

HOW CUSTOMER EXPERIENCE TECHNOLOGY HELPS RETAILERS DRIVE SALES



As shoppers become more sophisticated users of technology, retailers must find ways to keep pace with higher expectations and changing behaviour. For the customer experience to be successful, retailers are adopting advanced networking solutions as the underlying power for the omnichannel business strategy.

In a recent podcast with the National Retail Federation (NRF), Andrew Laudato, EVP and COO of the Vitamin Shoppe, stated “what retailers are striving for is a seamless experience, whether that’s called omnichannel or unified commerce. To get there, we must have unified, integrated systems and processes. That’s how we’ll truly deliver that seamless experience to our customers.”

To ensure these technologies are working harmoniously they must be powered by global networking solutions connecting branches, regional offices, headquarters, third party partners, and data centers. According to Gartner, these solutions, also known as Next Gen Networks, include the evolution and migration of fixed and mobile network infrastructures from distinct, proprietary networks to converged networks based on IP. Simply put, Next Gen Networks allow the network to work for the customer instead of the customer working for the network.

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These advanced services offer centralized, secure management and protection for retailer and shopper’s data and manage network connectivity across a wide area with multiple locations. They also power in-store Wi-Fi, POS (Point of Sale) and virtual try on stations among other technology-driven customer experience applications Tailored, relevant communications can be delivered to the right user at the right time for a great service experience that will help drive conversion.

With enhanced customer experience tools, and the connectivity technology and expert partners to drive them, retailers can fully harness their power to develop ever more creative and customer-focused services that support both business and brand goals in our fast-moving digital age. Get in touch to discuss how GTT can help with your retail networking solutions.