



Creating Experiences

Retailers enhance the customer experience by mobilizing their employees on the sales floor

The retail industry is in the midst of a digital transformation journey. Mobilizing the workforce, empowering employees, enhancing the customer experience and improving customer satisfaction, while generating cost savings - all are critical to the future survival of retailers, locally, nationally and globally.

Consumer expectations are changing fast thanks to the rise of mobile devices, cloud computing, social networks and a host of other innovations – they now expect a digital, consistent, multi-channel shopping experience.

In order to stay ahead of these constantly shifting changes and demands, retailers are challenged with thinking differently and acting bravely. Often this means adopting entirely new technologies and business processes to gain the upper hand and maintain the integrity of their IT systems, lower costs, heighten security and improve quality, all while delivering the seamless experience expected by employees and customers alike.

By moving early and seizing the advantage with mobile technology built on the Microsoft Windows* 8 and, soon, Windows 10 operating systems, retailers can own the 'new normal'. Capgemini and Sogeti, together with world-leading technology partner Intel®, are focused on providing clients with the solutions they need to do exactly this, while guiding them through their digital transformation journey.

The success of this partnership can be measured by the positive impact it has had on Capgemini and Sogeti customers in the retail industry throughout the world, as demonstrated by the following case studies.

Airport duty-free sales take off with new POS experience offered by retailer

A specialty retailer that operates primarily in airports wanted to update and improve its customers' point-of-sale (POS) experience. The airport environment presents unique challenges for shoppers and retailers alike, in that travelers are often in a hurry to get to their gate and so are less willing to take the time to queue up and make a purchase.

Sogeti worked closely with this retailer to build an application for use by sales assistants in its airport stores. Equipped with an HP Elite-Pad* 900 with retail jacket, which is powered by Intel processors and based on the Windows 8 operating system, a salesperson can now move around the store to help customers with their purchases. A customer wanting to make a purchase can show it to the sales associate, who uses the application and device to scan the customer's boarding pass and to collect their credit card details. The customer takes their purchase and their receipt, and leaves the store – without having to queue. If they want to continue to shop elsewhere in the airport, their purchase can even be sent straight to their departure gate to be picked up as they board.

In addition to enabling a much faster purchase process for the customer, the retailer reports that the solution has provided strong security to their system as well. The HP devices sourced by Sogeti include credit card reader sleeves that enable the retailer to process and retain all the necessary card information without having to



send it through a third party. It has ordered an additional 1,500 devices to be rolled out across all its stores.

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Specialty retailer creates a better customer experience with new retail app, kiosks and empowered sales force

This European specialty retailer offers entertainment and electronic products to more than 750,000 visitors to its stores every day. It is natural then for the retailer to be on the lookout for ways to use the latest technology to engage and communicate with customers.

The retailer wanted to develop an in-store kiosk that would run on the Windows 8 operating system and be ready to launch in just two and a half months. Capgemini was able to leverage its partnership with Intel and Microsoft to bring to bear the knowledge and resources required to meet this deadline.

Initially, the kiosks were piloted in two stores, using PCs powered by Intel® Core™ i5 processors, which are optimized for the Windows 8 operating system, delivering strong performance, security and manageability. This also supported the retailer's move towards multi-channel retailing. The final application featured more than 25 screen views and the consumer version of the app, which was publically launched on the Windows Store, was downloaded more than 50,000 times and held the top spot for retail apps in France for its first three months after launch.

Once in place, the solution gave store visitors an engaging and easy-to-use way to browse a much larger stock range than that displayed on the shelves, as well as viewing more detailed information about each item, in-store availability, and prices. Customers can also order from the application and pick up their choices at the cashier desk. Finally, tablets powered by Intel® Atom™ processors

were issued to store assistants so that they can bring the application to customers anywhere in the store.

Capgemini's Retail Innovation Center was critical to developing and delivering this pioneering solution in such a tight timeframe and in a full state of readiness. Intel is a primary collaborator at the innovation center, where marketing and technology experts from both companies work together to create industry-aligned, best-of-breed concepts for retailers. Everything created there is scalable and ready for industrialization, as this client happily discovered.

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