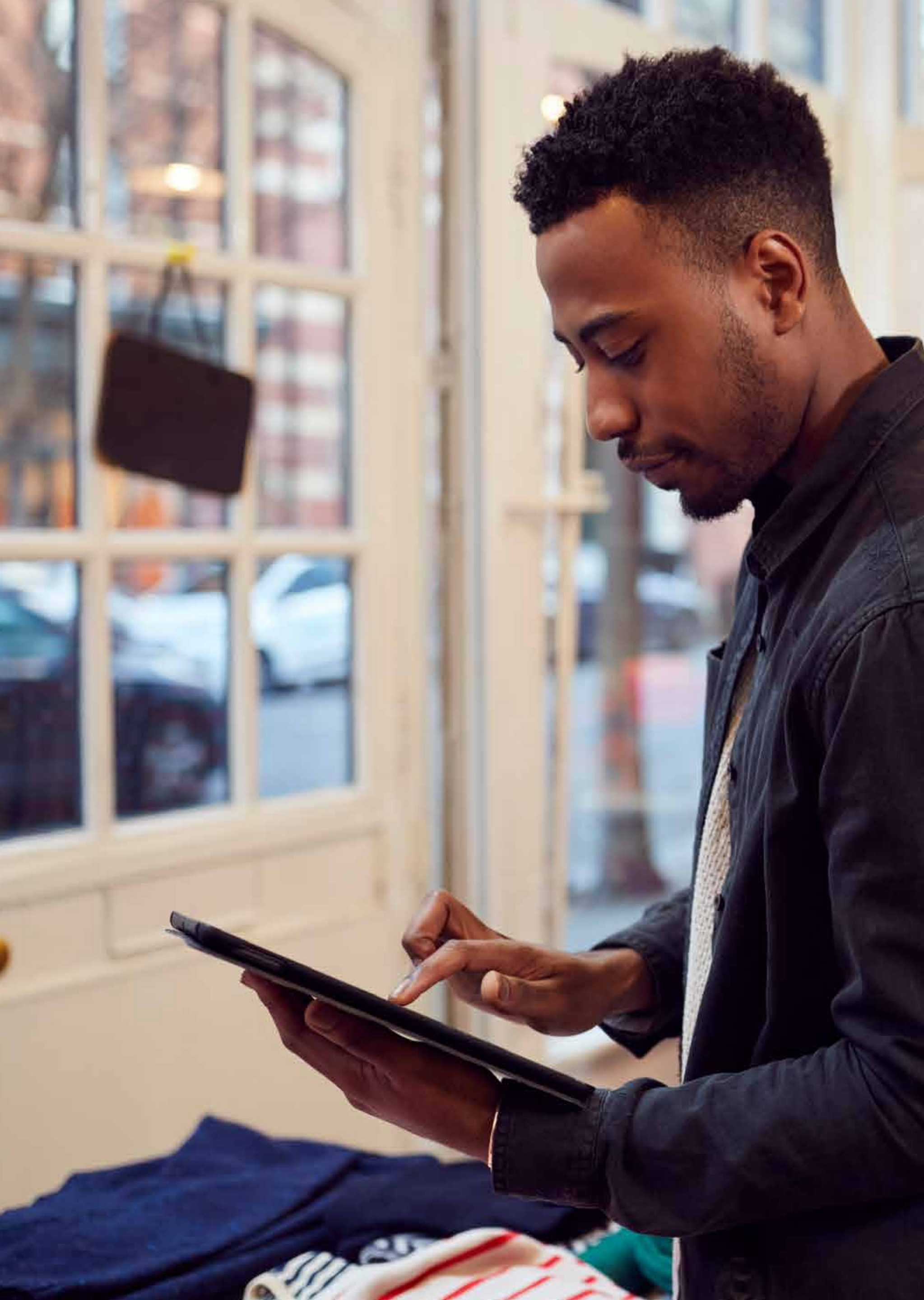




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Retail

Transforming the In-Store
Customer Experience:
4 Strategies for Success

“

81% of IT leaders are implementing new tech to support customer interactions, with the majority highlighting that improving the CX is one of their top priorities.”

