

Managing, Enhancing and Strengthening Your Digital Retail Journey



Empower your customers with a personalized, streamlined journey to purchase.

With Services for Retail, you can boost brand affinity and engagement.

Put your customers at the very heart of your path to purchase. With Services for Retail, you can use data and analytics to personalize each customer moment, while increasing “share of basket.” Now, more than ever, customers are looking for a heightened shopping experience, both in-store and online. By introducing our digital tools, you can discover more insights from each interaction and increase customer convenience. You can also find ways to improve security, building brand trust with every experience.

WE’VE CHANGED THE WAY YOU COULD SEE YOUR CUSTOMERS — AND TRANSFORMED HOW THEY’LL INTERACT WITH YOUR BRAND

We’ve discovered key ways to find what keeps your customers coming back for more, especially when it comes to personalized materials. With these tools and insights, you can create loyal customers, higher brand affinity and greater interest for your products and services. In a nutshell: turn your customers into ambassadors.

SERVICES FOR RETAIL TRANSFORMS YOUR CUSTOMER PATH INTO A RED CARPET EXPERIENCE:



Gathering and streamlining information throughout the path to purchase reveals your customers’ needs so that you can better cater to them and keep them actively engaged for a longer, more intentional journey.



83% of customers want their shopping experience to be personalized in some way.



Personalization can increase store revenues by up to **30%**.



Typical retail grocery stores using existing automation technologies can operate with up to **65%** fewer hours.

McKinsey: May 2019
“A transformation in store”

Get more out of every customer interaction in-store and online.

Every customer experience is an opportunity to learn more. That's why Services for Retail plans synchronization for in-store and online customer experiences with intelligent design innovation. Display sensors, dashboard analytics and XMPie® technology can provide customer insight that leads to brand loyalty. At the same time, you can reduce costs, personalize online experiences and integrate physical touchpoints throughout digital.



GOING "PHYGITAL"

Merge your in-store and digital experience to learn more, faster. Our services include gathering personalized quotes and advisor marketing support. We also facilitate using QR codes on packaging, digital interaction points at physical displays, or even integrated apps and AR. Getting your physical product into the digital world and bringing your digital back to earth can garner amazing results.



INTELLIGENT BY DESIGN

Xerox® Intelligent Display Solution makes the most of IoT and data analytics. This is how we create an interactive dashboard and a bulk of rapid, data-driven insights to see campaign efficiency and effectiveness. This technology pushes customer thinking to the forefront of your campaign and pathway.

AGAIN, AND AGAIN, AND AGAIN

With Xerox® Campaigns on Demand Services you can create repeatable, personalized marketing campaigns. To do so, we leverage turnkey multichannel communications, data-driven personalization and a single vendor for end-to-end campaigns. From there, we can monitor performance using analytics and continue to learn and grow from there.

CASE STUDY

A retail company asked us to transform their stores into a gifting destination to drive sales while keeping staff morale high and providing fast turnarounds.

We created standout materials with mirri foils and 3D scenery to pique interest while highlighting products. Additionally, we created specialized packaging to aid the process and help employees. This resulted in:

- 12% increase in customer traffic
- 24% increase in customers rating the store higher than competitors'
- A Gold POPAI Award-winning campaign

Prepare yourself to spend less by preparing employees to engage more.

In-store marketing executions are a powerful approach. We use them to create consistent company branding and to harness more data intelligence from each customer experience. And that results in significant annual savings.



SMART POINT-OF SALE (POS)

Just because your retail point-of-sale isn't digital, doesn't mean the results can't be. Part of our support includes POS kits that can work within your guidelines. With this, our results create multichannel personalized marketing information. While we manage POS design, procurement, print production and quality control, you'll receive vital campaign information coming from a thorough, end-to-end process.

GATHERING ROUND THE HUB

Xerox® Hub & Cloud Print Services includes store profiling capabilities that efficiently and effectively deliver brand compliant materials. We also create print orders for multiple vendors and shipping manifests for each store. Results include ROI, campaign metrics and reduced costs.

ON THE EDGE

Optimize your shelf edge with your data-composition engine. We can deliver weekly promotional tags in walk-through order, plus a weekly detailed cost analysis of your current state. In turn, you'll receive savings due to reduced store labor, financial insights for budgeting and ROI and vital insights for improving campaigns along the way.

