5 ways a digital edge can amplify the in-store experience. And your sales

Today's stores don't just compete on the high street. They need to take on online, mobile and social competitors. And win.

Getting a digital advantage gives you the power to create more exciting customer experiences, backed by better-informed staff and razor-sharp logistics.

In-store Wi-Fi

In-store guest Wi-Fi is a must for customers. Use it to recognise and welcome them, signposting targeted offers and products, either via your app, at kiosks or directly on their mobile devices.

New Experiences

Inspire customers with interactive digital displays that deliver rich experiences, showcase your brand, encourage participation in community activities. You can also use digital signage to make navigating your store a dream.

VIP Offers and Services

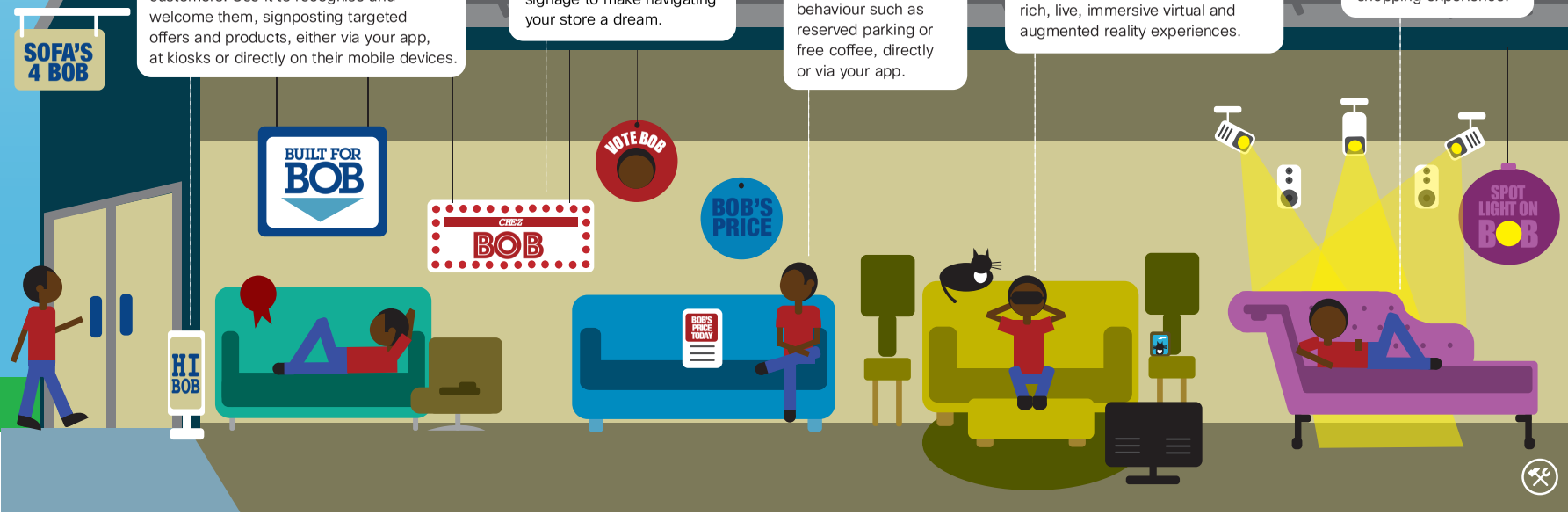
Show your customers how important they are. Use Wi-Fi to push tailored offers based on their purchase history or online behaviour such as reserved parking or free coffee, directly or via your app.

Showrooming

Set customers' imaginations free. Create scalable 'showrooming' experiences that are personal and engaging at all levels, including rich, live, immersive virtual and augmented reality experiences.

Spotlighting

Make your customers the star. Use zonal spotlighting and their preferred music to deliver a uniquely engaging personalised shopping experience.



What's the value of great customer experience? Here's why you should be talking to Cisco.

79%

of retailers believe poor connectivity holds their marketing back.

We Are Daisy, UK Retail Report 2016

32%

think being able to check online and store stock fast would improve the in-store experience.

PWC, Total Retail Survey, 2016

2%

Increase in basket spend directly attributable to dynamic lighting.

Lux review, Philips, PHL University of Hasselt

£9 billion

global value to retailers by 2018 from enabling access to entire product inventories via interactive kiosks.

Cisco, Roadmap to Digital Value in Retail, 2016

Discover Cisco connected retail solutions >>