Source: CIO Magazine

The idea of meeting customers “where they are” has become core to a retailers’ digital transformation. Much of the work of customer experience (CX) excellence now falls under the remit of CIOs and IT leaders, as retailers look to make good on the promise of a frictionless brand experience and stay ahead of the competition, both locally and on the international stage.

Here we explore 4 in-store solutions that are proven to help retailers achieve CX excellence and deliver for store associates, customers, and retailers’ bottom line.

- 01.** Turn the point of sale into a mobile point of service
- 02.** Raise the bar on loyalty with hyper personalisation
- 03.** Gain a single, real-time view of inventory
- 04.** Get every detail right in every store

01.

Turn the point of sale into a mobile point of service

Mobile is having a major impact on in-store sales. According to an IHL Group study, companies whose staff used mobile sales tools saw a 77% percent higher sales growth. Mobile POS continues to play a lead role in today’s shopping experience, not only for the customer, but the store associate too. To drive sales revenue, increase customer loyalty and remain competitive, retailers must empower their store associates with a complete mobile POS solution that enables them to access accurate customer data, gain a single view of inventory and execute key omnichannel services like Endless Aisle and Ship from Store.

This can all be achieved with Cegid Retail Live Store, a new generation of collaborate in-store apps designed to elevate the in-store CX and help retailers set a new pace.

Based on continuous integration, continuous deployment (CI/CD), Cegid Retail Live Store users benefit from new functionality every 2 weeks, allowing them to deploy new features at a rapid, continuous pace.

 Queue Busting	 BOPIS	 E-Reservations	 Endless Aisle
 Loyalty & Promotions	 MS Teams Integration	 International Compliance	

