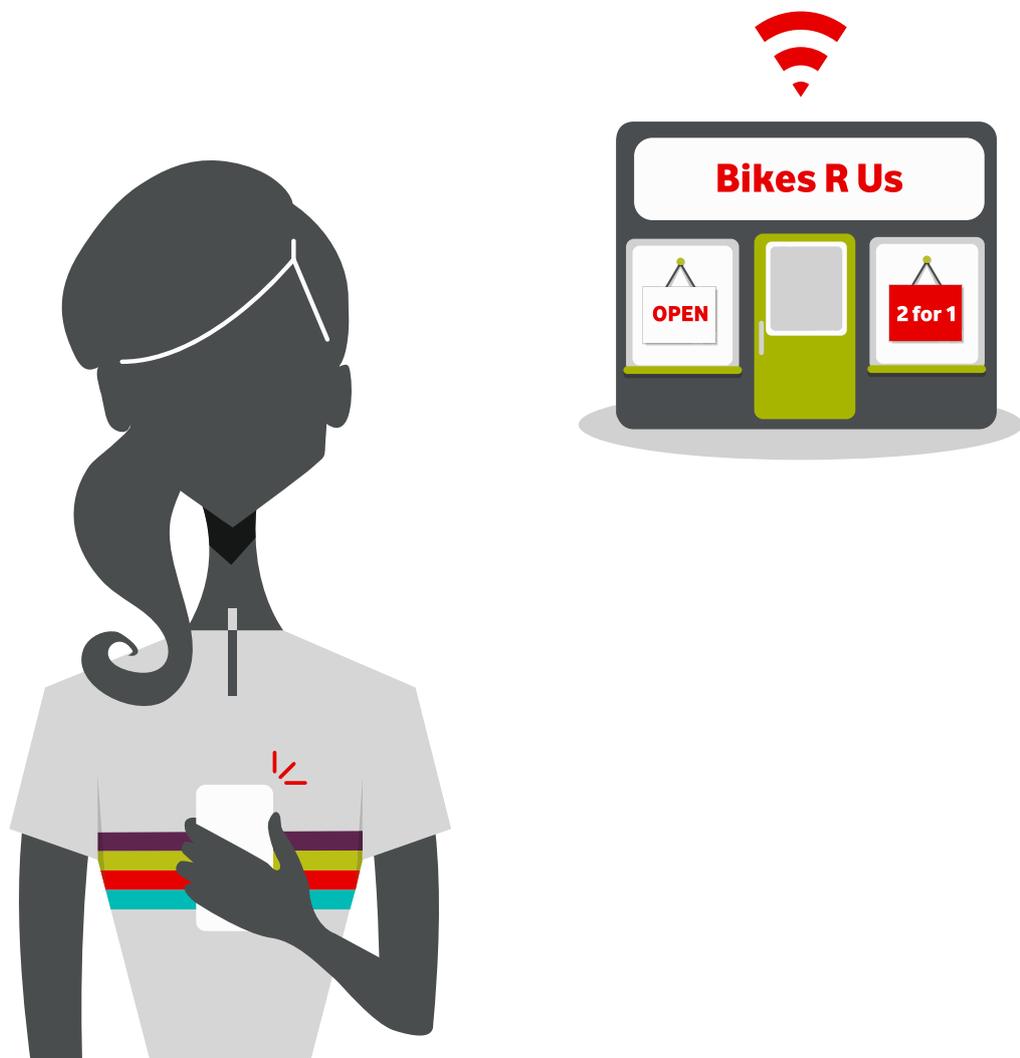
How Bikes R Us gets greater customer insight through in-store Wi-Fi and real-time analytics

Take an imaginary specialist cycling retailer with an established high street and online presence across the country — we'll call them Bikes R Us. And let's assume this company already know that their customers combine high-value occasional purchases with frequent smaller buys (like a £2500 custom-made frame and £12 gloves).

Now Bikes R Us are keen to get more insight into their customers, to encourage them into their stores to engage with their knowledgeable sales team, anticipate profitable 'adjacent' purchases across all sales channels and deliver outstanding customer experience.

- In-store Wi-Fi users are directed to download the Bikes R Us app, leading to a four-fold increase in adoption.

- With all customer information made accessible at the touch of a button, every staff member can immediately start an informed sales conversation with customers, based on their previous purchases, browsing history and shopping baskets.

- Queue-busting payment applications on tablet computers, mean that stores can handle the increased footfall by taking mobile payments.

- No matter what size store, staff can call up more information on stock via their tablets, and share useful information to help them purchase with confidence.

- Special offers are sent to customers identified nearby, via location-based applications to encourage them in-store.

- A more complete picture of what customers are browsing for, and how loyal they are: based on data around repeat visits, in-store interaction and the open rate of emails.

- Bikes R Us can take their customer insight to a new level with every interaction, improving their customer engagement rate, offering a better experience and strengthening their brand in a crowded market.

3 Better connected employees

Your employees already use their devices in their personal lives to share, compare, shop and collaborate. Turn this into a business advantage by ensuring they can stay connected across your organisation, with quick and easy access to the information they need. Vodafone can help your employees collaborate more effectively through:

- Unified communications to seamlessly connect your people right across your business, giving them the freedom to work efficiently and communicate instantly.

- Flexible working solutions that help you empower your employees to communicate and collaborate effectively, wherever they are.

- Mobile solutions for customer-facing staff that give them access stock information, enable them to guide customers via side-by-side interaction and provide information to replenish stock in good time.

