

Cisco Remote Expert Smart Solution for Retail



As a retailer, how can your in-store experience keep up with today's connected consumers, who are more educated about prices, products, and services? How can you differentiate your brand when products commoditize quickly and price transparency is the norm? Is there a cost-effective way for you to deliver personalized service, implement new paths to purchase, and expand product offerings in your stores?

The Cisco® Remote Expert Smart Solution for Retail helps you address these challenges by delivering real-time access to experts and a highly interactive digital media shopping experience. Read this brochure to find out about:

- The challenges facing retailers as they strive to grow revenue, engage customers, and manage staffing costs
- How Cisco Remote Expert helps retailers deliver differentiated in-store experiences that accelerate the sales cycle, scale staffing resources, and compel shoppers to buy and buy more
- Real-world examples of how the Cisco Remote Expert Smart Solution for Retail can empower your business
- Why Cisco is a valuable partner for your retail business

Challenges

Shopper behavior is changing as technology innovations sweep through today's rapidly evolving omnichannel environment. Shoppers are conditioned by their experiences on the Internet, smartphones, and tablets. They are informed, opinionated, and able to search for the best deals—locally and worldwide. Tech-savvy and sophisticated, they are looking for retailers

to deliver immediate and immersive shopping experiences with exceptional customer service.

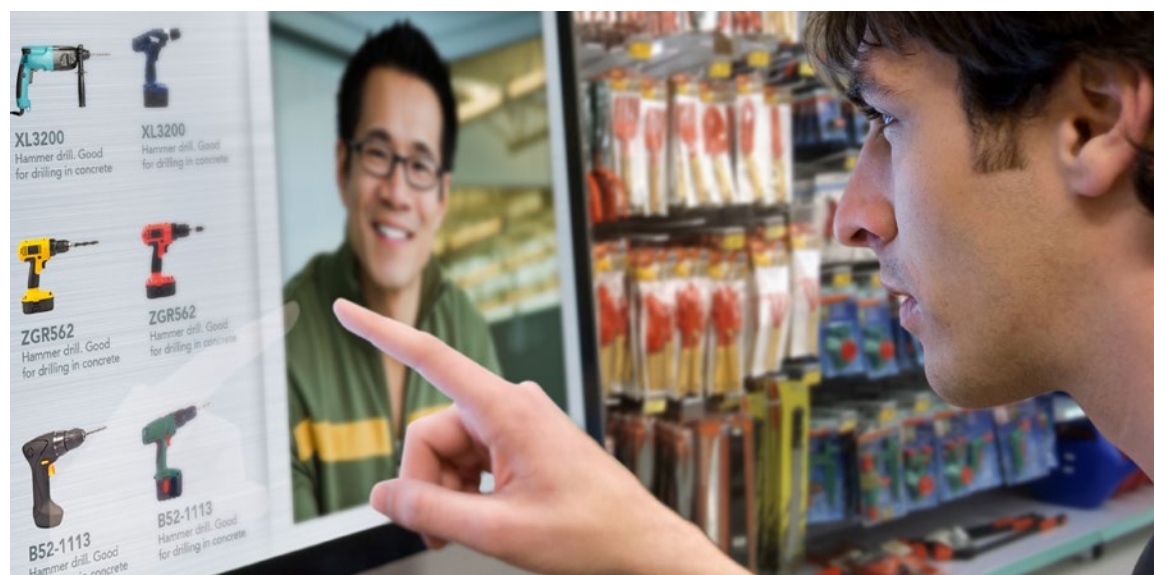
As a retailer, your business must be agile enough to keep up with these market changes while remaining profitable. You must continually look for new ways to catch, keep, and entice today's omnichannel shoppers. You must:

- Catch shoppers as they search for products, prices, and shopping ideas
- Keep shoppers connected to your brand as they hop from channel to channel and seek information
- Entice shoppers with experiences that trigger them to buy now

In the era of globalization, the ability to deliver expert and personalized knowledge to customers of all types is increasingly critical to achieving high levels of customer satisfaction and profitability. If shoppers cannot find help or get answers to their questions while shopping in your store, they may leave the store frustrated or empty handed.

To prevent customers from going elsewhere, you need to connect them with the right person, at the right time, at the right cost-to-serve. Shoppers value highly personalized and knowledgeable advice, especially when making decisions about high-value products or services. Store employees





cannot be experts in every product and often do not have the time or research tools available to answer all questions. You need new ways to deliver information and to support your customers' purchase decisions.

One of the most innovative solutions on the market, the Cisco Remote Expert Smart Solution for Retail, can meet these needs by providing a unique, virtualized system that adds real-time video and collaboration to the customer experience, increasing your ability to catch, keep, and entice your shoppers.

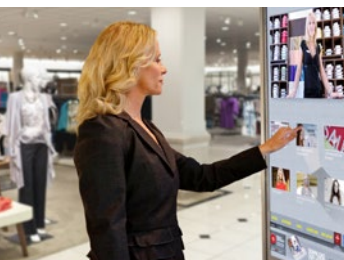
Solution Overview

Cisco Remote Expert Smart Solution for Retail transforms how you manage your expert resources. It offers a superior, on-demand video collaboration experience—an immersive, lifelike experience between shoppers and subject matter experts wherever they are located. The solution can help boost revenue and improve customer satisfaction.

Combining the strength and immediacy of face-to-face relationship-building with the capabilities of next-generation, multimedia networking technology, it provides:

- **On-demand collaboration:** Engage shoppers with remote experts in consultative, face-to-face conversations to help them get the information they need, when they need it. Real-time collaboration between shoppers and subject matter experts can help speed purchasing decisions and build loyalty to your brand.