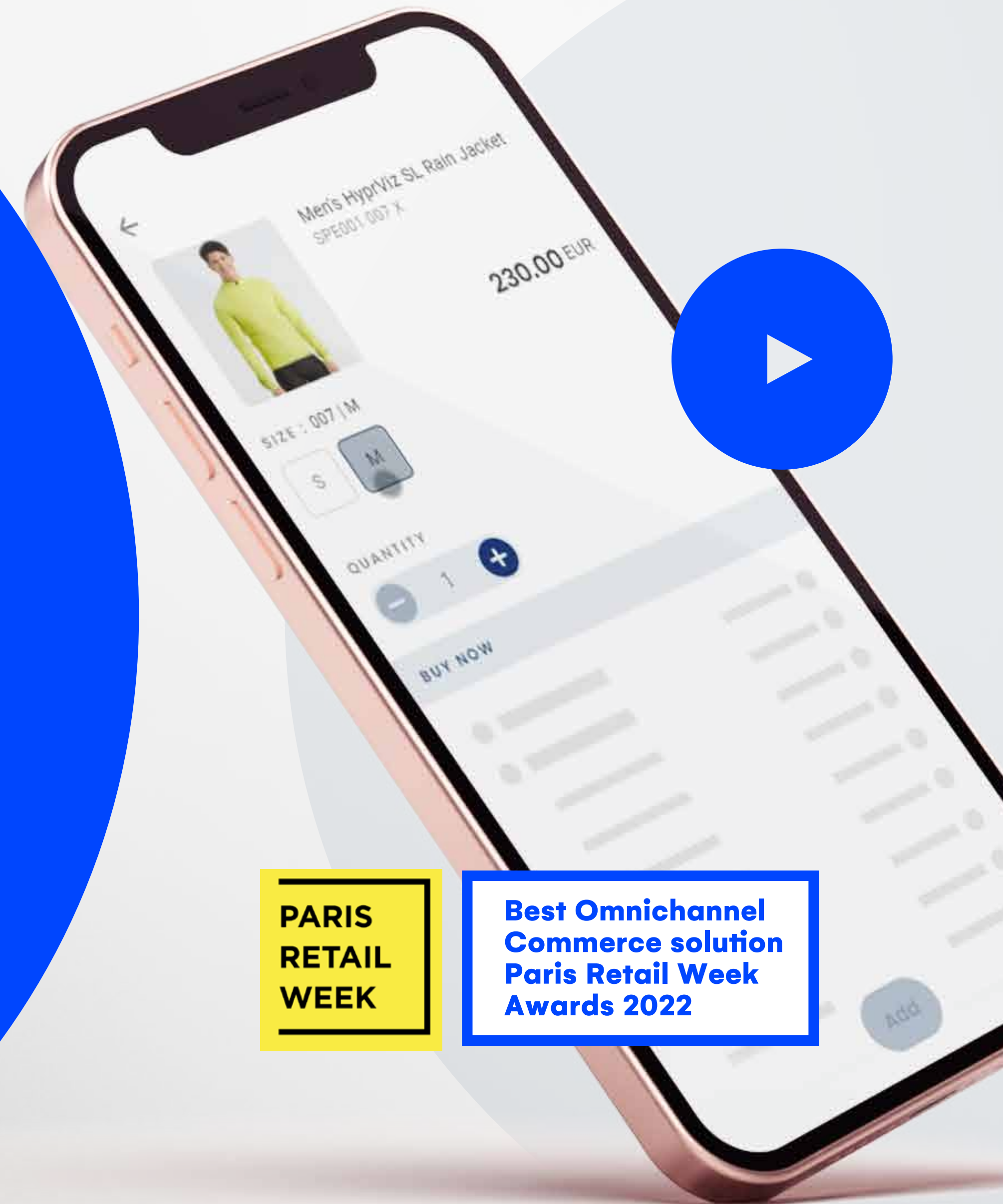
Balibaris

“
**60 stores were up
and running with
Cegid Retail Live
Store in 5 weeks!”**

Julien Schneider, CEO of Balibaris.

Stay close to your customers with Cegid Retail Live Store

- Deploy new features at a rapid, continuous pace
- Apps available on any device and any OS
- Reduce your IT costs and TCO
- Enable future growth
- Increase store associate satisfaction
- Encourage collaboration and continuous innovation



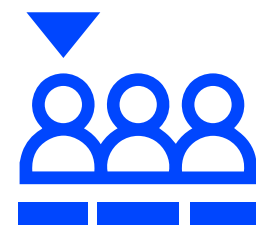
02.

Raise the bar on loyalty with hyper personalisation

Personalised shopping experiences are crucial in attracting customers and retaining their loyalty. According to Epsilon, 80% of consumers are more likely to purchase from brands that offer a personalised and consistent shopping experience, however and wherever they chose to shop.

CRM and Clienteling is an opportunity for retailers to empower their store associates with advanced customer insights that enable them to build tailored connections with their customers and keep them coming back to stores.

Raise the bar on loyalty and deliver an experience your customers will love with Cegid Retail Live Store. The solution can help bring memorable and happy experiences to customers and store associates alike. It pulls together the omnichannel shopper behaviour of each customer and feeds that information to store associates so they can provide personalised service and increase the average transaction value.



