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Unified Communications Solution for Retail Industry

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Abstract

Changing consumer buying behavior has resulted in a dynamic shift in today's Retail Industry. From a single point of physical interaction to omni-channel interactions like web, mobile or social media, consumers today are demanding the need for providing enhanced shopping experience across all channels. Technology plays a vital role in delivering this need while keeping business and operations profitable during such changes.

Unified Communications (UC) Solutions enables retailers to provide a rich platform for collaboration and smarter way to interact seamlessly, converging physical experiences with virtual, while reducing costs and enabling flexible expansions across the enterprise.

Introduction

The retail industry is grappling to keep pace with the shifting consumer behavior and highly disruptive influx of new technologies. The inability to get benefited from e-commerce and pressures regarding environmental impact, efficiency and security of key infrastructure are pushing retailers to act with urgency for implementing new technologies and strategies within the available capital fund. One of the major challenges for most retailers is the continuous communication disruptions in the Supply Chain Management channel (Figure 1).

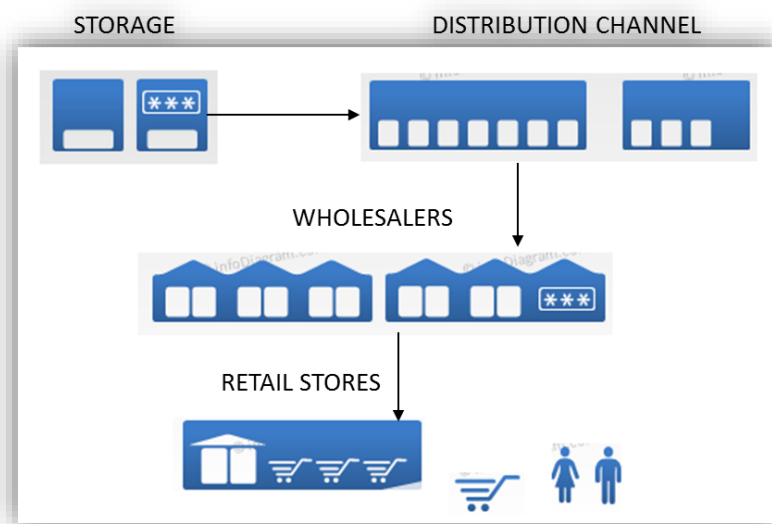


Figure 1

In one of the surveys done by Retail Week it was figured out that more than 69% of retailers were not aware of Unified Communications Solutions and 38% of them said that they did not know the benefits of implementing the same. These results clearly stated that retailers

significantly lacked an understanding of the benefits of implementing UC in their communications infrastructure.

In the same survey when questioned about the key driver for upgrading their existing telephony system, 39% of respondents asked to increase customer service. This showed that retailers were not aware that new technology could also increase productivity and help gain competitive advantage.

Unified Communications Solutions offer the below mentioned features on an integrated platform which enables retailers address their key challenges:

- **Intelligent Communication Solution** – anytime, anywhere and on any device
- **Integrated Presence and IM Solution** – contact the right people at the right time
- **Virtual Collaboration Environment** – audio, video and web conferencing on a virtual environment
- **Customer Interaction Management Solution** – Omni-channel self-assistant platform
- **Communications Enabled Business Process** – integrate Supply Chain Management and other business applications and communications to enable the chain reduce human latency

Happiest Minds Solutions for Retail Industry

Happiest Minds Technologies brings you Unified Communications and Collaboration experience, putting together varied technology solutions with a tight integration with business applications and devices. Our thought leadership along with industry specific knowledge helps us deliver solutions which provide real-time platform for employee collaboration and enhanced customer experience for a competitive edge.

Leveraging partnerships with leaders in Unified Communications space, we offer the following solutions to address the key challenges mentioned below:

- Inability to benefit from e-commerce
- Failure to respond to shifting consumer behavior
- Pressures regarding environmental impact, efficiency and security of key infrastructure
- Supply chain disruption



Intelligent Collaboration and Business Enabling Solutions

Any time, Any where and on any device connect with the right people at the right time.....

