

5 ways your digital business can deliver profit from frictionless shopping

From finding the right product and delivering it to the customer's basket to paying for it and leaving the store, making your business more digital helps eliminate friction points and maximise returns.

Self-service

Empower your customers' shopping experience. Self-service access to order history and preferences makes purchase decisions much easier and delivers more revenue.

Connected Staff

Connect staff to the logistics of your business so they can give accurate info on stock levels, options and delivery times. On the spot.

Unified Processes

Bond processes together so they're channel neutral and work together coherently. Let customers use their loyalty card to trigger support cases, for example, and return online purchases in store.

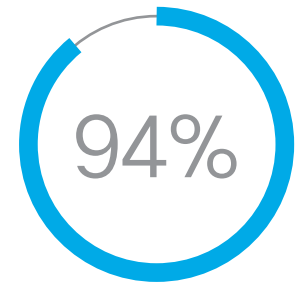
Checkout Innovations

Cut the queues and enable seamless payment by re-imagining, or repositioning the checkout. Or remove it altogether! Offer stock requests via app, self-service payment, then email receipts.

Integrated Security

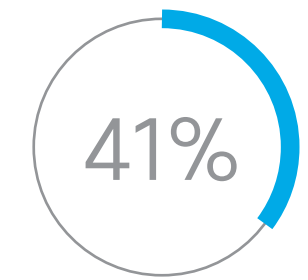
Build security into the DNA of your store, using sensors and beacons, and you'll have the freedom to experiment with innovative displays and light-touch payment options that encourage impulse buys.

How much extra revenue could Cisco connected retail solutions release? Take a look at the facts.



of customers will buy from the same company again if they enjoy a low-effort service experience.

CEB



of shoppers who believe ease of checkout would improve the in-store shopping experience.

PWC, Total Retail Survey, 2016

£15 billion

global value to retailers by 2018 from implementing new payment options including smartphones, payment apps, and advanced analytics-enabled methods.

Cisco, Roadmap to Digital Value in Retail, 2016