Omnichannel customer data



Gift card & loyalty programs



Customer profile reports



Targeted marketing campaigns

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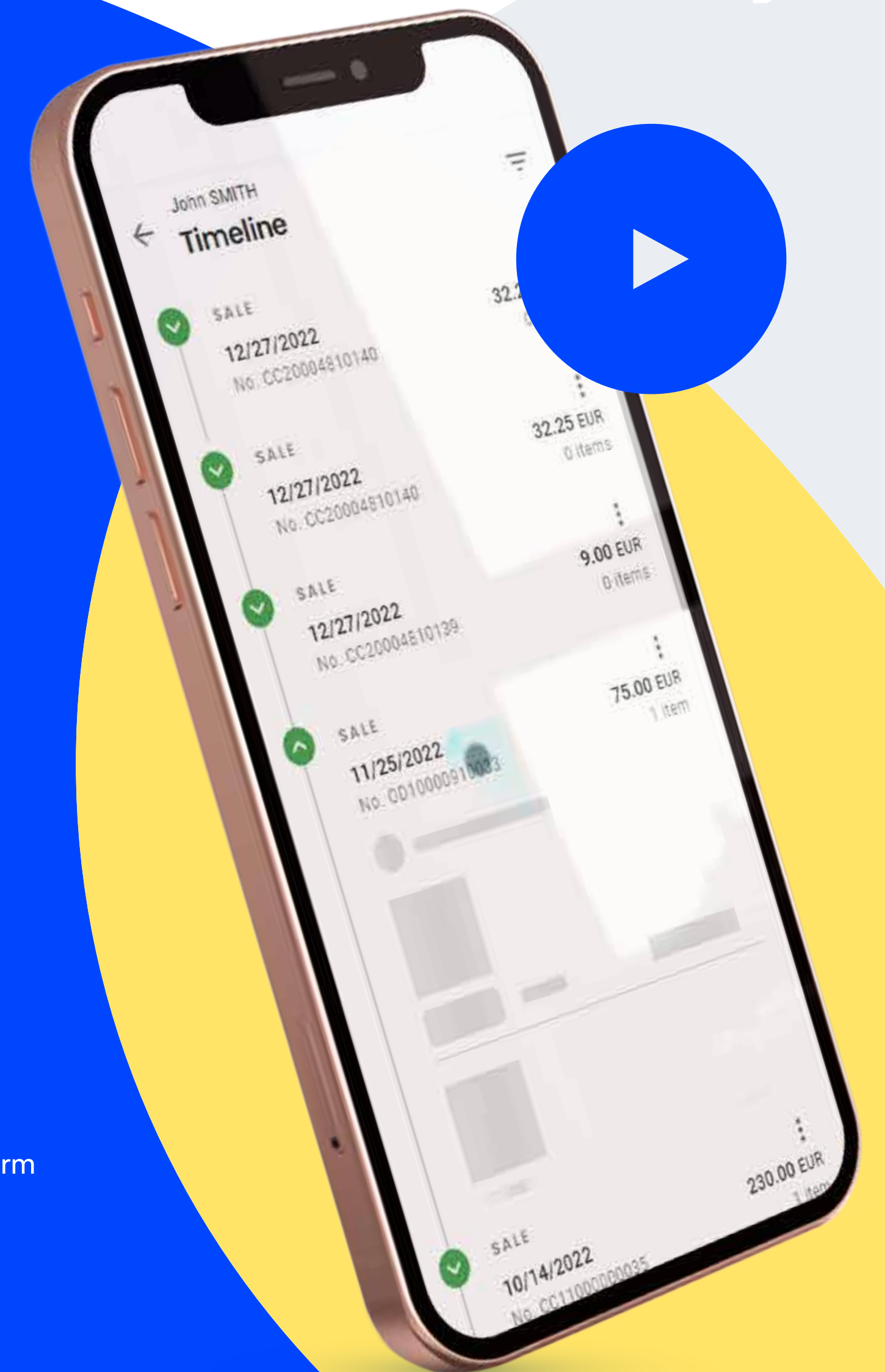


“
Thanks to Cegid’s
loyalty solution in
partnership with
Neostore, customers
are “enrolled in a
quick and simple
way”, through
a QR code.”

