Optimize store performance and safety

As stores re-open as the lockdown softens, it's vital to make them as safe as possible to reassure customers, while also responding to increasing Internet competition and rising real estate costs. To rise to this challenge, retailers are looking to develop new store formats requiring less physical interaction, along with less space and inventory, from innovative digital showrooms to local fulfillment centers.

Store networks are also being re-thought, with the latest connectivity technology driving increased visibility across retail operations to improve efficiency and safety for a more reassuring customer experience. Orange Business Services has a range of innovative digital solutions that harvest the growing volume of data and turn it into key insight to guide your store transformation decisions.

Evaluate the commercial potential of an area as a store location and determine optimum opening times with real-time mobility analytics based on cellular network data. Particularly important when trading hours are restricted by the pandemic.

⊕ **Find out more**

Gain better stock visibility and improve inventory management with IoT technology to be better prepared for sudden surges in demand, such as when lockdowns are lifted.

⊕ **Find out more**

Develop innovative safer low-touch and more efficient store formats by creating digital customer experiences.

⊕ **Find out more**

Analyse customer in-store mobility patterns with Wi-Fi analytics to inform better, safer layout and staff management.

⊕ **Find out more**

Identify ways to improve your retail operation by turning customer and third-party data into key insight through cutting-edge analytics.
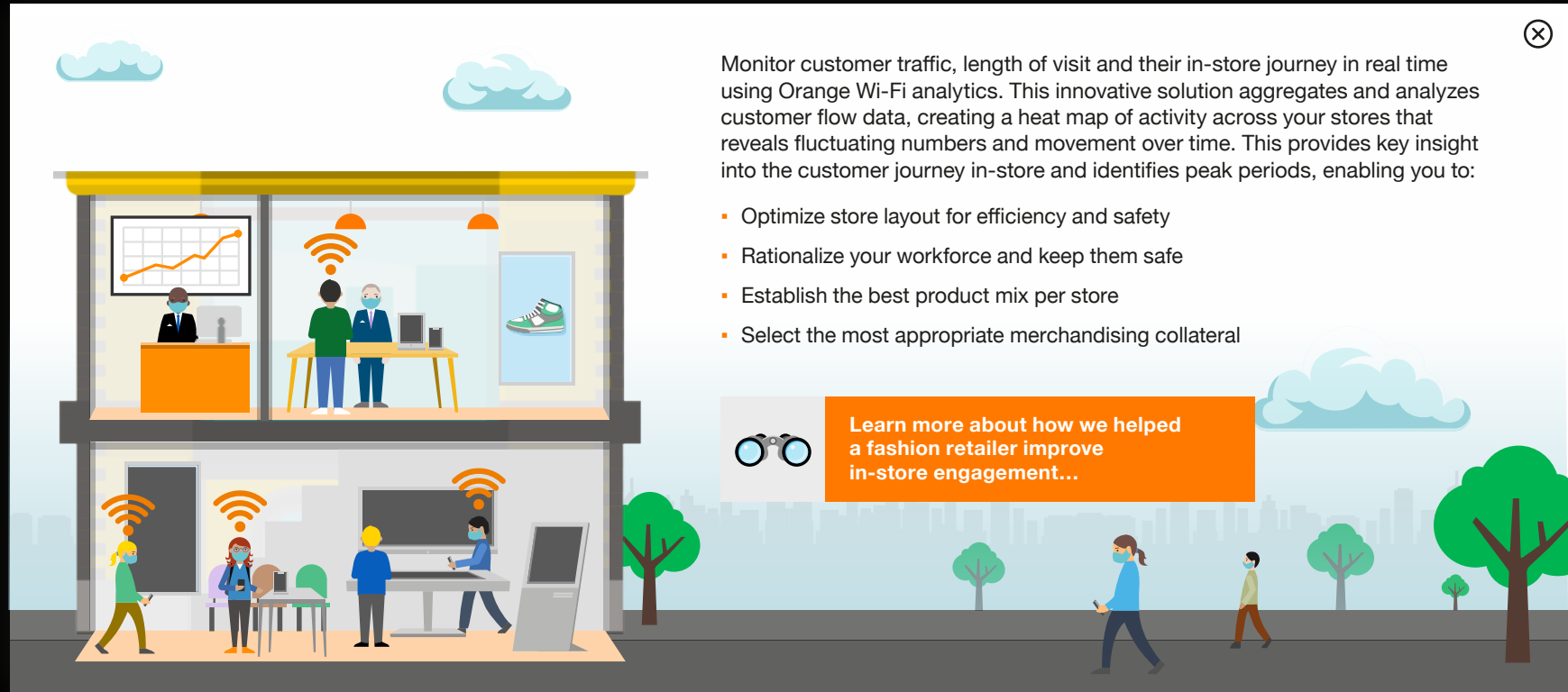
⊕ **Find out more**