Omni-channel interactions with customers, enhanced interactions and satisfaction....



Communication Enabled UC Solution

Make your business process and applications intelligent....

Better and faster interactions, increased revenues....



Virtual Collaboration Solutions

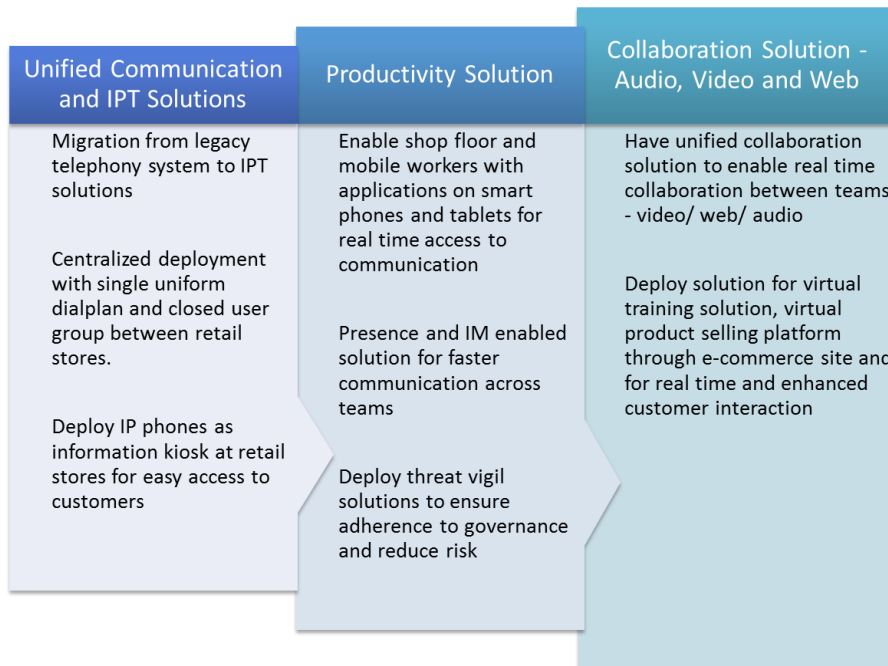
Meet, Sell and Learn....

Solutions enabling collaboration among users, increased productivity....

Operational Excellence and Productivity Solutions

Currently most of the communications infrastructure used by retailers is legacy TDM solution in a distributed architecture. With limited connectivity between head office and retail stores, lack of communication leads to decreased productivity and increased operational costs.

First step towards moving towards CEBP is to have a complete unified communications and collaboration solution. Our Solutions enable customers to move onto a Unified Communications platform in a phased manner of solution deployment, which help them in increasing their operational excellence and productivity.

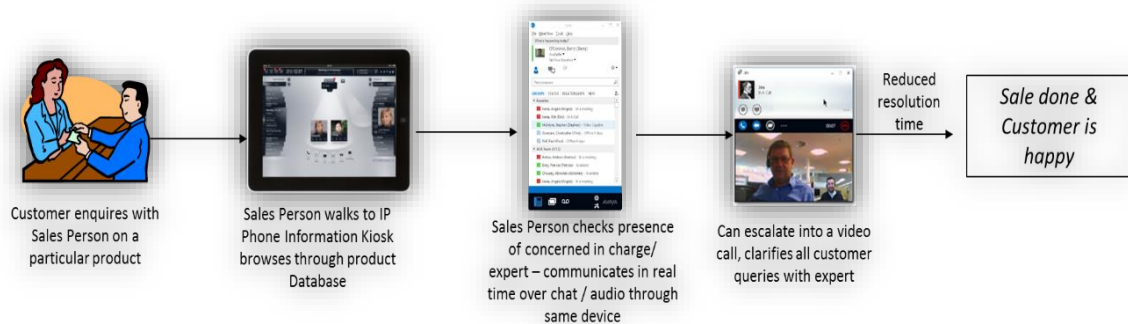


Use Case Scenario:

Consider a customer walking into retail store for enquiry on a particular product he/she checked on the internet.