Ariel Wizman, Co-founder of MINISO

Cegid Retail Live Store gives retailers

- A 360° vision of customers’ shopping journeys online and offline on the mobile POS.
- Easy access to data from other CRM systems thanks to adaptive card technology.
- Personalised customer preferences delivered live to the store associates in the palm of their hands.
- Mobile POS led loyalty. Data can be captured through a conversation anywhere in the store.
- Data is richer and less time-pressured than typing and ticking boxes quickly to reduce wait times at a fixed POS.
- Enhanced data quality thanks to the integration with Neostore, a platform that triggers push notifications to the customers phone to retrieve vouchers, loyalty points or a web order as soon as the customer is close to the Mobile POS.

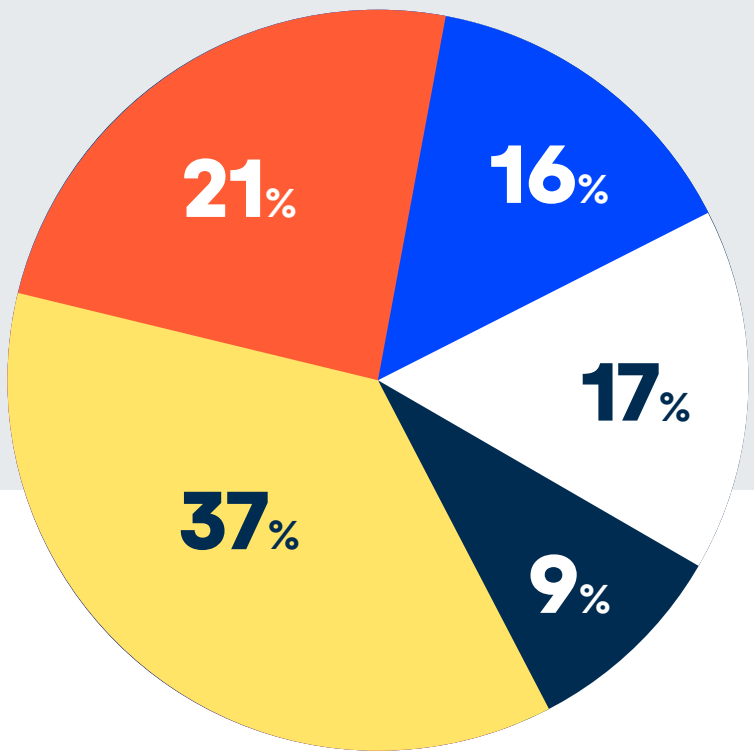


03.



Consumers' Reactions to Stockouts

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- Buys another item from same brand
- Return purchased item later
- Buys nothing
- Buys a different brand
- Buys same brand elsewhere

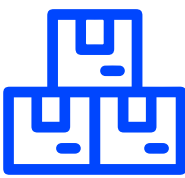
Source: ERC Europe

Gain a single, real-time view of inventory

A single, real-time view of inventory is the lifeblood for retailers. Customers expect products to be available when and where you say they are, if not, they will go elsewhere.

According to ERC Europe, 30% of consumers feel stockouts hurt their shopping experience. Some 69% will choose a substitute item after a first stockout occurrence, but after experiencing three of them, 70% of shoppers will go to another brand entirely.

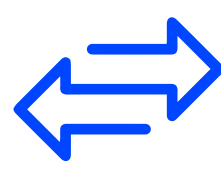
Keep your customers coming back to your stores with Cegid Retail Inventory Tracking. The solution provides accurate, actionable data that helps you get the right inventory in your stores and to your customers – directly impacting your bottom line and the CX.



