

# 5 ways your digital business can anticipate customer needs. And delight them

Often, the things customers don't tell you are more important than those they do. So retailers who really pay attention and anticipate customers' unspoken needs earn a big competitive advantage.

Giving your business a digital edge can help you deliver customer experiences that surprise and delight at every stage.



## Convenient Communications

Let customers talk to you in the way that's most comfortable for them, with a channel-neutral contact centre supporting phone, face-to-face video, chat, SMS and social media.



## Connected Touchpoints

By connecting, monitoring and analysing all touchpoints (social, EPoS, call centre and in-store) you can spot issues as soon as they arise. And start putting them right before customers even notice.



## Empowered Customers

Smart displays, friendly robots or rich apps can give customers real-time information and answer enquiries on stock options or alternative products if there's an empty shelf.



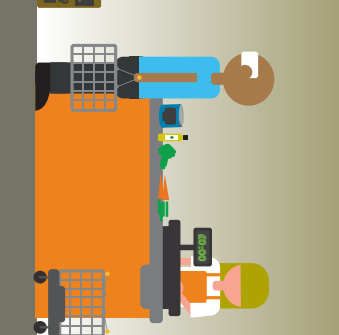
## Customer Tracking

Cameras and sensors help track customer movements and dwell times. You can make sure no area is understaffed and open more tills before queues form.



## Location-based Marketing

Use geo-location data and beacons to recognise customers and use location-based marketing to guide them to products and offers that make them feel valued and rewarded.



See what you can anticipate when you talk to Cisco.



of retailers plan to offer in-store WiFi in the next 24 months.  
*We Are Daisy, UK Retail Report 2016*



increase in spend when companies handle customer service requests over social media.  
*Bain & Company*

global value to retailers by 2018 from implementing in-store analytics to improve workforce efficiency and shopping experience.  
*Cisco, Roadmap to Digital Value in Retail, 2016*

**£50 billion**



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