

DRIVING ENGAGEMENT AT THE HEART OF RETAIL

As retailers adopt omnichannel strategies, Computacenter can help drive the in-store consumer experience with a range of technologies and support services to help you win the battle of the high street.

The shift away from bricks and mortar has accelerated due to fast-paced technical innovation. From the development of better online and mobile shopping platforms, to the convenience of shopping at home, customers are favouring a digital experience with even greater expectations for today's marketplace. Retailers understand the enormous benefit and potential a physical location provides, and coupled with a sharp digital presence, this strengthens consumer confidence, brand awareness and drives customer engagement.

Successful high street shops have been able to use a combined digital strategy to express their brand's values, identity and image, as well as target specific demographics through a bespoke omnichannel approach. Leaders with physical shop frontage such as Apple, Puma and Decathlon have capitalised on strong visibility to benefit their sales both in-store and online. Services such as click-and-collect have seen retailers integrate their on-and-offline strategies to ensure seamless customer engagement.

COMPUTACENTER HAS A LONG TRACK RECORD OF SUPPORTING RETAIL ORGANISATIONS IN MODERNISING AND TRANSFORMING IN-STORE ENVIRONMENTS AND DIGITAL PLATFORMS. OUR INNOVATIVE APPROACH COMBINES NEW TECHNOLOGIES WITH SUPPORT SERVICES THAT PLACE CUSTOMERS FRONT AND CENTRE.

286,000+

products shipped to retail customers
(inc PEDs / End-User Devices / Desktops & Laptops /
Hand-Held Terminals / Tills / Access Points)

47,500

physical stores
supported

Trading
relationship with
TOP 10
UK retailers

25+

year's retail
experience

THE IN-STORE CHALLENGE

A seamless customer journey is key to capturing spend. However, many retailers struggle with captivating and engaging consumers due to a variety of factors including:

- A lack of integration and consistency between online and in-store channels
- Fragmented and poorly adopted technology solutions
- Lack of engagement from staff
- Costs to deliver new services
- Pace of change in technology

Those that get it right see customers spending more in-store than they do online, often driven by impulse purchases that the online model cannot fully replicate.

On the flip-side, the in-store experience can be frustrating for some consumers, who will often fall back to the convenience of online shopping from home. This type of fragmentation can see brand loyalty suffer in the long run. An end-to-end strategy for consumer engagement streamlines these channels to strengthen the brand and generate consumer confidence.

An engaging in-store design coupled with a knowledgeable and motivated workforce has the power to create the optimal customer experience, driving the value of each customer higher. Equally, reducing the 'retail experience' barriers such as staff being unavailable, frustrating layouts and poor checkout experiences, will also have a large impact on improving consumer engagement.

COMPUTACENTER'S RETAIL SOLUTIONS

Whether a user of technology, or a consumer, at Computacenter we always put people at the heart of our approach. For the in-store retail environment, the journey starts before the customer enters the store. From engaging and enticing digital signage, to interactive in-store tech and the point of sale experience; we can provide advice, sourcing, installation and support for in-store technology, encompassing:

1 KIOSKS

- Self-service options for customers to browse product catalogue
- Click & Collect functionality
- Transition buying experience to digital
- Alternative payment mechanism

2 VIRTUAL ADVISORS

- Customers interact with advisors or experts outside of the store accessing the best information to inform their buying decision

3 DIGITAL SIGNAGE

- Entice consumers into store
- Efficient navigation through the space
- Tailored and timely promotions

4 SMART SHELF LABELLING

- Faster, dynamic updates to pricing information
- Staff redeployment to more impactful customer-facing activities

5 SELF-SERVICE RETURNS SOLUTIONS

- Reduce queuing time when returning products



6 AUGMENTED AND VIRTUAL REALITY

- Interactive mirrors or "How would this look at home" technology from a tablet or mobile device
- More immersive way to qualify purchasing decisions within store

7 MOBILE TECHNOLOGY

- Staff can better respond to and deal with customer enquiries - all relevant information at their fingertips
- Product locations, real-time stock and warehouse records, and in-situ payment mechanisms

8 CUSTOMER JOURNEY SOLUTIONS

- CCTV cameras, beacons and other sensor technology provide insights into the business
- Footfall density or hotspot monitoring data to optimise the footprint better and streamline customer experience

9 EPOS SOLUTIONS

- Better consumer engagement at the point of sale

10 SECURE LOCKERS

- In or outside stores to combine the online and physical service
- Simplifies returns and/or click and collect process

11 STORE SECURITY

- CCTV technology to effectively manage staff and consumer security
- Manage the shrinkage challenge by data/AI fuelled analysis to inform more rapid action and response

MAXIMISING FACE-TO-FACE ENGAGEMENT WITH RETAIL CUSTOMERS



GROCERY STORES

MARKET VIEW: Food sales remain strong, with digital channels increasing rapidly for home deliveries and click & collect services

CUSTOMER EXPERIENCE: In-store experience, queue times and product availability are key

RETAILER RESPONSE: Provide highly available, secure and effective self-service options, whilst optimising flow around outlets

KEY COMPUTACENTER SERVICES: We support self-service devices to maximise uptime; provide improved click & collect experiences; and deliver footfall management solutions to improve customer flow and security



HIGH STREET STORES

MARKET VIEW: Sales flat at best but those performing well have a strong brand and customer service

CUSTOMER EXPERIENCE: Consumers still want to shop in physical locations with the ability to browse, and 'try before buying'

RETAILER RESPONSE: Provide a seamless omnichannel service and create positive in-store experiences to attract customers and make purchasing easier

KEY COMPUTACENTER SERVICES: We optimise collection and returns processes; our digital signage solutions ensure customers are supported efficiently



HOSPITALITY

MARKET VIEW: Business is recovering, but new ways of working likely to stay post Covid-19

CUSTOMER EXPERIENCE: Customers are looking for safe and easy to navigate positive experiences whether dining in or taking away

RETAILER RESPONSE: Hygiene is critical with better ordering and queue management required to maximise utilisation

KEY COMPUTACENTER SERVICES: We are working to deliver new health and safety solutions for staff and customers using kiosks to enable self-serve where possible

COMPUTACENTER: WHY WE ARE DIFFERENT

Computacenter has a long and established presence in the retail sector. We work with many leading retail brands to leverage technology to deliver innovative new retail experiences, as well as optimising the management and operation of in-store technology. Our credentials include:

- A strong heritage in retail, providing end-to-end solutions to some of the UK and Europe's largest retail organisations
- We are the largest IT reseller in the UK holding strong relationships with the broadest array of vendors to help optimise your commercial engagement
- We are technology independent and able to advise, source, implement and manage technologies from all of the market leading vendors
- Our expertise across workplace, cloud, data center, networking and security, offers retailers an end-to-end customer solution
- We provide opinion and thought leadership on market trends and recommend new innovative solutions
- We offer financial solutions to support technology transformation and deployment, making us a flexible and committed partner

£5,053m

Total Revenue

5,000

engineers & technicians

1,500

consultants

3.7m

users supported

25m

products shipped annually