Stocktaking



Receipt of goods



Inter-store transfer



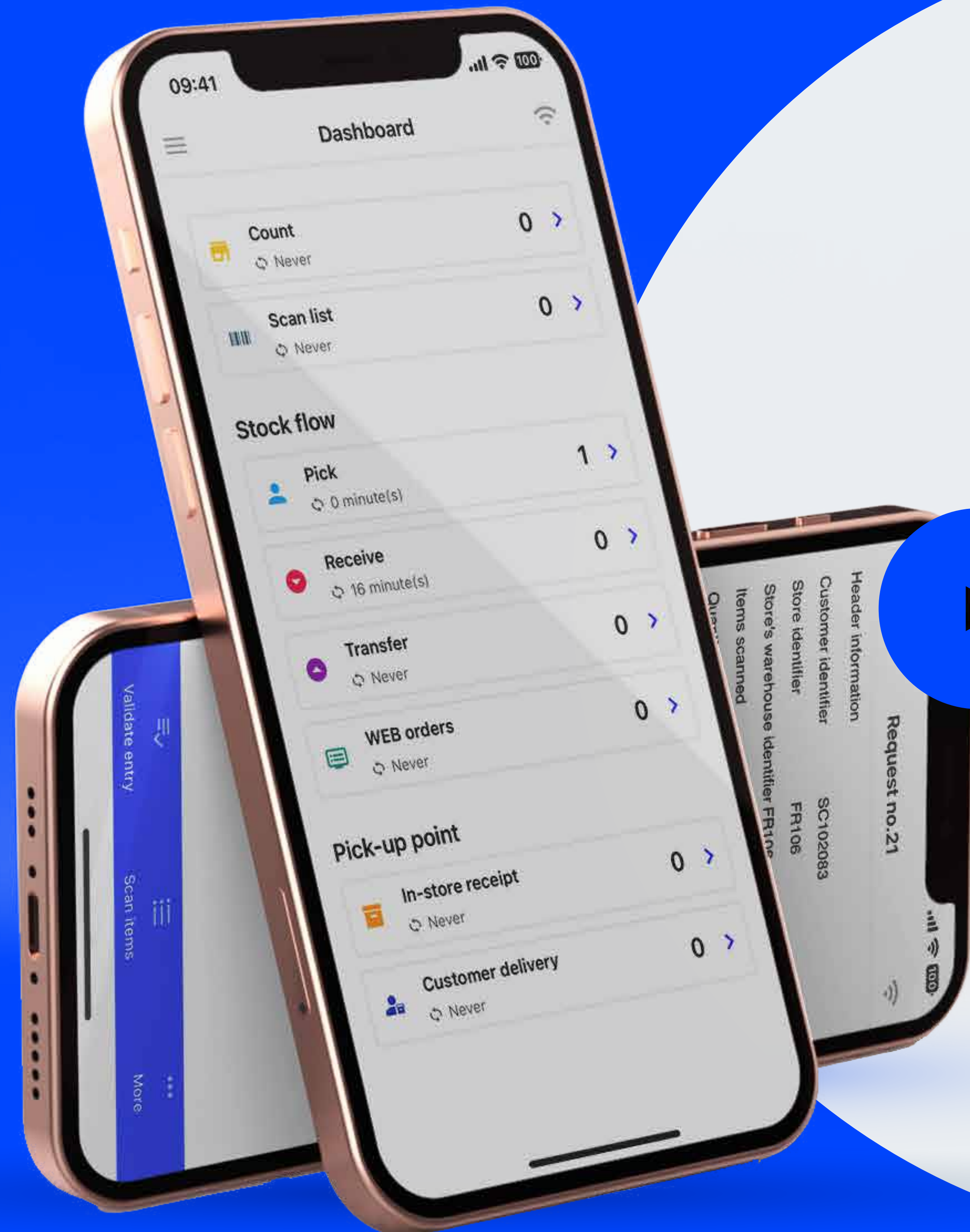
Supplier return



Item/price look-up

Cegid Retail Inventory Tracking helps

- Increase efficiency of store associates
- Improve stock accuracy
- Improve customer service levels and the overall CX
- Decrease stock-outs or excess stock
- Minimise shrinkage and costs



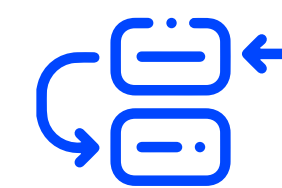
04.

