



5 ways being more digital can enable amazing customer service. And cut costs.

In retail there's really only one thing with a fixed supply, and that's customers.

Giving your business a digital edge helps you retain and win more customers from the competition by delivering outstanding service every time they interact with you. All while reducing operational costs.

Every Channel

Want great reviews? With a channel-neutral contact centre supporting phone, face-to-face video, chat, SMS and social media, customers can talk to you how they want and review in real-time.

Connected Customers

Empower customers by seamlessly connecting them with the data they need, giving them self-service access to information and services on whatever device they want.

Simpler Support

You can empower your workforce with automation and use bots to cover high-volume or simple support queries. So your staff can focus on providing personalised, expert service.

Data Insights

Gather real-time in-store data on customer behaviour using heat maps and video hot spot analysis. You can refine customer experience, stock management and merchandising.



Personal Service

Provide staff with a single customer view across your entire business, from browsing history to delivery records, so they can give personalised service wherever customers visit or contact you.

What's the size of the prize?
A quick look at the business case for digital-enabled customer service.

92%
of organizations that actively compete in terms of customer experience offer multiple contact channels. *Deloitte*

80%
of CEOs believe they deliver a superior customer experience. *Bain & Company*

8%
of customers agree with CEOs. *Bain & Company*

£78 billion
is the potential value that wide scale implementation of smart WiFi can give global retailers in terms of increased productivity and better customer service. *Cisco, Roadmap to Digital Value in Retail, 2016*

Discover Cisco connected retail solutions >>