the new retail eXperience

UK Retailers Show the Way to New Revenue Streams and Lower Costs with Smarter Communications

Industry Trends

Top Trends Driving the New Retail Experience

Success Stories

3 Brands Creating Win-Wins by Rethinking the Retail Experience

Checklist

5 Best Practices for Modernising Your Retail Experience

8x8

Retailers show the way to smarter communications:

Learn how they lowered costs while improving productivity and the customer experience
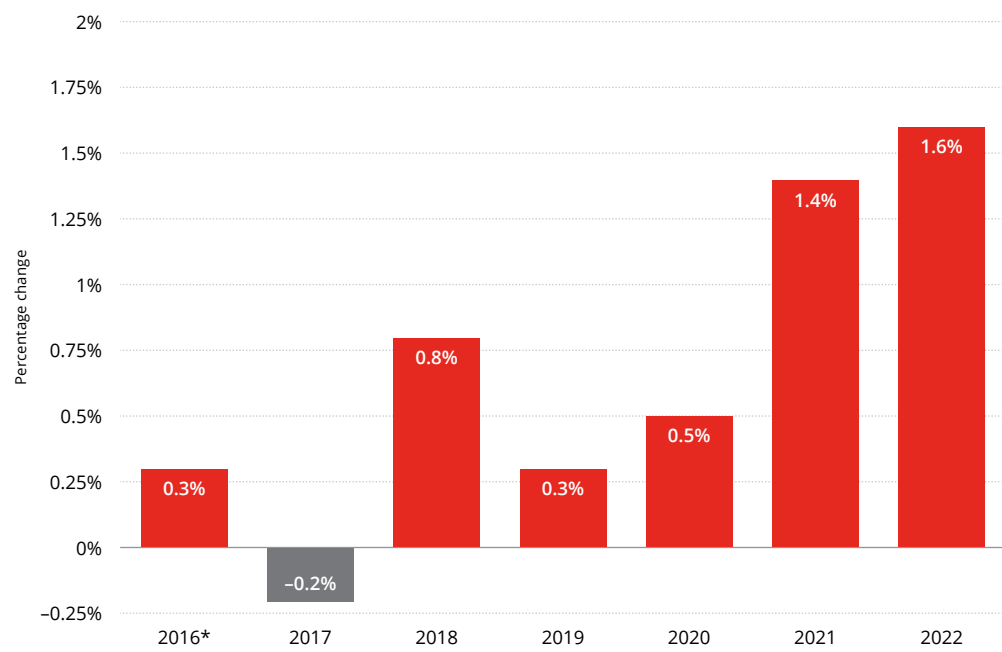

Yes, consumers are driving the economy.

60%

of GDP is accounted for by consumer spending.[1]

Good news, consumers are expected to have more money!

Strong growth in disposable income estimated for the next few years.[2]

Forecasted annual percentage change of real household disposable income in the United Kingdom from 2017 to 2022

Percentage change

2016*	2017	2018	2019	2020	2021	2022
0.3%	–0.2%	0.8%	0.3%	0.5%	1.4%	1.6%

[1]https://www.independent.co.uk/news/business/analysis-and-features/uk-retail-sector-sales-ms-house-fraser-trouble-online-amazon-business-rate-a8367081.html [2]Source: Statista
https://www.statista.com/statistics/649906/real-household-disposable-income-yearly-change-forecast-united-kingdom/

Weekly wages estimated to move from £517 today to £539 in 2020

£88
more per person per month by 2020[3]

Which bodes well for UK Retailers.

£434B
2018 estimate for the market value of retail in the UK[4]

The challenge is getting your fair share of the growth.

Highly competitive market with a total of **400,880 Retail Firms** in the UK[5]

Automotive: # 70,695

Restaurants: # 133,380

Retail Trade: # 196,805

Successful retailers will be "phygital".

18%
of sales are online. Shoppers quickly moving to online transactions

---

Retailers either get the experience right or lose the customer.

82%
of customers stop doing business with a company after a bad experience [6]

Updating your technology improves efficiency and the customer experience alike.

67%
of retailers believe outdated technology systems cripple their ability to compete[7]

97%
of consumers feel valued by a company when their query is dealt with properly on the first call[8]

One system of engagement drives tangible business outcomes.

Firms that combine contact center and business communications see:

3X
greater improvement in customer satisfaction[9]

2.4X
increase in revenue growth.[9]

[3]Source: https://tradingeconomics.com/united-kingdom/forecast. [4]Source: Statista https://www.statista.com/statistics/491377/retailing-united-kingdom-uk-market-value/ [5]Source: Office for National Statistics [6]Mary Meeker, Internet Trends Report 2017. [7]Daisygroup.com, IT Pain Points In Retail, 2016. [8]8x8 UK Customer Survey, 2016 [9]Aberdeen, Connect Employee Engagement & Customer Satisfaction: Unified Communications in the Contact Center, 2018

Success Stories: 3 Brands Creating Win-Wins by Rethinking the Retail Experience

From increasing operational efficiency to enhancing customer experiences, thousands of retailers have partnered with 8x8 to achieve their goals. Here are just a few of their stories.

EMPIRE CINEMAS

Empire Cinemas is the largest independently-owned cinema chain in the UK. Their name comes from the iconic Empire Leicester Square, one of London's most popular cinemas since it played host to the first moving images screened to a UK audience in 1896. The Empire was their flagship theatre until its sale to Cineworld in August 2016. Today, Empire Cinemas operates 14 locations showing 129 screens.