Get every detail right in every store

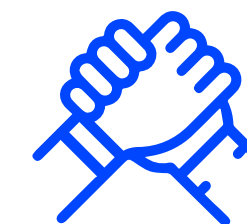
The role of stores has become multifaceted. They are now delivering innovative brand experiences, they act as fulfilment hubs, they're a place for online returns, click & collect points and more! New customer-facing tech along with business-as-usual updates, critical training and maintenance tasks, can make compliance audits extremely complex.

This complexity has meant that stores have increasing to-do lists and tasks to deliver for departments across retailers' HQs and these are communicated to stores via emails, individual software portals, apps like WhatsApp and even paper checklists.

Simplify communication with your stores and ensure your associates are 'in the know' with Cegid Retail Store Excellence, an intuitive retail operations app that saves time and makes life easier for store teams and retail management teams. The platform streamlines communications and task management, helping store teams to deliver brilliant brand standards, and retail leaders to make sure their stores get every detail right every day — maximising the value of the store estate.



**Task
Management**



**Team
Engagement**



**Activity
Planning**

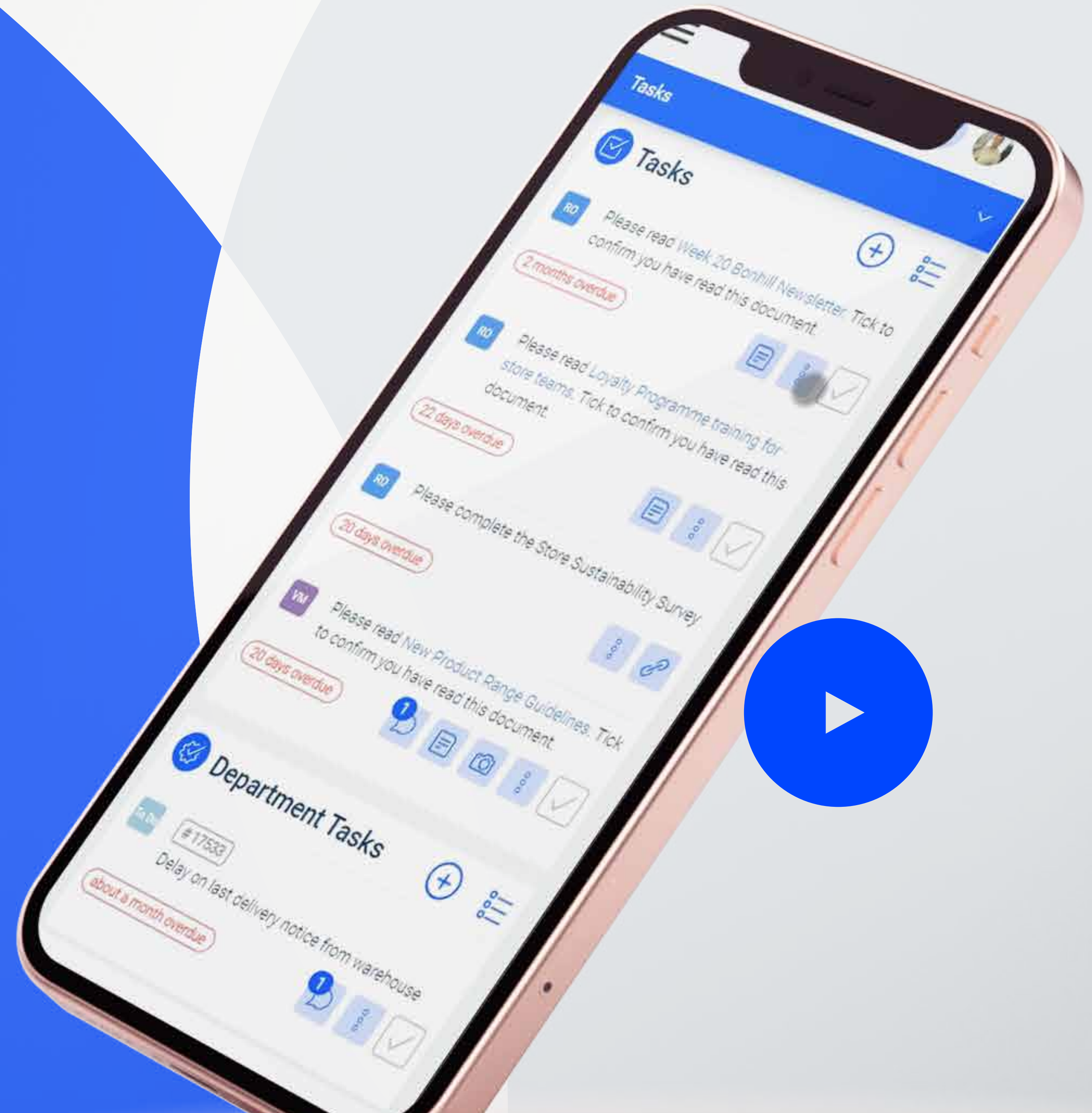


“Reviewing campaign launches is now immediate, so we can tell stores what to change instantly. Our database of visuals means that we can view any store area, such as tills or fitting rooms, and make them consistent with the campaign strategy.”

Crew Clothing – Commercial Director

Key benefits of Cegid Retail Store Excellence

- Clear and targeted operational comms
- Brings all tasks together on a single platform
- Ensures all stores are fully compliant
- Elevates brand standards
- Boosts store associate's productivity and morale



Measure CX Success

CX needs metrics to monitor the success of the resource and investment. Most of these metrics already exist in retail businesses but now CIOs and IT leaders are looking to monitor them with a renewed level of interest given the investment they are looking to make in tech to deliver CX excellence in-store.

Key CX metrics include:

NPS (Net Promoter Score) — a single number from two simple questions that measure the general impressions of a brand, service or product to find the promoters vs detractors. A great target to motivate teams to improve the CX as it looks at the whole picture of the service, so no one team or issue is singled out.