- **Immersive virtual experience:** High-quality audio and video connects your customers with virtual experts and provides an outstanding experience. Customers can collaborate with experts using a touchscreen panel located in-aisle or at a customized consultative console. Experts can share documents, videos, websites, and relevant information in real time from anywhere, to anywhere.
- **Simplified access to experts:** Instantly identify and connect shoppers with the right expert, at the right time, based on the shopper's area of interest or location in the store.
- **Virtualized expert workforce:** Utilize and scale experts no matter where they are located by optimizing labor resources such as full-time, part-time, retired, or on-demand employees working at contact centers, headquarters, other stores, or other locations—including vendors' and manufacturers' offices. More effectively scale high-paid experts to engage in high-value opportunities that generate greater revenue.
- **Investment protection:** Cisco is committed to helping you protect your investment by offering robust solutions that meet your current and future needs. When you run Cisco Remote Expert over your existing Cisco network, where high-definition video over broadband Internet connections are supported, separate systems or external services are not required.



Cisco Remote Expert is built on the Cisco Unified Communications infrastructure that you may already have in place. It provides a full spectrum of multiple-endpoint customer service capabilities that extend across your entire organization and all its delivery channels for hybrid, live, and virtual communications. The solution can support an enterprisewide, skills-based database of your subject matter experts, and provides a platform to manage and track their availability to respond to your customers.

This comprehensive, all-in-one solution combines customer-contact applications with Cisco Collaboration technology, services, and expertise. It can easily integrate with your CRM and customer-information-file (CIF) systems to provide subject matter experts with a complete view of customer relationships and activities, regardless of where experts are located or how they are communicating with the customer. Digital voice capture of all interactions is available to support compliance requirements when needed.

Business Benefits

The Cisco Remote Expert Smart Solution for Retail can help you uncover new routes to revenue along the shopping experience. Use it to capture new business opportunities and close deals through impactful digital media offerings and real-time consultative selling.

The solution lets you deliver the right offer, at the right time, at the right place by maximizing the value of experts across your retail environment. It helps you:

- Allocate and scale staffing resources more efficiently by using remote experts to assist shoppers
- Increase in-store and online sales by using remote experts to up-sell or cross-sell products and services
- Accelerate the sales cycle for complex merchandise, high-value items, and services offerings
- Take advantage of the solution's capital depreciation to scale labor with remote experts instead of hiring in-store staff



- Generate additional revenue through partnering with vendors and manufactures to advertise and promote their products, connecting your shoppers with their experts

Cisco Remote Expert helps you differentiate your brand and facilitate customer intimacy. Use this solution to transform your retail business model and gain the following benefits:

- **Create a compelling shopping experience:** Combine Cisco Remote Expert with [Cisco Interactive Services](#) to deliver an engaging digital media experience that entices consumers through the multiple stages of shopping.
- **Increase customer satisfaction and loyalty:** Address each shopper's individual needs with knowledgeable subject matter experts. Improve customer service and brand loyalty by delivering, personalized engagements that are focused on each shopper's unique requirements.
- **Scale employee collaboration and training:** Support corporate communications, employee-to-expert collaboration, and staff training with Cisco Remote Expert's live streaming and on-demand capabilities from anywhere, to anywhere.
- **Reduce costs:** Utilize an orchestrated pool of in-house or vendor-supplied virtual experts to provide expertise cost-effectively across multiple stores and at new merchandise areas, instead of staffing specialists at each store.

Use Cases

Learn how you can use remote experts to collaborate with shoppers while they are in the store. Explore the options below to see how remote experts can add value and drive revenue for your business.

Table 1. Cisco Remote Expert Smart Solution for Retail Engagement Opportunities

In-Aisle Expert	At-Console Expert	Additional Opportunities
<ul style="list-style-type: none"> • Answer questions • Compare product features • Offer advice • Pricing look up • View product ratings • Share how-to-guides • Show videos • Engage with vendor or manufacturer experts 	<ul style="list-style-type: none"> • Personalized and private sessions • Customize projects • Collaborate on designs • Make complex selections • Explore pricing options • Engage with contractors • Meet with vendor or manufacturer experts 	<ul style="list-style-type: none"> • Up-sell and cross-sell • Services • Warranties • Financing • Special offers

Table 2. Cisco Remote Expert Smart Solution for Retail Use Case Benefits

Retail Use Case	Reduce Expenses	Increase Revenue	Customer Satisfaction
Large complex transactions at a private consultative console	✓	✓	✓
On-demand products and services engagements in the aisle	✓	✓	✓
Product and process training for employees	✓		

Why Cisco?

Cisco is the trusted partner for retailers of all sizes worldwide. Cisco is a proven innovator and leader in converged data, voice, and video solutions. We are committed to delivering the solutions that you need to accelerate business operations, reduce expenses, and increase business agility. With a Cisco Intelligent Network, you can deliver superior consumer experiences, optimize employee productivity, enforce data and physical security, and maintain a cost-effective technology infrastructure.

Summary

Cisco Remote Expert Smart Solution for Retail helps you deliver in-store experiences that improve customer service, accelerate the sales cycle, and scale staffing resources. This solution enables your shoppers to collaborate with remote experts in real time regardless of where the experts are located, inside or outside your retail business. The Cisco Remote Expert Smart Solution for Retail empowers you to differentiate your brand from the competition, build customer loyalty, and capture new routes to revenue.

For More Information

Read more about Cisco Retail solutions by visiting: www.cisco.com/go/retail.

Read more about the Cisco Remote Expert Smart Solution by visiting: www.cisco.com/go/remotexpert.



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San Jose, CA

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