⊕ **What sets us apart?**

Analyze customers' in-store behavior to create safer and more efficient shopping environments

Monitor customer traffic, length of visit and their in-store journey in real time using Orange Wi-Fi analytics. This innovative solution aggregates and analyzes customer flow data, creating a heat map of activity across your stores that reveals fluctuating numbers and movement over time. This provides key insight into the customer journey in-store and identifies peak periods, enabling you to:

- Optimize store layout for efficiency and safety

- Rationalize your workforce and keep them safe

- Establish the best product mix per store

- Select the most appropriate merchandising collateral

Learn more about how we helped a fashion retailer improve in-store engagement…

Analyze in-store behavior to better meet consumer demand

How Orange Business Services Wi-Fi analytics helps a fashion retailer deliver more targeted and effective low-touch in-store engagement
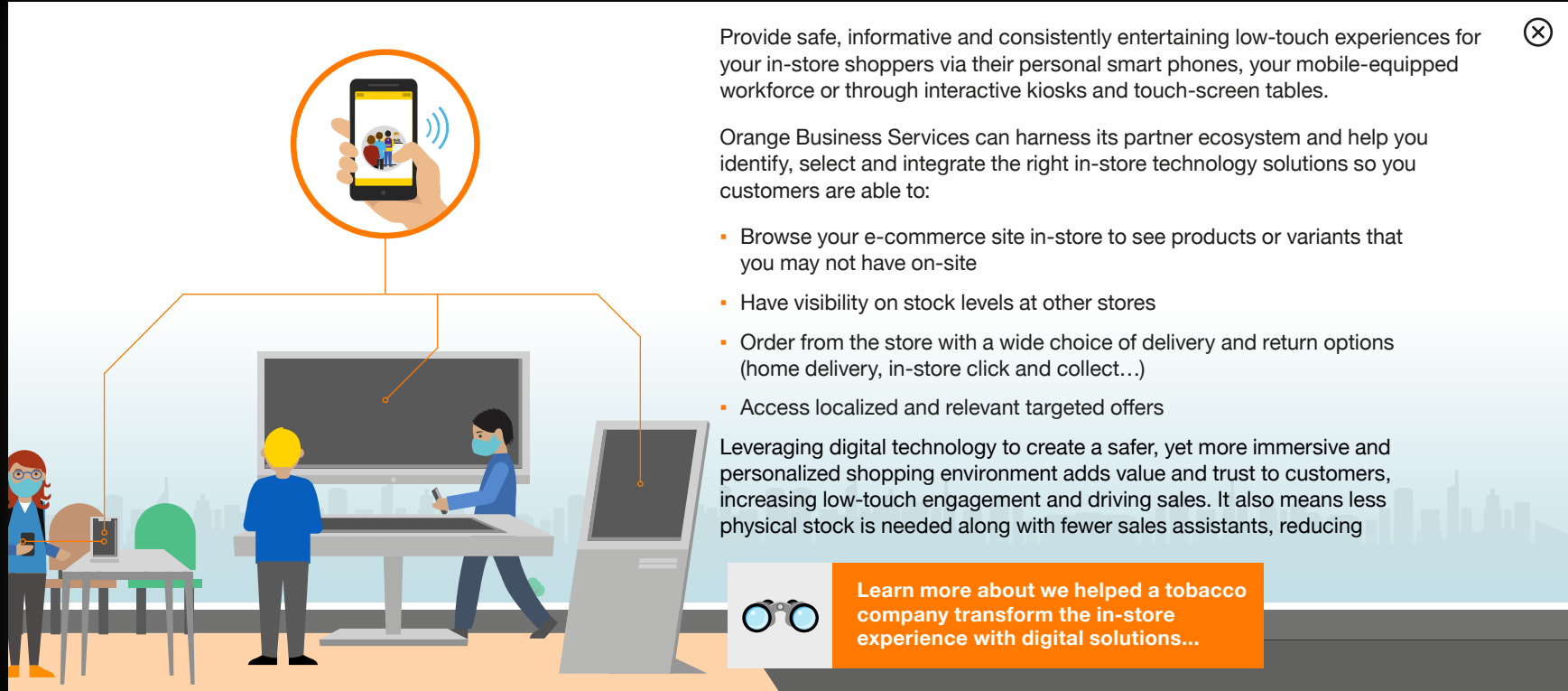
Business Services orange

To improve store performance and drive sales, a major fashion retail chain was looking for a way to keep up to date with the changing tastes of its customers to ensure it was meeting their fashion needs.