How Farmz is enabling instant collaboration with unified communications

Here's another fictional scenario, this time a company that we'll call Farmz. They're agricultural feed specialists who rely on their widely dispersed network of field sales representatives to work closely with their customers. The Farmz team know that their clients want them to share the latest developments in their sector via video conferences, calls and text messaging.

But patchy network coverage hinders their ability to deliver consistent customer service. And having real-time stock data would lead to faster decision-making from customers, larger order values and increased profits.

- Real-time communication between sales team and customers means that queries can be answered on the spot, speeding up the purchase journey.

- New video conferencing and video chat helps customers make better-informed decisions and act on information that applies to them.

- Sales teams can now sell 'side by side' with their clients, using tablets to offer more insight, and share useful data and get immediate access to research — boosting sales and order sizes.

- Extensive UK coverage ensures improved network availability, no matter where the team are — and calls from customers needing information can now be answered reliably.

- Seamless data exchange between stock inventory, customer orders and the fulfilment team speeds up the process, reduces lead times and ensures speedy replenishment.

- Simplified network, mobile and fixed management through a single supplier reduces costs and admin for the Farmz central office.

- Better information and market insight sharing internally for the far-flung Farmz team means they can now share best practice and ensure common standards.

Section 4

Case studies: How Vodafone is helping customers globally – in retail and beyond

Amazon
Leading global online retailer

Mamas & Papas
Nursery goods manufacturer and retailer

Optical Express
Retail optical services company

amazon

Amazon

Global internet-based retailer Amazon wanted to revolutionise the eReader market, tapping into the potential for book lovers to buy, download and read digitised content from a device even when they were on the go. To deliver a better user experience and to create the perfect integrated ecosystem of hardware, content and service, Amazon designed and built its own eReader.

Amazon wanted to allow users ease of access to their content, anytime, anywhere. For this to work, devices would need connectivity. Book lovers should be able to buy and download books on the go, in a smooth and elegant manner – with no contracts and no extra payments. To ensure the smooth launch, Amazon needed a connectivity partner capable of delivering a consistent, global user experience.

How Vodafone helped
- Simplified the process of launching hardware in multiple markets around the world, with one global SIM capable of converting to local requirements.
- Improved user experience with straight out of the box connectivity and 1-Click registration.
- Reduced operational costs with a single connectivity contract covering multiple markets.
- Enabled Kindle Paperwhite 3G users to have the ability to download a book in more than 150 countries.
- Provided an intelligent SIM for the Kindle Fire HDX in UK and Germany that recognised its location the moment it was activated, so users could quickly sign up to local data packages with access to top up services and support.
- Ensured local customers are on local tariffs and Amazon have a single SIM management experience.

Mamas & Papas

With just 2 years to reach customers — parents of young children and babies — it's really important that Mamas & Papas make the most of every opportunity to connect with their customers.

They must establish trust and must do this across multiple channels. To further complicate matters, they have to do it at a time when parents are at their most tense and their most cautious. A robust communications infrastructure underpins their customer promise and is at the heart of their business operations.

How Vodafone helped

- Improved network availability, with simplified network management through a single supplier.
- Better customer service with a faster, more local response to issues logged with head office.
- Facilitated the roll-out of e-learning to staff in UK store network, ensuring a more consistent customer experience.

Services and Solutions

- Fixed, mobile and data solutions across all UK operations.
- New Wide Area Network provides double bandwidth of previous solution
- Helping plan an upgrade to the contact centre operations, integrating social media and email into a unified customer experience.
- Greater bandwidth and network resilience, improving real-time stock information.

"Having Vodafone on board has given us the confidence that the link between our stores, our contact centre and our staff is going to work effectively. It's given us a platform on which we can build for the future."

Chris Greenwood, Chief Information Officer, Mamas & Papas

Optical Express

Optical Express

Unreliable branch network connectivity led to poor performance and network management issues across all Optical Express sites in the UK and across Europe.

Without centrally-coordinated medical records or customer appointment system, information was fragmented.

The company also wanted to secure an average cost reduction of 40% in the cost of its telecommunications.

How Vodafone helped
- Spent time in the call centre to understand Optical Express' needs — not just an off-the-shelf solution.
- Created a complete Unified Communications solution for Optical Express' needs, including plans for future multi-channel capabilities like Live Chat, SMS and Video Conferencing.
- Delivered savings of 40% on the total cost of ownership of existing solution.
- Price-matched services and tariffs to demonstrate required savings.
- Better data handling on network means high-resolution images of patients' eyes can be shared, removing the need for new images to be taken.
- Mobile technology enables real-time communication between optometrists, so patient queries can be resolved immediately with no need for a follow-up visit.

Services and Solutions
- Up to 8 times more bandwidth across the network than previous solution.
- New fault-tolerant Local Area Network for call centre with 250 staff.
- New Branch Connectivity network enables centralised diary appointments across all stores and shared Electronic Medical Records system.
- Free VoIP calls between company sites.
- Improved efficiency in call centre will enable increase in outbound calls to customers, improving customer service.

"We chose Vodafone for two main reasons: because of our excellent past customer experience of their mobile service, and because they could offer a complete solution for our needs, including calls and line, data network and mobile."

Craig Duffy, IT manager, Optical Express Group

What next?

At Vodafone we know the reality of dealing with the challenges you face, because we're a retailer too. We've been there.

We have the ability and pedigree to help create the agile infrastructures that can support enterprise retailers across the world on their own transformative journeys, starting with their mission-critical communications.

Look at our **Ready Retail Guide**, with more insight into the trends, technologies and opportunities opening up for retailers now.

Want to talk? We'd love to hear from you.

Contact your account manager or call 0845 241 9553

Visit vodafone.co.uk/retailsector

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