

TO FUTUREPROOF RETAIL

# A fresh approach to communications for a fast-changing market

**Changing customer expectations are creating new challenges for retailers that need to simultaneously modernise, digitise, offer excellent customer experience and service and grow their businesses across Europe. Discover how cloud communication platforms help you overcome these challenges quickly and easily, and futureproof your retail operations. Learn how cloud-based, integrated communications enhance internal efficiencies and customer experience.**

## **8 Challenges** to overcome in retail

### **Shoppers are mobile-first and digitally enabled.**

To customers, there should be no difference between brick-and-mortar stores and online shopping. Stock availability, pricing, special offers and personal baskets should be aligned across their in-store and online shopping. They want the same experience everywhere throughout their customer journey.

### **Retail operations need to evolve.**

To integrate online and real-world stores, support and social and communications channels into a single, uniform entity – both for internal efficiency and to support a seamless customer experience.

### **Retail experience applies to internal customers too.**

To support internal efficiencies and ultimately customer experience (CX), retailers need to deliver a modern, consumergrade experience to staff. This means deploying technologies that support productivity and help deliver service excellence from everywhere.

### **Customers are always-on. Retailers should be too.**

Today's customers expect retailers to be always-on and instantly responsive to queries or complaints across all channels, and always up to date with the latest information and order or query status.

### **Retail must become more agile.**

Retailers have to be capable of expanding into new geographies and channels quickly and need to respond to disruptions and opportunities rapidly. Thus, digital infrastructure and communications technologies that evolve and move as quickly are needed.

### **Retailers are under pressure to control costs.**

Retailers must modernise in a cost-effective way – ideally with technology adapting to future market changes. To manage costs while supporting innovation, you must be able to scale up and down as needed.

### **Retail businesses need to be able to identify opportunities in an unpredictable world.**

Modern businesses need access to real-time, actionable data and insight. With visibility across all retail interactions, you can improve processes, better manage inventory and supply chains and quickly identify emerging trends or problem areas.

### **Compliance is key.**

Amid all the challenges of delivering a seamless, digitally enabled experience, retailers must keep data secure and compliant with GDPR and local legislation.

# It's time to change



Soon, AI will become mainstream in retail, enabling chatbots and voice assistants, helping personalise the customer experience and support Customer Relationship Management (CRM) systems, according to EHI Retail Institute<sup>3</sup>.

## Future-proof your business with cloud-based UC

Future-proof your retail business through digital transformation that modernises every process and touchpoint. This makes it possible for systems, people and things to engage and transact seamlessly.

### Why UC?

Advanced unified communications (UC) systems allow you to seamlessly integrate communications channels to equip all the right people (customers, staff or suppliers) with the right information at the right time. It is proving so crucial for retail modernisation that the European UC & telephony market for retail businesses is expected to grow by 26% CAGR until 2026<sup>4</sup>.

### Scale and savings

Cloud-based communications platforms combine a single phone number and inbox with intuitive communication tools to eliminate the risk of missing important calls and messages – boosting process flow and productivity. Cloud-based solutions can also make it easy for you to move and scale your systems up or down as needed, making it cost-effective.

70%+

of shoppers in the EU already shop online<sup>1</sup>

70%

of respondents are already working with data-driven marketing and personalisation<sup>2</sup>



### Why get the freedom of cloud?

An increasing number of retailers today rely entirely on digital communication. They choose cloud-based communication because:

**It provides a highly customisable solution to quickly, easily and reliably deploy in branch offices at any location and on any device.**

Simultaneously, the cloud is the ideal platform for Unified Communications and data-driven marketing. Cloudbased communication solutions, such as Cloudya by NFON, also offer advantages in terms of data security and reliability.

### in a nutshell

The freedom of the cloud brings simplicity, efficiency and flexible features to meet your needs as they arise. With innovative functionality and transparent management, NFON's cloud-based communication platform Cloudya is fail-safe and offers accessibility from anywhere.

NFON.COM

# Switch on the future, switch to Cloudya



## So how do you position your retail business for better, cloud-enabled communications?

Speak to NFON to learn more about how their cloud communication platform allows you to move quickly for a futureproof retail business. What you can achieve:

- A more responsive and always-on business
- Be better positioned to elevate customer experience
- Monitor and improve processes
- Scale quickly

NFON's smart cloud communication platform Cloudya offers fail-safe communication tools, accessible from anywhere.

Cloudya enables:

- Simplified voice calling, and with one number and one inbox, employees can stay in contact wherever they are
- Easy video conferencing with video and screen sharing
- Seamless integration for CRM and collaboration tool
- Virtual reality through virtual conference rooms

## Cloudya also supports NFON's solutions for retail such as:

- **Nconnect Data** for high-performance internet access, to assure optimal IP telephony performance and enable data monitoring
- **Ncontactcenter** for delivery of consistent experience across all channels, with advanced performance and reporting tools
- **Nmonitoring Queues** for in-depth insights into how service teams and campaigns are performing, ensuring you achieve your targets

Enhance service and compliance with **Neorecording**, deploy **Noperatorpanel** for professional voice reception and **NFON Integration for Microsoft Teams** to integrate with legacy or IP PBX systems.



## Get a top European UCaaS innovator on your side

NFON, ranked among Europe's 10 most innovative companies in the Hosted IP Telephony and Unified Communications-as-a-Service (UCaaS) market by Frost & Sullivan<sup>5</sup>, is constantly innovating in the communications space. We're making better communications simpler, so retailers have a lot less to worry about in a fast-changing market.

To learn more **contact us now**

<sup>1,2,4</sup> content.nfon.com/en/why-retailers-should-opt-for-cloud-telephony

<sup>3</sup> www.ehi.org

<sup>5</sup> www.uctoday.com/unified-communications/ucaas/frost-sullivan-names-nfon-ag-in-top-10-most-innovative-ucaas-companies