CSAT (Customer Satisfaction) — used following a service interaction with the business, it can reveal what customers think about the customer service right now.

Customer Effort Score — questions like ‘did you find what you were looking for today?’ can quantify the input the customer has made and spot areas of the business which are too complex for customers to navigate.

Retention rate — this measures how loyal customers are and measures the impact of any loyalty improvements being made.

Churn rate — this can be used to measure customer attrition. It is calculated by dividing the number of customers who discontinue a service during a specified time period by the average total number of customers over that same time period.

Elevate the in-store CX with Cegid Retail

Cegid Retail is a cloud-native, global POS and unified commerce platform for specialty retailers.

Global Reach	
1,000 Retailers	75 Countries Live
85,000 Stores	28 Languages
Our global reach and retail expertise enables us to provide retail solutions in line with our customers' needs, local fiscal and legal requirements and global best practice	
Cloud-native	
ISO	Worldwide cloud on MS Azure

Customer Community













Cegid is a leading provider of cloud business management solutions for finance (treasury, tax, ERP), human resources (payroll, talent management), CPAs and the retail and entrepreneurial sectors. With a robust, full-cloud business model, Cegid makes a long-term commitment to its customers, delivers superior and distinctive experiences, and helps companies of all sizes accelerate their digital business transformation, both locally and worldwide. Cegid combines a forward-looking, pragmatic approach to the businesses with its strong capacity for innovation, deep expertise in new technologies and a unique understanding of regulations and compliance. In today's fast-changing world, Cegid makes more possible by helping customers unleash their potential thanks to innovative and purposeful business solutions.

Bolstered by its strong international ambition and reach, Cegid has 3,600 employees and sells its solutions in 130 countries. Cegid reported annual revenues of €632 million (December 31, 2021). Pascal Houillon has been the CEO since March 2017.

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