Empower your retail workforce to drive performance

Growing competition and more demanding customers means the shopping experience must be more personal and interactive, driven by digital technology and more informed, agile retail staff. Orange has the answer…

Despite the continued growth of e-commerce, between 80% and 90% of all retail sales still occur on the high street proving that customers still value face-to-face interactions and trying before buying. However, to maintain and grow footfall, retailers need to meet the growing demands of the 21st century digitally savvy customer. This makes it vital to give your staff the tools they need to deliver a sharper, personalized service.

Empowering your people with digital technology will create a continuous improvement cycle that will drive your business forward. Arming sales assistants, for example, with mobile terminals that act as a digital point of sale, and also provide

key CRM data, detailed product information and stock status updates, accelerates and boosts sales, reduces queues and increases customer engagement.

Across your retail business, connecting your teams by implementing cloud-based unified communications and collaboration tools enables key data and applications to be shared seamlessly. This creates more agile ways of working, boosting efficiency and improving decision making. Meanwhile, applying the latest data analytics technology drives more targeted promotions and smarter logistics, delivering a better customer experience and increasing sales. This also enables you to provide better,

more personalized remote staff training. Meaning you achieve not only improved performance levels, but also enhanced skills and career development opportunities for your people. This will help attract and retain the much sought after young digital talent your business needs to stay at the leading edge of retail going forward.

As an Orange partner, you'll also benefit from our constant technology development, ensuring you're adopting the latest innovations and empowering your staff to even greater heights.

Mobile Workspace + **Cloud-based Business Applications** + **Unified Communications and Collaboration Solutions** =

Improved teamwork and customer intimacy

Find out more on how Orange can help you empower your workforce