



## IBM and Cisco Help Retailers Move Beyond Self-Service

### Highlights

- Enables retailers to improve the quality of service they provide while helping reduce labor costs
- Provides customers with information and advice; allows access to web applications; takes orders and payment; and can even deliver products
- Expands product assortment while maintaining or reducing inventory costs

### Connecting Customers with In-Store Experts

In a world where time has become a precious commodity, customers gravitate toward retailers who can provide an efficient, effective customer experience each and every time they visit the store. The Expert Collaborative Retail Kiosk solution from IBM and Cisco can help retailers put their customers in direct and immediate contact with off-site experts who then complete the purchase transaction, if necessary. IBM's proven kiosk business solution experience, combined with Cisco's Unified Communications technology, delivers an enhanced end-to-end solution that provides multichannel access to product information at the customer's point of decision.

### Evolving to the Next Generation of Retail

It is an all-too familiar situation. Customers come into the store looking for a product that matches their needs and buying criteria but cannot find an available associate. Or they find an associate, but the employee cannot answer product-specific questions. The results are an angry, impatient customer; frustrated employee; and lost sale. As products and services become increasingly complex, retailers need to provide their customers with immediate access to information that helps them make informed purchasing decisions.

The question is how retailers can consistently offer this level of service in order to increase sales and improve customer loyalty while maintaining cost control. The answer is the in-store Expert Collaborative Retail Kiosk from IBM and Cisco, which provides real-time live video contact with call center experts with an easy-to-use, interactive, self-service kiosk. Customer questions are addressed by experts who can then warm-transfer the customer to an in-store, qualified sales representative, if necessary. Customers also have a choice of finishing their purchase transaction at the kiosk in a non-assisted way, semi-assisted or assisted by the experts. The Expert Collaborative Retail Kiosk solution also enables retailers to serve hearing-impaired customers or those who require language translation.

Expert Advisor Kiosk equips the inbound contact center representative with immediate access to information that not only responds to customer questions, but also enables the agent to provide product recommendations, up-sell, or advise the customer of promotions and specials. The multichannel contact center improves employee productivity, increases customer service, and reduces IT cost and complexity by using a single platform to power multiple channels and touchpoints.

### **Customer Example: Supermarket**

On his lunch break, John stops in at the local supermarket to order some flowers for his wife's birthday. Looking for help in choosing a unique arrangement, John notices the Expert Advisor Kiosk and easily connects with a remote expert. Because the kiosk is equipped with a GUI interface, John and the expert can see each other. John explains the situation, and the expert recommends particular flowers and helps John create a virtual, one-of-a-kind arrangement for his wife online. John wants to pick up the arrangement after work, so he prints out his order, prepays for it, and leaves. The expert meanwhile contacts one of the floral clerks and provides the information. By the time John stops at the store on his way home, the arrangement is ready for pickup.

### **Critical Advantages of Expert Advisor Kiosk**

- Helps ensure that customer questions are quickly addressed by an expert
- Provides the customer with choices on how and when to receive assistance
- Assesses client requirements for products and services
- Enables cross-selling and upselling from live call center representatives
- Helps ensure warm transfer to in-store sales representative
- Assists customers with language translation or hearing impairment
- Helps increase overall brand loyalty and in-branch revenue
- Handles complex new product inquiries with existing infrastructure
- Can grow volume without adding people and technology

### **The Cisco and IBM Contact Center Solution**

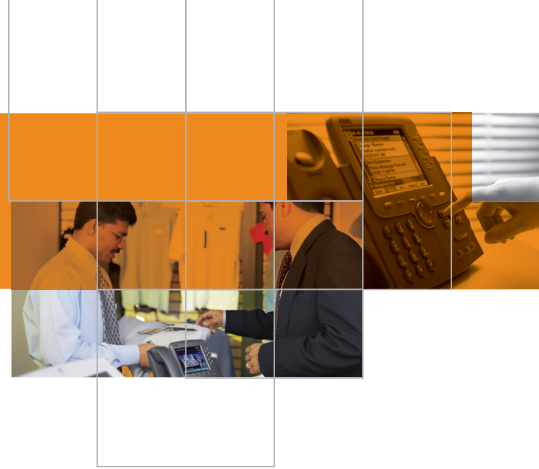
Expert Collaborative Retail Kiosk from IBM and Cisco delivers new capabilities to the standard contact center agent desktop to increase productivity and enhance the customer experience. Contact centers are the focal point of many customer interactions and often represent the front door to the enterprise. A scalable, resilient, and flexible IP contact center can help retailers provide the polish to make those interactions shine, improve

the customer experience, reduce cost of customer interactions, and increase revenue per agent. Cisco and IBM Contact Center solution components can be delivered as individual products, as an integrated solution, or as part of an IBM customer relationship management (CRM) business transformation engagement.