Customer behavior across the retailer's 200-plus stores is now monitored in real time using Orange Wi-Fi analytics. This solution collects key customer data and analyzes it to deliver insight into buying habits and preferences. Meanwhile, the compliance of the data collection with local privacy regulations has been verified.

The retailer is now more agile and responsive to its customers' needs creating a better shopping experience by adapting the product mix quickly to meet changing demand, delivering more targeted in-store merchandising, and ensuring enough staff are always available. This can also prove vital in helping retailers meet a sudden shift in demand as a result of major incidents such as the lifting of a pandemic lockdown.

Reinvent the in-store experience with low-touch digital services

Provide safe, informative and consistently entertaining low-touch experiences for your in-store shoppers via their personal smart phones, your mobile-equipped workforce or through interactive kiosks and touch-screen tables.

Orange Business Services can harness its partner ecosystem and help you identify, select and integrate the right in-store technology solutions so you customers are able to:

▪ Browse your e-commerce site in-store to see products or variants that you may not have on-site

▪ Have visibility on stock levels at other stores

▪ Order from the store with a wide choice of delivery and return options (home delivery, in-store click and collect…)

▪ Access localized and relevant targeted offers

Leveraging digital technology to create a safer, yet more immersive and personalized shopping environment adds value and trust to customers, increasing low-touch engagement and driving sales. It also means less physical stock is needed along with fewer sales assistants, reducing

Learn more about we helped a tobacco company transform the in-store experience with digital solutions…

Reinvent the in-store experience with low-touch digital services

How Orange Business Services helped a major tobacco company deliver a successful new product launch by transforming the in-store experience
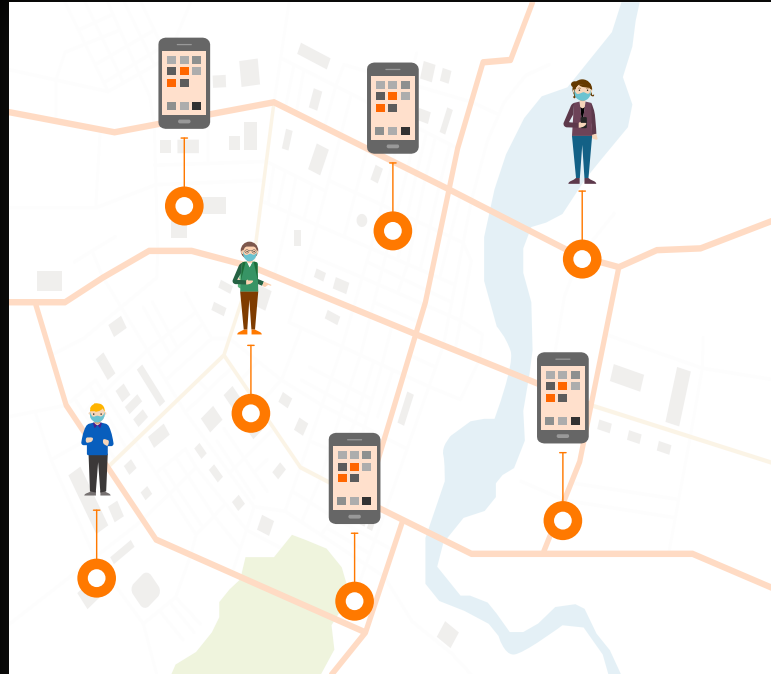
A major global tobacco retailer wanted to maximize customer engagement with the launch of a revolutionary new product across its flagship stores internationally designed to transform its brand image. It was keen to bring together the latest retail technologies to deliver the biggest in-store impact. Orange Business Services integrated a range of technologies to transform the in-store customer experience. These include:

- Footfall analytics are now used to identify peak periods at key stores to ensure there are enough sales assistants on hand and products available. This also helps to control in-store customer numbers for effective social distancing.

- Staff mobility has also been increased by arming each assistant with mobile devices that can process sales and instantly deliver key new product information, improving and personalizing service.

- An IoT-driven inventory management system delivers up-to-the-minute stock information to optimize product availability and also enables omni-channel shopping by offering customers a range of deliver options.

Customers now enjoy a safer, smoother, better, more personalized in-store experience, while the tobacco company's cutting-edge new product's time to market has been accelerated.

