

Connected Consumer: Retailing in the Connected World

Welcome to Tech City where the future of retailing is here today.

In this video demonstration, you will learn how digital media, mobile devices, and collaboration tools are being deployed in ways that change traditional retail business models. The video is a fictitious illustration that portrays realistic situations, characters, and technologies to help bring to life Connected Consumer concepts to all retail segments.

Follow along as Tech City establishes new benchmarks for personalized customer experiences and increased associate productivity. Consider how Tech City's innovative approach to retailing and use of technology-based tools can help you connect and do more business with your best customers.

See "How to Use the Video" on page 4 for guidelines on integrating this video into your customer presentations and discussions.

Communication and Collaboration

Tech City associates communicate and collaborate across stores and job levels, breaking down traditional geographic and hierarchical silos. Before and after store hours, associates watch live digital media broadcasts directly from the company's leaders and receive timely, strategic, and tactical execution messages. If they are not in the store to hear the messaging live, they can use Tech City's Video Portal to view it on demand. The Video Portal is also a place where associates can use video to connect with each other and learn together, increasing knowledge sharing and productivity. Tech City associates understand that they are an important, contributing member of the team; knowing this significantly reduces rampant employee apathy and turnover traditional in retail.

Targeted Promotions

Tech City delivers digital media advertising, promotions, and "how-to" content customized for specific store demographics and inventory, using digital signage at targeted customer-facing locations. Messaging can be pushed across digital signs both within a single store and across multiple stores. Digital media replaces the traditional paper- and labor-intensive sign-making process with a more efficient, flexible, and timely process that gets results at the point of purchase for Tech City's promotional dollars. Tech City delivers the right message to the right place at the right time, in a format that inspires and informs customers.



Mobile-Assisted Selling

Tech City uses wireless technologies and mobile tools to bring personalized service to the customer at the point of purchase. Handheld devices provide Tech City associates with important customer and product information at their fingertips, allowing them to engage in effective selling interactions. By connecting with customers' mobile devices, Tech City also ensures that its priority customers avoid the traditional frustrations of endlessly searching for sales assistance or waiting long periods to speak with a sales associate. Whether communicating directly with an associate or customer, mobile interactions help Tech City redefine the standards for customer service.

On-Demand Expertise

Priority customers and high-value transactions receive added attention at Tech City. Skilled sales associates use the Cisco® TelePresence system to provide personal assistance to customers across Tech City stores. TelePresence delivers the benefits of “being there” for interactions with not only customers, but also colleagues and others, regardless of geographical location. TelePresence is an innovative technology that combines rich audio, high-definition video, and interactive elements to deliver a unique, “in-person” experience over the network. With TelePresence, customers and associates are assured that they are getting all of their questions answered, fully and correctly. Tech City receives the dual benefit of knowing that it is applying its best sales resources where they can have the most impact on revenue, customer service, and profitability, while using these resources seamlessly across geographies.

Technologies

Cisco solutions play an important role in Tech City's IT strategy. Key products include:

- Unified Communications
- Digital media system for digital signage and desktop video
 - Digital Media Manager
 - Digital Media Player
 - Video Portal
- Wireless network
- TelePresence system
- Mobile Concierge shopping assistant

Benefits

Growth and profit are two major benefits realized by Tech City's innovative approach to retailing. Figure 1 shows how these benefits touch both customers and associates.

Figure 1. Benefits of the Tech City Model

Growth and Profitability



Source: Cisco IBSG, 2008

Conclusion

Tech City provides creative ways to use digital media, mobile devices, and collaboration tools to change traditional retail business models, establish new standards for personalized customer experiences, improve associate productivity, and increase revenue.

The next step is for retailers to define the opportunities that exist in their retail environments, and then pilot some solutions. By applying certain concepts from Tech City—such as remote expertise or targeted promotions—to your business models, the possibilities of connecting with your best customers are endless.

How to Use the Video—Connected Consumer: Retailing in the Connected World

Connected Consumer: Retailing in the Connected World is a video designed to be used as part of a presentation and/or to facilitate discussion. It is not designed to be a standalone “movie.” It demonstrates the use of technologies that change both customer experiences, as well as the productivity of Tech City store associates. It is aligned directly with the efforts of the Cisco Connected Consumer (retail/CPG) group, Service Provider practice, Digital Media Systems business unit, and Emerging Technologies group—and is designed for use primarily with retail, consumer product, and service provider customers. Many of the concepts in the video can also be applied to other industries.

The video portrays realistic situations, characters, and technologies to help bring these concepts to life in an understandable, entertaining, and impactful medium. While it focuses on a specific type of retailer (specialty and consumer electronics), it can be applied conceptually across other retail segments, and should be positioned conceptually not prescriptively.

Connected Consumer: Retailing in the Connected World demonstrates current Cisco products, including the company’s Home Linksys® brand, as well as other potential solutions that can be built on Cisco’s Unified Communications network platform.

The video is broken down into four separate and sequential scenes, which can be used in whole or shown individually to illustrate specific concepts or technologies. The presenter may position the content in a way that best supports his or her objectives.

Connected Consumer: Retailing in the Connected World is filmed and available in Windows Media Video and high-definition formats to facilitate multiple presentation technologies and forums.

More Information

The Cisco Internet Business Solutions Group (IBSG), the global strategic consulting arm of Cisco, helps CXOs and public sector leaders transform their organizations—first by designing innovative business processes, and then by integrating advanced technologies into visionary roadmaps that address key CXO concerns.

For further information about IBSG, visit <http://www.cisco.com/go/ibsg>



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