Challenges

As with many retailers, Empire Cinemas had specific communications requirements to lower costs and improve service. The chain handles thousands of customer enquiries and supplier bookings every week. They struggled to keep up with the sheer volume of calls between its various sites, resulting in poor caller experiences. Additionally, enabling employees to make inter-department calls, to contact other theatres within the Empire Cinemas network, and to deal with a proportion of outside customer calls was expensive with its current system.

Solution

8x8 worked with Empire Cinemas to centralise its network. The new system was implemented in all 14 of Empire Cinemas' retail sites and put to task handling the thousands of calls coming into the chain. The solution simplified communications between satellite offices, reduced cost on all calls, and ultimately improved quality of service.

Results

Empire Cinemas realised savings of almost £100K over 12 months with internal call costs cut to almost zero. The offering gives superior functionality compared to the previous phone system and provides support for new revenue streams.

GameStop

GameStop is a global video game and consumer electronics retailer with more than 4,000 retail stores. Weighing a replacement of their existing legacy phone systems, they understood the value in consolidating communications across sites to gain better control of costs and administration. However, GameStop also realised the importance of going beyond replacing what they had and investing in technology that would enable them to grow more easily and gain greater insight into customer needs.

Challenges

Increasing cost and complexity of their distributed communications, magnified by their thousands of stores. Coupled with an inability to make the most of out of their existing communications investments and a need to increase agility and speed as the business planned to expand internationally and open new stores.

Solution

8x8 helped GameStop rapidly transition their 4,100 stores and 9,700 phone extensions at a rate of 100 stores per day. GameStop also moved its 100+ contact center agents to 8x8, enabling a single intelligent communications platform across their entire business.

With 8x8, GameStop can now administer thousands of locations and customer messages at once.

Results

8x8 delivered immediate cost savings and centralised administration of GameStop's large footprint of locations. GameStop benefited from greater insight and intelligence through 8x8's analytics. It also gained greater business flexibility with customised messages around new game and product releases as well as faster rollout of new stores.

A McDonald's franchise with 24 restaurants in the US was exploring a change to its communications provider after experiencing poor service and incurring high costs from its local internet service provider. In exploring alternatives, the franchise understood that its next provider needed to deliver reliability and cost-savings.

Challenges

Frequent downtime and high VoIP provider costs without the benefits of centralised administration created unpredictable and costly phone service. Complex set-up with 80 different phone numbers across multiple systems, vendors, and carriers.

Solution

The franchise upgraded 24 locations to a single communications platform with 8x8, lowering costs and consolidating multiple phone systems, vendors, and 80+ phones numbers for centralised management while increasing reliability across their stores and eliminating downtime.

Results

Reduced costs by 35% from previous VoIP provider, more than 50% from landline service. Increased reliability and voice quality with guaranteed service levels from 8x8 and shortened ramp time for new stores with a easy to provision and manage service.

Checklist:
5 Steps Successful Retailers Are Taking to Modernising Their Experience

The retail industry is going through a massive transformation, driven by macroeconomic conditions and changes in the way consumers want to interact and purchase products. We see 5 key areas where brands can make progress towards the longer-term transformation while improving customer experiences today.

1 Lower operational costs while improving quality

First, focus on removing unnecessary costs and inefficient processes that may hinder the associate and customer experience. This step is essential, since it allows organisations to better utilise resources to build toward that ideal customer experience vision. Start with reviewing outdated technology such as old phone systems that are typically expensive to operate and maintain, and limit functionality that may be needed to better support the business.

2 Increase associate productivity

Staffing is a major expense, so ensure associates are doing higher value tasks, like interacting directly with customers, by automating mundane or tedious work. Smarter communications can help by intelligently routing calls and freeing up store associates to spend more time with customers while removing unnecessary friction that could degrade their experience.

3 Find the data that can provide customer insights

Look across your business to capture all the valuable moments of customer engagement and whether those are being aggregated in a way that improves business decisions and informs the customer experience strategy. Data from communications systems are often excluded from large data sets due to the difficulty of accessing it and connecting it to specific customer interactions.

4 Use communications to create an omnichannel experience

Connect your digital interaction technologies, largely residing within contact centers or customer service groups, with the communications in each store to provide greater collective insight into the customer experience and enabling greater agility.

5 Stay aligned with customer expectations by building for speed and agility

Manage your digital transformation while incorporating new interaction and eCommerce channels, opening new locations, and providing customers with timely responses by investing in technology that can move at a digital pace and adjust to customer and business needs.

While even the most innovative retailers are finding it difficult to predict the next wave of consumer shopping preferences, they do realise that investing in technologies that provide flexibility and agility today will enable future proofing and the ability to maintain relevance later. The key is to understand which processes and systems are holding back your business, so you can put those efforts into meaningful, frictionless experiences for your staff and your customers. Your phone system, video conferencing, team messaging and contact center solutions are a good place to start.

Ready to take the next step?

Contact a Solutions Expert to learn why 8x8 is the only complete communications platform that uses the collective power of your business to improve the customer experience across all channels.

LEARN MORE

8x8

8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, meeting, collaboration and contact center solutions with over a million business users worldwide. 8x8 helps enterprises engage at the speed of employee and customer expectations by putting the collective intelligence of the organisation in the hands of every employee. For additional information, visit www.8x8.com/uk, or follow 8x8 on LinkedIn, Twitter, and Facebook.