A GOOD CUSTOMER IS HARD TO FIND

With XMPie® Circle technology, we can deliver an airtight loyalty program that serves you as much as it does your customers. Advanced automation can highlight key touchpoints along the way, resulting in repeating customers, a clearer picture of your customer base, increased workflow visibility and more, all within your brand compliance.

CASE STUDY

A leading grocer needed marketing print services across 500 stores in new technologies. And they needed it done simply so they could begin thinking more strategically.

After fully reviewing their marketing operations, we integrated their workflow from strategy to execution and improved their customer experience by improving their employee engagement. This resulted in:

- 250,000 POS items delivered per week on average
- 25% reduction in time to market from artwork to in-store
- 12% savings across over 40 new initiatives
- An ongoing relationship for over 15 years

Moving the outside forward, from within.

Let us help you achieve amazing results by transforming back-office operations. As we guide you through automating your system from paper-driven processes to payable services, you'll see how increased efficiency and accuracy can make savings soar.



ALL ABOARD

One way we simplify your internal process is by automating your current routine into a streamlined operation. This includes automating much of your HR department to reduce costs while onboarding, training and updating employees. We'll also digitize your mailrooms and your accounts receivable process so they can run automated as well.

SPEED IT UP!

To truly transform your internal process, we show you how to get faster results within your supply chain operations. Digitizing your paper flow and connecting with inventory management systems can reveal opportunities to save. Through the Xerox® Common Platform you can order any branded documents when you need them, lowering stocks in-house, saving on agency execution fees and also keeping an accurate record of everything received and put out.

CASE STUDY

A global white goods manufacturer needed to improve their consistency and conform to EU regulations while reducing their volume of printed materials.

We designed for them a brand new document suite and simple template for product SMEs — while maximizing re-use of their content strategy — implemented terminology management and rationalized language. This resulted in:

- 30% reduction in page count
- 15% reduction in word count
- Full compliance to EU regulations

Get the real-life perks of digital, always.

We can help you gather nearly real-time data, with digital tools integrated into your physical retail. That includes communication campaigns, POS and packaging, leveraging the entire customer experience.



FIND WHAT WORKS

With consistent campaign analytics on your side, you can feel confident about campaign spending. The touchpoints we reach draw a more well-rounded customer as you allocate resources, and the dashboard we provide gives you access to almost real-time collected, structured and organized data with the touch of a finger. Meaning? Get a leaner budget that's ultimately more efficient.



KEEP IN MIND

The most valuable place you can be is in your customer's front of mind. That's why we focus on methods that anticipate customer needs and consistently keep them engaged. As we hyper-personalize offers and provide useful, entertaining content, we can repeatedly produce the right interaction, at the right time.

