

Deliver the safest and best low-touch in-store customer experience

Business Services

orange™

As you open again post lockdown, accelerate sales by delivering the safest possible in-store experience to reassure your customers. Harnessing cutting-edge connectivity and digital services are vital to create an engaging, interactive and personalised minimum-touch environment that will boost sales and loyalty when you need them most.



Keep customers informed and safe

Use digital signage to display timely information to help customers find what they are looking for, keep them informed of promotions, and reduce physical interaction with sales advisors.



Share targeted promotions

Identify the demographic profile (gender, age, etc.) of your customers and keep them up to date with relevant offers through AI-driven targeted/contextual promotions that maximize sales.



Improve the waiting experience

Maintain social distancing and reduce frustration with digital queue management. Having assessed a customer's need, their mobile number is taken and they are sent a text once a sales advisor is free and/or there is sufficient space in-store. This means customers don't have to queue outside stores and allows them to carry out other tasks and stay safe while waiting. This keeps them happy and retains their business.



Offer a broader, safer product range digitally

Reduce physical interaction and product touch while providing access to your full catalogue through a safe in-store portal, enabling instant ordering and a range of delivery options.



Improve customer flow

Monitor customer traffic, length of visit and in-store journeys via Wi-Fi analytics in order to determine the optimum layout and product assortment. It also helps ensure sufficient sales advisors are available during peak periods, improving service levels and driving sales.

Respond rapidly to changing demand

Quickly adjust stock levels in-store or at the warehouse in response to sudden market shifts, such as local lockdowns, by tracking in-store inventory and logistics flows using IoT technology. This helps maintain sales volumes and service standards.

Create low-touch environments

Reduce physical interaction with products and sales advisors by using high-speed Wi-Fi connectivity to power tools such as virtual chat bots and VR mirrors to handle customer queries.

Control social distancing and air quality

Track customer and staff movement to limit the number of people in store and maintain social distancing using the latest video analytics. Also monitor air quality using IoT sensors to ensure a safe shopping environment.

Improve service and employee safety

Strategically adapt your team to post lockdown working, improve their safety and increase their performance through remote interactive virtual training and management. Also control social distancing of staff using IoT sensors.

Serving over 260+ million customers at our own 5300+ stores around the world means Orange has extensive first hand knowledge of the retail sector and the challenges it faces. We will help you accelerate and scale digital initiatives in new technologies like Cloud, AI, AR, VR, IoT and 5G so you can thrive in the new era of retail.

Find out more about how to ensure your stores deliver the best possible experience by visiting: <https://www.orange-business.com/en/focus/retail-digital-store>