



Digital Innovation for Modern Retail Businesses

How to engage customers and empower
your retail workforce

Insight 

The future of retail innovation.

The fight between retail and e-tail has been playing out for more than 20 years, and it's far from over. With the rise of e-commerce, the ways brands sell and customers buy continue to push trends forward.

To date, we've witnessed two phases in the evolution of e-commerce. Phase one saw e-commerce taking on brick-and-mortar incumbents. In phase two, modern brands carved niches into e-commerce to meet increasing customer expectations.

As we enter phase three, we are now seeing a new paradigm for online shopping that merges intelligent technologies, hyper-personalisation and seamless cross-channel engagement.



Delivering the modern customer experience.

Retail and e-commerce brands must evolve and adapt in order to thrive in today's retail ecosystem. Next-generation technologies that meet changing customer behaviours and demands can help.

Meet your customers where they are.

Effective customer engagement is the key to increasing brand satisfaction and affinity. Customer relationship management solutions can help you collect and understand shopper behaviours and respond with personalised offers. This boosts promotional effectiveness and conversions while reducing churn.

Differentiated engagements like these can help your brand stand out in a competitive marketplace. And true personalisation can be delivered hand in hand with omnichannel retail offerings.



Develop an intimate knowledge of your clients' buying journey through hyper-personalisation.

Reducing client churn rate and acquiring new clients are just some of the challenges faced by retailers. Today's retail clients now expect communications and products to be tailored to their unique requirements.

To successfully connect with clients and meet their expectations, retailers must have a deep understanding of the customer buying journey through the use of behavioural and real-time data.

At the heart of any hyper-personalisation strategy is technology. Retail organisations need to identify, deploy and manage the correct technology to support their goals. These include infrastructure, cloud and other multichannel enabled technologies that capture client information across online and offline channels and enables the retailer to, not only, act to seasonal changes but most importantly, enables them to predict to future changes and demand.



Empower your employees.

Just as it's crucial to personalise the customer experience, it's also imperative to engage employees with role-optimised solutions. These enable workers to offer outstanding service and collaborate with ease. Providing the right information for all job functions increases productivity and improves information flow

Proactively address customer & employee needs.

The retail business ecosystem is full of variables. You can stay ahead of those variables in a number of ways:

- Reimagine the customer experience.
- Empower employees with modern digital tools.
- Optimise operations through improved insight into compliance and risk management.
- Transform products with open and connected systems and highly automated digital processes.



Why Insight?

Solutions that Meet Your Business Needs.

To remain competitive in today's market, innovation is vital. Using proven IoT, Advanced Analytics and AI technologies, we can help you develop market differentiation by building bespoke, transformative solutions that meet your success criteria.

These solutions are developed in the cloud, on the Microsoft Azure platform, to ensure short time-to-innovation and huge scalability.

To learn more, visit uk.insight.com/retail



About Insight

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