CASE STUDY

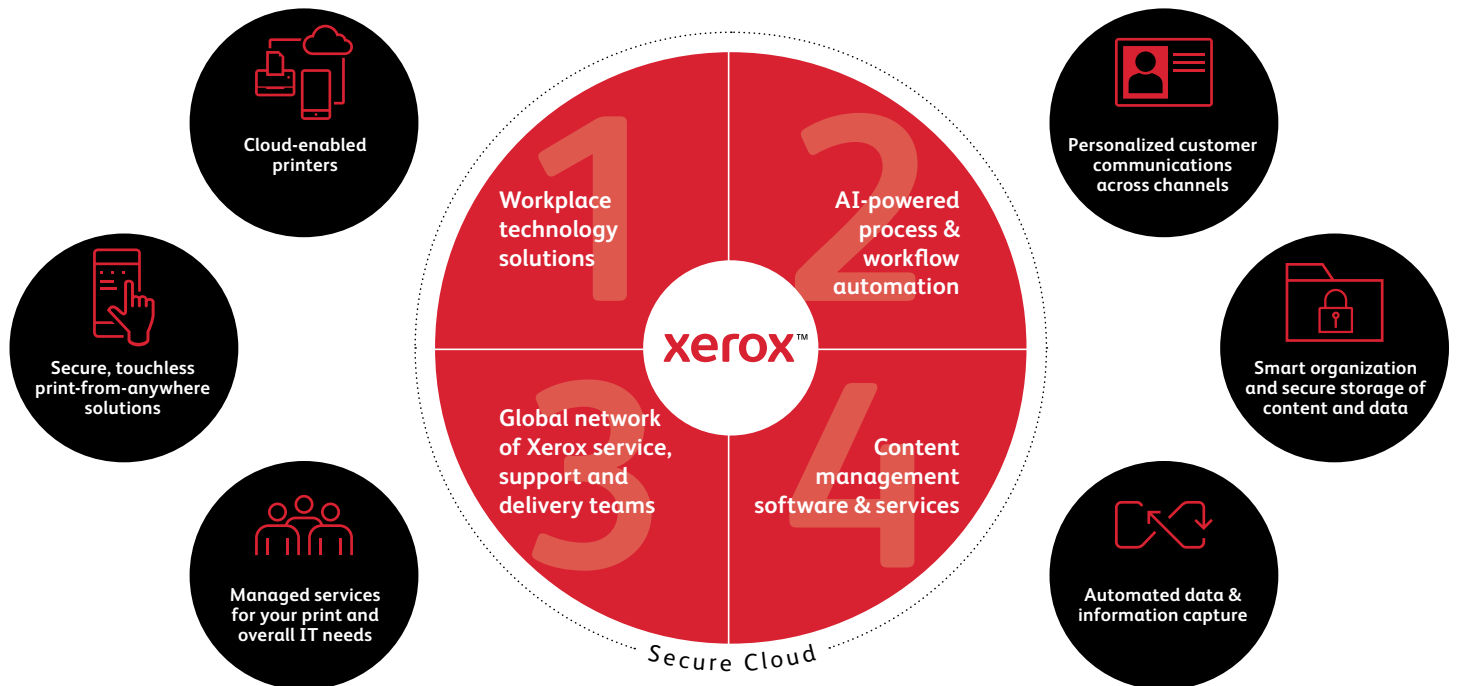
A European retail bank needed our help digitally transforming the branch experience.

We created, installed and fully managed digital signage and promotions for customers to interact with. This resulted in:

- Positive customer feedback
- 30% of touchscreen interactions to content
- Ability to change content hourly and daily

The Xerox Ecosystem: Connect, Communicate, Transform

We take a holistic approach to improving the customer experience on their journey to purchase. Our technology ecosystem is built around four core capabilities to enable a secure, connected, responsive and scalable workplace — all enabled by our secure cloud infrastructure.



Xerox® Managed Print Services

We use comprehensive security, analytics, digitization and cloud technologies and software to deliver a more seamless work experience across paper and digital platforms.

Xerox® Capture & Content Services

Xerox® Capture & Content Services automatically ingests multichannel data to feed to downstream processes — making it easy to capture, digitize, archive and access paper and digital documents quickly and efficiently.

Xerox® Accounts Payable Services

Evolve the way you manage accounts payable and receivable. Xerox® Accounts Payable Services is a package of capabilities tailor-made to simplify back-office operations from automated processing to full e-invoice management.

Xerox® Digital Hub & Cloud Print Services

Xerox® Digital Hub & Cloud Print Services delivers a fast, cost-controlled way to design, produce and deliver a variety of on-demand digital and printed materials through a web storefront.

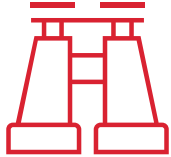
Xerox® Campaigns On Demand Services

Xerox® Campaigns on Demand Services makes it easy to create, manage and deploy campaigns with proven results.

Ensuring long-term success.

Continue making progress with 4 phases of discovery, analysis and mapping with us at Xerox. Working with your teams, we can find the keys to consistent success within your business and map a goal-oriented path for the long term.

XEROX APPROACH



DISCOVERY

- Define goals through group Q&A and interviews with our team
- Plan the process of establishing services to reach desired achievements
- Map out internal roles and responsibilities, as well as the customer journey



DESIGN

- Establish the target operating model
- Find innovative solutions and services relevant to your customers
- Business culture change from an individual level throughout the business



DEPLOY

- Execute the target operating model
- Implement employee engagement programs
- Transition and transform your business from within



OPTIMIZE

- Observe innovative results and record significant changes
- Revisit solutions by looking at measurements so far
- Improve any details and scalability for further success

Achieve your greatest goals with us.

Let us put our industry experience and technology expertise to work to free up your employees, improve outcomes, lower costs and drive more positive experiences.

Learn more at xerox.com/ServicesforRetail.