As a critical component of the Expert Collaborative Retail Kiosk solution, IBM and Cisco offer retailers a successful IP contact center solution that integrates applications, networks, and business processes; expertise across a wide variety of skills; global insight and creative thinking to optimize the opportunity for the retailer; and innovation to bring it all together.

### **Media-Rich Collaboration Across Retail Workspaces**

The Expert Collaborative Retail Kiosk solution features integration of Cisco IP Communicator and IBM® Anyplace Kiosk™ using IBM's Consumer Device Services middleware platform and monitoring software, in combination with Cisco integrated services routers. The IBM and Cisco retail solution builds on a store networking foundation that encompasses digital video surveillance, digital



media, wireless LANs, unified communications, data center, and security/PCI. Cisco provides primary elements of the solution that include:

- Cisco IP Communicator for enhanced IP telephony support delivered through the PC
- Cisco Unified Video Advantage to enable video telephony using Cisco IP phones
- Cisco Unified Communications Manager, providing voice, video, mobility, and presence services for businesses with up to 60,000 users
- Cisco TelePresence Virtual Agent, which creates live, face-to-face interaction with customers over the network
- Cisco integrated service routers, which provide secure, wire-speed delivery of converged data, voice, and video

IBM provides primary elements of the solution that include:

*Software:*

- IBM Consumer Device Services middleware for kiosk device management
- IBM Kiosk Manager for kiosk network monitoring and management
- IBM Websphere® Application Server and Websphere® Commerce for the self-service application platform

*Hardware:*

- Enterprise servers for kiosk network management and application hosting
- Anyplace kiosks integrating touch screen, card reader, and barcode reader
- Integrated kiosk stand, including printer, handset, and camera

*Services:*

- Business consultants that can provide industry insight and advantages into kiosk solutions
- Self-service application solution development and implementation
- Call center solution teams to design, implement, and manage call center solutions
- Hardware management and maintenance

For retailers who want to grow revenue and improve customer retention, IBM and Cisco offer future-proof solution roadmaps, innovative technology, and a shared vision for enhancing the retail experience, while reducing cost through resilient, scalable end-to-end infrastructure and customer-focused solutions.

**Customer Example:  
Home Supply**

Mary needs to replace her 12-year-old dishwasher and is hoping to find someone who can help her choose the right replacement. She goes into her local home improvement store, but all of the sales representatives are helping other customers. She walks up to an Expert Advisor Kiosk and presses the “connect to remote expert” button. Through real time video and IP phone, the remote expert answers her questions about energy efficiency, noise level, and comparisons between different manufacturers. The expert then explains the advantages of a stainless steel tub compared to a plastic tub and what the extended warranty covers. After Mary is satisfied that she has enough information to choose the dishwasher that will satisfy her needs, the remote expert could contact an available sales representative to close the sale and arrange for delivery and installation, or Mary could choose to make the purchase without further assistance.



### **The IBM and Cisco Alliance Advantage**

Since 1999, Cisco and IBM have been jointly developing technology solutions that use the market-leading core competencies of both companies. Retailers can take advantage of proven technologies that have demonstrated the highest levels of success for customers throughout the industry.

Cisco and IBM joint solutions for retailers offer open standards that enable communication across systems for faster deployment of applications. The resilient, scalable, end-to-end infrastructure facilitates solutions that are designed to meet customer challenges. IBM is the worldwide leader in point-of-sale and store-based systems, serving 61 of the top 100 global retailers with over 1.9 million installed units, and Cisco intelligent retail networks have been deployed for over 90 percent of the top 25 retailers.

### **For More Information**

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**Cisco Systems, Inc.**  
170 West Tasman Drive  
San Jose, CA 95134-1706  
[www.cisco.com/go/ibm](http://www.cisco.com/go/ibm)



**International Business Machines Corporation**  
New Orchard Road  
Armonk, New York 10504  
[www.ibm.com/cisco](http://www.ibm.com/cisco)

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