Make accurate decisions on store locations and opening times

Establish the viability of possible store locations and the most profitable trading times with Orange Flux Vision. Particularly important when opening hours are restricted by problems like a pandemic, this innovative solution uses real-time mobility analytics to monitor people flows in a specific area over time, enabling you to:

- Determine the commercial potential of a particular area and specific site
- Build more detailed customer profiles
- Tailor product offerings accordingly
- Establish required store size
- Inform staff numbers and roster planning
- Accurately assess logistical needs
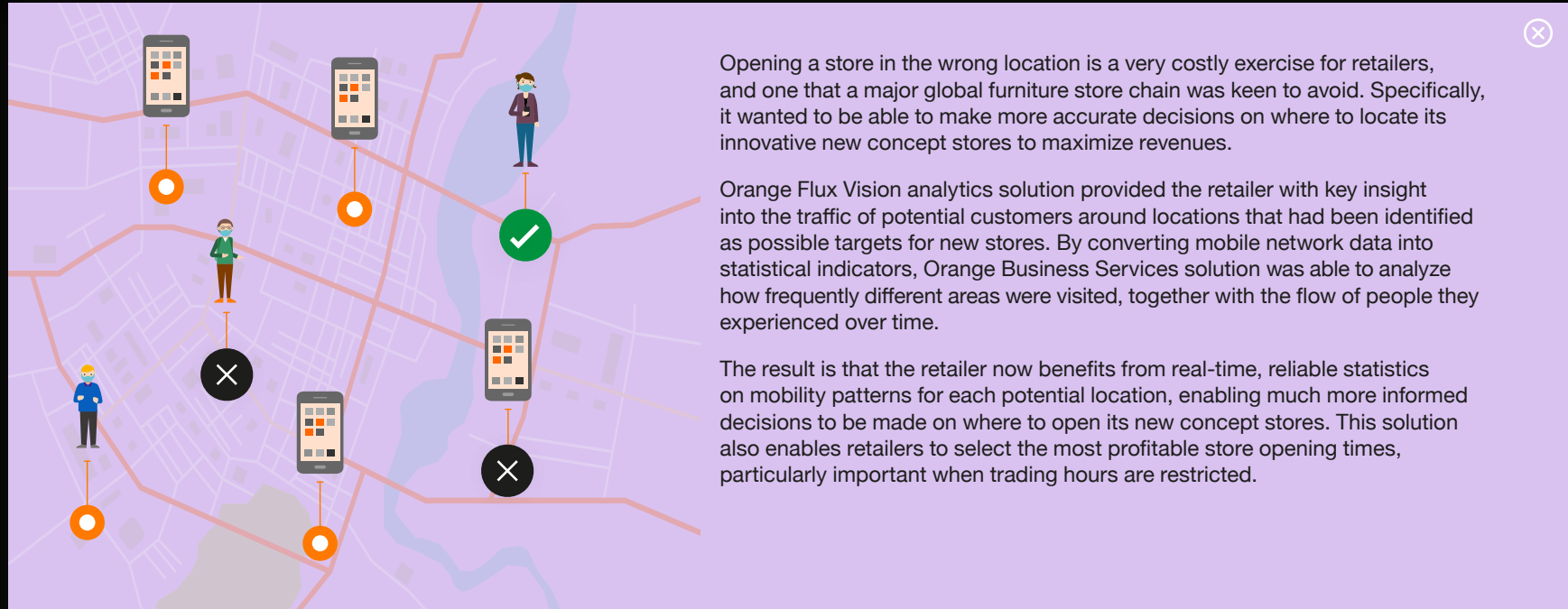- Choose peak opening times to maximize revenues

Learn more about how we helped a furniture chain decide the best locations to open new concept stores...

Make accurate decisions on store locations and trading times

How Orange Business Services real-time mobility analytics optimizes store location for furniture chain

Opening a store in the wrong location is a very costly exercise for retailers, and one that a major global furniture store chain was keen to avoid. Specifically, it wanted to be able to make more accurate decisions on where to locate its innovative new concept stores to maximize revenues.

Orange Flux Vision analytics solution provided the retailer with key insight into the traffic of potential customers around locations that had been identified as possible targets for new stores. By converting mobile network data into statistical indicators, Orange Business Services solution was able to analyze how frequently different areas were visited, together with the flow of people they experienced over time.

The result is that the retailer now benefits from real-time, reliable statistics on mobility patterns for each potential location, enabling much more informed decisions to be made on where to open its new concept stores. This solution also enables retailers to select the most profitable store opening times, particularly important when trading hours are restricted.

