Customer centricity

Provide seamless omnichannel customer experiences
Internet, mobile, social media—have changed shopping behavior, putting customers at the center of the retail experience. Customer-centric retailing has a much faster pace; customers have higher expectations for near-immediate service, and want a deeper connection with other shoppers and the companies and brands they enjoy.

People want more personalized and customized shopping experiences over every physical or virtual retail channel. The not-so-simple challenge for retailers is to maintain their brand's strength across the omnichannel, while leveraging each channel's unique capabilities to better understand their shoppers, offer precisely targeted offers, and excel in delivering great customer experience.

**Use customer centricity to drive value**

In the past, retailers made distinctions between their digital channels and traditional brick-and-mortar channels. But those boundaries are quickly dissolving. As shoppers move to the omnichannel shopping experience, leading retailers respond by leveraging new tools, including Big Data analysis—to better understand changing customer demands for digital, while maintaining the special, high-touch benefits of the in-store experience.

Retailers that pursue this omnichannel strategy can increase their customer engagement, customer loyalty, and revenue. Rather than setting up a conflict between the old and new ways of retailing, an informed retailing strategy provides greater opportunities to boost sales by bringing the right products, at the right times, through the right channels, to customers.

**Rethink the retail model**

Today’s shopping environment requires new, holistic thinking about every part of the retail model. Retailers will have to adjust business operations, link disconnected databases, and select technical solutions carefully. Ultimately, transitioning to the omnichannel means adopting a transaction platform that unifies point of sale (POS), e-commerce, and mobile commerce (m-commerce) along with inventory management, fulfillment, merchandising, and pricing.

Omnichannel implementation can be seen as a journey with a series of sometimes-difficult steps that provide incremental benefits as you go along, and should be guided by a better understanding of your customers and their shopping behavior.

**Reinvent the store as the omni-channel hub**

The store is still the hub and will remain so for the near future. So when thinking of new digital solutions for retailing, let’s not be limited to mobile devices and social media. Customer-centric solutions also can put compelling digital capabilities inside stores and convert them into omni-channel hubs that expand and improve the shopping experience to attract and keep customers.

A core benefit that digital solutions provide is helping store associates deliver a personalized experience—expanding their role to fully engage the customer. Digital helps them quickly access customer insights and profiles to interweave the customer’s digital experience outside the store—for example, social media shopping reviews—with what they’re experiencing in the store.
Deliver customer-centric experiences

The store still matters. And technology advancements make it stronger and more relevant to your customer’s total shopping experience. Hewlett Packard Enterprise (HPE) has invested heavily in critical store-level technologies, from POS to equipping store associates in the aisles. We provide a solid and reliable infrastructure that meets the 24/7 expectations of today’s retail customers. And we act with a unified strategy that takes security and efficiency into account.

Analytics solutions

Big Data analytics is at the core of modern retailing. It helps you personalize the customer’s buying experience by drawing on actionable insights into buyer behavior and preferences that are gained by the near-real-time analysis of structured and unstructured data, including social media.

Customer analytics helps transform your data into valuable, monetizable, and actionable information, helping you better understand your customers’ behavior, accelerate growth, mitigate risk, and lower costs. Operational analytics helps organize and analyze the petabytes of customer data available from your current operations and the “Internet of Things” to improve customer experience, differentiate from the competition, enable new business models, and reduce churn.

Mobility solutions

Realize the range of mobility benefits—unlock productivity from existing applications, accelerate productivity with new applications and experiences, enable communities by connecting people, and deliver the connectivity required to shift to a mobile-first landscape. With our mobile application services, you can create secure, seamless, context-aware experiences.

Our mobile applications software, devices, and solutions help you mobilize your retail enterprise by speeding up app delivery while keeping the user experience secure. In addition, HPE is pushing the boundaries of new mobile capabilities for retail, including augmented reality with the Aurasma platform and machine-to-machine (M2M) communications across the retail environment.

Commerce solutions

HPE helps interactions flow smoothly and securely, and enables a seamless experience in-store and online. We provide for affordable, reliable, and secure register transactions in the store. And we’re leading the way in transforming traditional POS capabilities into POS breakthroughs using mobile technologies. With our POS solutions, you can verify prices, check inventory, and complete transactions on the sales floor to provide the power, performance, and flexibility you need to keep customers coming back.

Our commerce platforms deliver a superior experience with an accelerated digital interaction platform that combines our skills and expertise with Oracle Fusion Middleware and commerce technologies. With HPE Autonomy, you can provide a personalized online experience that facilitates interaction and helps you better understand your customers, analyze their activities and preferences, and create targeted campaigns. And you can protect your business when processing payments with our suite of solutions that deliver log review and security monitoring, information protection, seamless security, and superior cryptography. You can also optimize your credit, debit, check, and prepaid card payment processes and enable innovative mobile payment, banking, and security services.

Marketing solutions

Retail marketing today means influencing your customer at every touch point. HPE marketing solutions are comprehensive and cost-effective in bringing every customer insight to bear on each interaction. With our enterprise applications services, you can take full advantage of marketing automation systems’ functionality.

And we go further in enhancing the customer experience. Our customer engagement services provide management and operation of outbound and inbound contact centers that handle high-value customer interactions. HPE Autonomy provides multichannel analytics to turn Big Data into insight-driven action, optimize and manage your customer’s web experience, and improve search-engine marketing.
Engage your customers at every touch point with messages, offers, and stunning graphics that influence in-store buyer behavior. Our digital signage and interactive solutions enable you to engage customers, personalize the experience, and increase loyalty. Further, we help turn your store associates into brand ambassadors who can engage customers with quick insights into a myriad of products to guide them wherever they're at in the store or in their buying journey.

**Customer service and support solutions**
Enhance the customer experience with strategies and Big Data analytics that take a holistic approach to providing services. Our customer engagement management services transform retailing across every channel to enhance competitive advantage. We help assess quality and effectiveness, and provide opportunities for improvement within and across your contact centers, social media, and retail operations.

Take customers’ in-store experience to a new level by managing what you know about them and applying it efficiently and effectively at every touch point. Achieve critical customer-facing business outcomes with our flexible CRM solutions, deployment models (including cloud), customer-facing functions, user interfaces, project flexibility types, and financing structures.

**Workforce management solutions**
Implementing the New Style of Business in retailing is about systems, processes, and people. Use our solutions to empower your employees to be brand ambassadors, to help them serve customers more efficiently. Get the tools to increase productivity, accelerate business performance, and lower costs while optimizing employee schedules throughout the day.

**Infrastructure solutions**
We are the only technology partner that can provide a complete store-level infrastructure and a full range of computing devices, from tablets to workstations, servers to thin clients, as well as printers and multifunction devices. Our networking solutions provide a flexible and agile network infrastructure that enables you to offer new and innovative promotions and services designed to retain customers and attract new ones.

Most importantly, HPE security solutions help eliminate the risk of data loss from all devices at all endpoints, centrally manage data protection across heterogeneous, distributed environments, and identify and respond to security threats by intelligently analyzing across multiple video-, audio-, and text-based data sources to automatically flag threats and patterns of unusual activity.

**Gain a partner for your journey**
Consumer expectations are rapidly changing, and to remain relevant, retailers need to change, too. Leverage our more than four decades of industry experience to reinvent yourself with the New Style of Business and tackle your most pressing business issues. If you’re ready to take retailing to the next level, work with Hewlett Packard Enterprise. Together, you’ll thrive.

Learn more at hp.com/go/retail