



Communication Matters:

How Employee Empowerment Impacts Brand Experience

Introduction



In order to stay profitable and relevant, successful retailers are focusing on customer experience (CX) to set them apart. They train employees to look beyond the walls of their department and become brand ambassadors, aware that everything they do on the job impacts CX. Since most shopping begins digitally and is often completed at a store location, they know seamless omnichannel journeys and personalisation/customisation complement the in-store experience.

While there are many steps to making these goals possible, unified communications and collaboration helps retailers connect with customers on a new level. That's because, now more than ever, your employees play a central role in bringing this new and improved CX to life.

In this eBook, we'll outline five communication experiences that illustrate how a unified communications and collaboration strategy can create an effortless employee experience that allows your team to better serve shoppers at all stages of their journey.

Experience 1: Stellar Omnichannel Service



It's a situation all too common for many consumers: A woman buys a dress at a store while on holiday, comes home and notices there's a snag in the fabric. She wants to exchange it for a flawless dress: The problem is, the retailer's closest outlet is on a beach 500 miles away.

Looking for a solution, the woman goes to the retailer's website and taps the "Chat With an Agent" button. She types in her dilemma, and the agent quickly finds the item in her size at one of the retailer's other stores. Then, utilising team messaging with the local store associate, the agent arranges for the new dress to be delivered to the customer's home. The package includes a packing slip and prepaid shipping label so the customer can send the damaged dress to the return centre.



The Takeaway

Quick, seamless chat communication between customer and agent, combined with team messaging between agent and personnel from the store or distribution centre, allow for easy problem-solving and elevated CX.

Experience 2: Harmony Across All Outlets



A father visits a local retailer hoping to find a specific toy for his daughter's birthday, which is just three days away. The store's website said the toy was in stock, but when he arrives and can't find it, an associate tells him that the online information was wrong; they sold out of it yesterday.

Before the dad has a chance to sigh, the associate sends a message from her device to all nearby locations to see if they have the item. Seconds later, an associate from a store 10 miles away messages her that she has one in stock. With one touch, the associate calls the responding store to reserve the toy on behalf of the customer, who chooses to pick it up rather than have it shipped to his home.



The Takeaway

Real-time unified communications and collaboration connects individual stores like one giant superstore. This helps brick-and-mortar retailers bring together an army of knowledgeable associates empowered to use the best tools to serve the customer.

Experience 3: Flexible Fulfilment Made Simple



A woman finds a lamp while shopping online and wants to pick it up at a nearby store; however, that item is currently out of stock locally, so she selects “Deliver to Store” at checkout.

While completing errands the next day, she realises she doesn’t have enough time to pick up the item, so she calls the store. The retailer’s phone auto attendant intelligently routes the call to an available mobile-equipped associate on the sales floor, who takes the call, quickly finds her order, and offers to have it delivered to her home the same day. The associate uses team messaging to connect with a third-party delivery service to expedite delivery. The associate makes a few clicks, and the customer gets her lamp when and where she wants it.



The Takeaway

When a customer must call an associate by phone to clarify an issue, unified communications and collaboration solutions give retailers an intelligent, reliable way to facilitate that conversation without disrupting in-store customer interactions in progress. They also allow associates to seamlessly message internal and external resources to elevate customer experiences.

Experience 4: Improved Team Alignment And Agility



A large department store chain is testing a new product line in certain markets, and the brand merchandising and marketing team needs deeper insights into sales, return rates, and qualitative customer feedback. It starts a team messaging conversation with store managers involved in the rollout to get their opinions.

Later, at a headquarters meeting, marketing and merchandising leaders discuss the results, but there are some questions about product placement on the shelves. In seconds, they're able to connect the conference room monitor to managers on the team messaging thread via their tablets and see in real time how the product display works. Then, during the meeting, they add members of their external agency to the conversation thread and video so they can see the unique displays and lend their insights.



The Takeaway

Real-time conferencing and collaboration allows all parties to exchange information and feedback, helping to speed decision-making, create a consistent brand presence, and deliver winning results.

Experience 5: Seamless, Hassle-Free Communication



A multinational sportswear retailer is watching its e-Commerce investments pay off with double-digit sales growth for the year. But right in the middle of the holiday season, its website in a key European market goes down. Every minute it's dark, the retailer loses thousands of dollars.

Ready for just such a contingency, IT emergency teams in London, the U.S., and Mumbai immediately leverage cloud communications for real-time collaboration via team messaging, phone, and video. In the past, because of disparate communication tools (message, video, phone) from various vendors, a great deal of energy and time would be wasted relaying information among the various parties, creating confusion and delay. But with a unified system and user experience, everyone involved can share information directly to quickly identify and rectify problems, minimising website down time and regaining revenue that otherwise would have been lost.



The Takeaway

Combining all core interaction points on one cloud-based platform and unified user experience allows retailers to increase agility while reducing costs by consolidating vendors, eliminating both system upgrades and expensive maintenance.

Conclusion



Unified communications and collaboration solutions are proven to keep retailers on the cutting edge of the industry, delivering an effortless employee experience that allows them to focus on customers at all touch points of the journey, spanning awareness, engagement, consideration, purchase, use, and advocacy.

Take a deeper dive into the world of unified communications and collaboration.

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RingCentral

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For more information, please contact a sales representative. Visit ringcentral.co.uk or call 0800 098 8136.



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