Accurately assess product availability

Monitor products across your entire chain with Orange IoT and Data analytics solutions to be better prepared for sudden surges in demand, such as when lockdowns are lifted. First, product data is collected and stored in the cloud. Then it is aggregated and analyzed to deliver an accurate, up-to-date picture of stock levels from your distribution centers and warehouses to logistics providers delivering your products to customers. This drives operational efficiency by significantly improving stock level management, providing:

- Accurate real-time inventory visibility

- Improved product traceability for suppliers and partners

- Better inventory processes, eliminating shortages and oversupply

- Stronger cost control of logistics flow

- Increased warehouse and distribution center productivity

Learn more about how we transformed a major cosmetics retailer's marketing label supply chain…
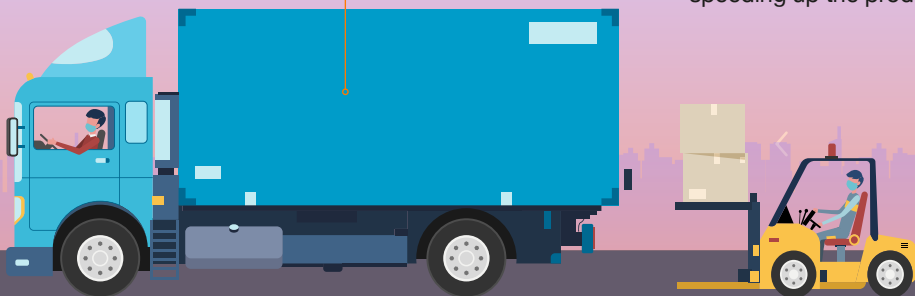
Accurately assess product availability

How Orange Business Services IoT tagging drives supply chain efficiency for a cosmetics retail giant

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The distribution model of a major cosmetics retailer was being disrupted by the addition of essential marketing labels to its bottles, which was being done manually. It was vital to reduce the time taken to process the 80,000 reels of labels received annually.

Using IoT tagging technology coupled with the Orange IoT and Data Analytics platform, the label reels are now able to be automatically identified when being loaded onto pallets at the supplier's warehouse. They can then be detected immediately when received at the bottling plant, reducing the label receiving and processing time from four hours to just 30 minutes.

The result is increased supply chain reliability and enhanced product flow, speeding up the production process and cutting costs.

Streamline store operations with data insights

Bringing together the growing amounts of retail data, from in-store point-of-sale, customer flow and demographics to external CRM and third party, Orange Business Services can now apply smart analytics to deliver key insight that enables you to make better, more informed and safer operational decisions.

Having acquired the majority stake in digital customer experience and data and analytics specialists Business & Decision, Orange Business Services now has the business intelligence and data science expertise in place to help you unlock valuable customer insight and trends to identify new opportunities.

This is achieved by:

▪ Integrating your own data with relevant external data, whatever the format

▪ Identifying the most significant and measurable metrics

▪ Analyzing complex retail scenarios and developing predictive models

▪ Delivering actionable insights, such as better market segmentation, to boost revenue and profits

Learn more about how we help a fast food chain drive operational efficiency across its stores...

Streamline store operations with data insights

How Orange Business Services data scientists helped a major fast food chain drive operational efficiency across its stores

The national chain of a major restaurant group was losing revenue due to increased competition and wanted a more effective way to measure performance and predict future demand. Using advanced data science coupled with several tools and algorithms, Orange Business Services built a data hub accessing and integrating information from a variety of internal and third party sources. Using a factorial algorithm to determine the restaurant chain's KPIs, a predictive model was developed to account for current store status and predict future activity.

The restaurant chain gained a better understanding of the performance of its outlets across the country and the effects of outside factors. This helped to inform restaurant locations and targeted marketing campaigns. The result was an increase in turnover across the restaurant network.

Orange Business Services, your partner to thrive in the new era of retail

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What sets us apart?

⊗

Our technical prowess as a network operator, coupled with our agility as an integrator of digital solutions

- **Operator: building and operating complex infrastructures**
- **Integrator: designing and managing end-to-end digital solutions**

We benefit from the global reach of Orange group a world-class operator in networks and digital services

- **Strong retail culture, serving 260+ million B2C customers around the world**
- **5,300+ Orange stores in 27 countries, including 850+ smart stores**
- **€700 million invested on research and innovation each year**

25,000 expert staff in B2B operations: we put their specialist skill sets to work for you

- **6,000 IT experts, including Data and Artificial Intelligence, IoT, cloud and cyberdefense experts**
- **Customer service teams located in various continents, to provide 24/7 support**

Visit our website to find out how we can help transform your stores for the digital era:
www.orange-business.com/en/focus/retail-digital-store