Typical scenario, in case of legacy solution would be, the shop floor sales person would first check on database list for that particular product and then check for the contact person. If the contact person is unavailable, he would call out to the store supervisor, who would then check with the head office manager and then to the wholesalers and so on. This entire process takes a lot of time and the customer gets dissatisfied and leaves the store.

With Unified Communications solution deployed scenario would have been a lot different and easier. When customer requests about the product, the shop floor sales person can immediately reach to the *IP Phone Information kiosk* browse for the product over web, collect the Product Code, check for presence and availability of concerned supply team on the IP phone through integrated CRM integration. Reach out to them either through chat/audio/video call through the same device and address all customer queries. This reduces the process cycle and increases customer satisfaction and leads to increased sales.



Automated Communication across SCM Channel

One of the key challenges for Retailers is the lack of communication throughout the Supply Communication Management channel and latency caused by human intervention in business

processes. One of the reasons for this is the fact that business processes or applications are not integrated with the communications infrastructure.

This solution comprises of three components, integrated to result in addressing the key challenges of Supply Communications Management optimization.

Adding automated self-service portal can help retailers in many ways.

- **Account Information** – we have all been here; accessing personal account information – name, billing address, shipping address, contact details, past orders etc
- **Order Status** – checking order status, shoppers know when to expect shipment
- **Locations & Directions** – competition is fierce out there; let shoppers know where you are located and how to get there
- Additionally, for **In-Store support**, the customer/shopper can put themselves into a virtual line for assistance or checkout.

Through our solutions we add benefit to a retailer, by communications enabling the business process, reduce human latency and help in realizing business values.

Use Case Scenario:

Challenge -

- A customer orders a new product through a local retailer. Delivery could take place anytime between a significant window that prevents from leaving the house to do other important things.

Solution -

- Using middleware and location web services API, the waiting can be nearly eliminated. Customers can be notified on their specified time and the product will be delivered.
- Middleware application monitors GPS tracking of delivery truck location and triggers an automated notification confirming the estimated delivery time either via automatic audio notification or text messages.

Benefits of UC in Retail

Unified Communication Solutions brings in a lot of benefits for retailers:

- **Revenue:** Streamline of communication infrastructure via centralized architecture reduced costs, associated expenses and overheads, thereby increasing revenue. It can also make additional revenues through up sell and cross sell using the unified communication tools

- **Collaboration:** Seamless flow of communication between staff, suppliers and customers through unified and integrated device of choice brings in enhanced collaboration throughout supply chain management
- **Customer Interaction:** Providing various modes of interaction for first and fast call resolution improves customer satisfaction and helps gain loyalty
- **Productivity:** By having mobility solutions incorporated, retailers can provide the right device to the right user, thereby leading to improved staff productivity and better utilization of resources
- **Competitive Advantage:** By providing a unique in-store and online shopping experience, retailers can gain significant advantage over their competitors.

Why Happiest Minds?

Happiest Minds Technologies brings you a Unified Communications and Collaboration experience putting together varied technologies from leaders in this space, while tightly integrating with other applications and devices.

By leveraging our customized solutions, retailers can realize business benefits with minimal investment on their existing infrastructure.



INDUSTRY SPECIFIC SOLUTIONS

Customized Solutions built to address key challenges in each industry verticals
Delivering benefits using our expertise in unified collaboration, application integration, and contact center solutions.



PEOPLE

A team of experts certified in Cisco and Avaya for designing and implementing solutions
Highly experienced Business Consultants with extensive industry knowledge to build specific solutions



METHODOLOGY

Our advisory/consulting, transformation and managed services approach delivers high business value to enterprises



SUPPORT

Spread across the globe providing round the clock support

About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as “Born Digital . Born Agile”, our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/ transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com