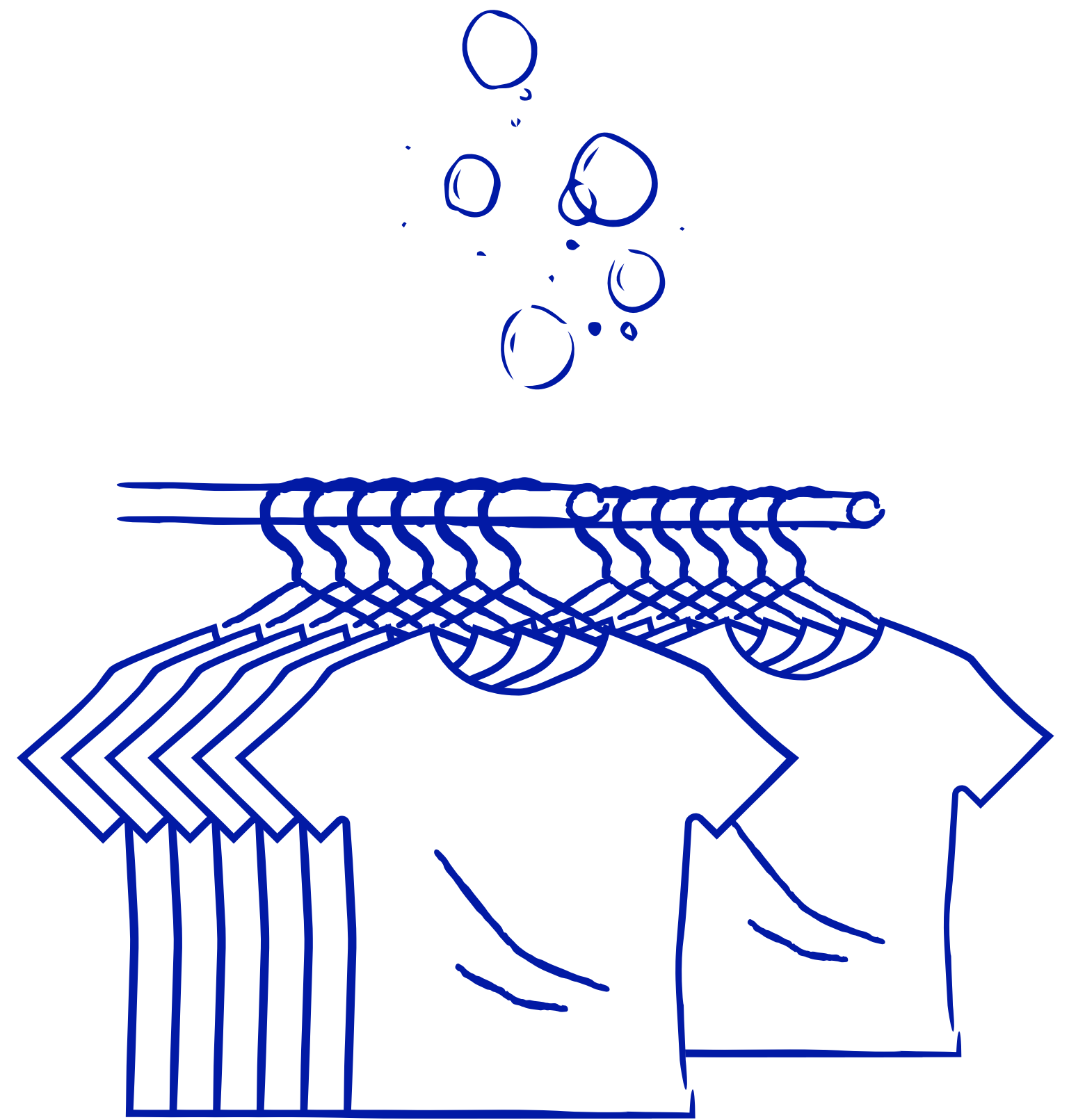# THE BIG ASK

The changing role of the store

How to compete with search engines
and next-day delivery

O₂ business

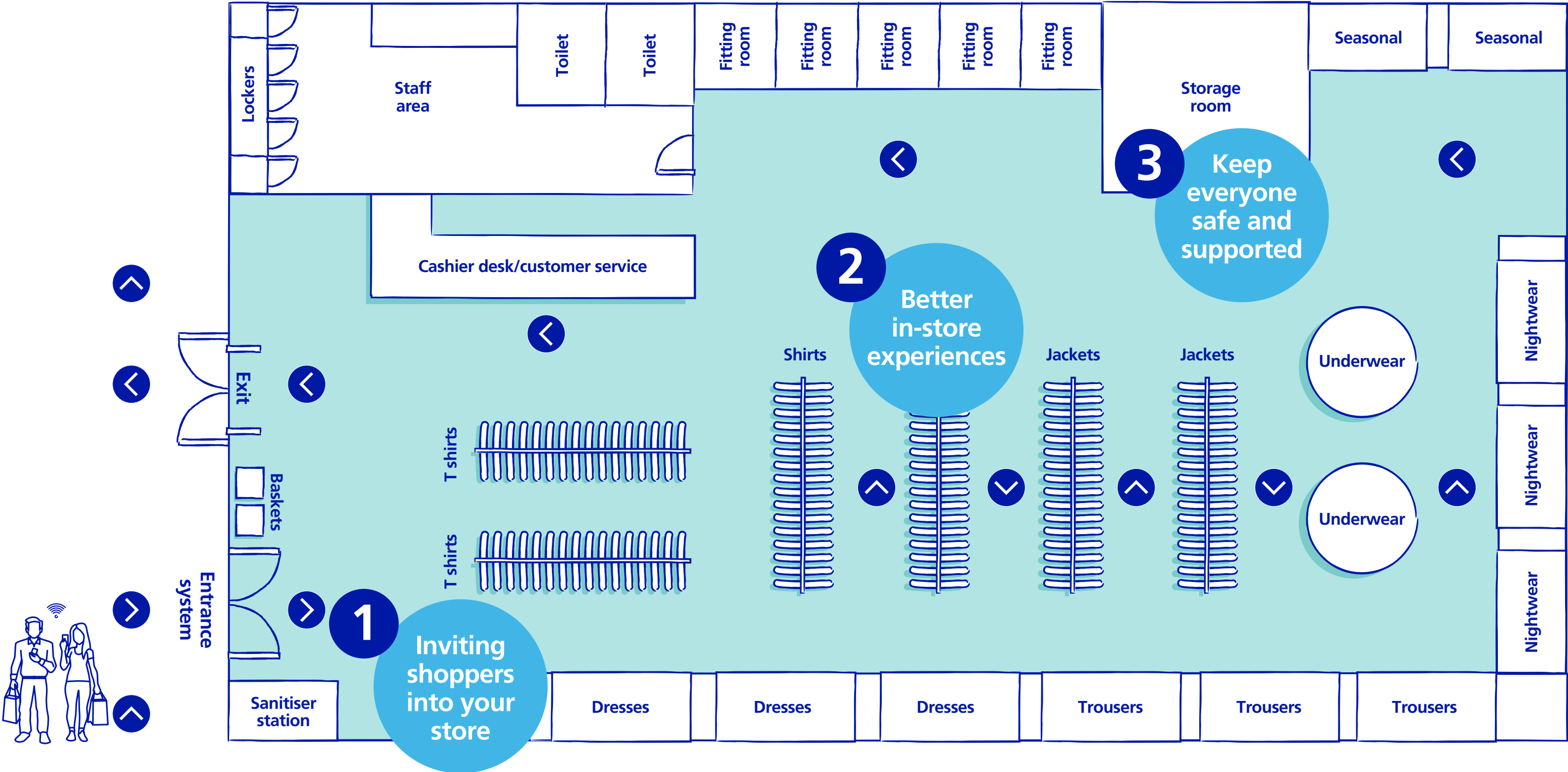# Shopping habits have changed

Clicks versus baskets: it's a different world

Whether it's keeping customers safe, ensuring essentials are available, or supporting local communities – if 2020 has taught us anything, it's that UK retailers can quickly respond to changes under extreme pressures.

So surely, if you can deal with a pandemic and full-scale lockdown, adapting to a few consumer behaviour changes should be a walk in the park. Right?

Our Big Ask report, in partnership with Retail Economics, showed how shoppers were already changing their habits before the pandemic. And how they plan to continue after COVID-19.

We can help you with these changes. Ensuring that you continue to deliver great service to your customers and local communities. Step into our store and see how O$_2$ tech can help you get the most from your connectivity foundations. And make decisions, collaboration and customer-centricity easier.

Interested?

Download our Big Ask report here for an in-depth look at customer behaviour. Or call us to discuss more on 01235 433507.

Download

Store plan labels:

Lockers | Staff area | Toilet | Toilet | Fitting room | Fitting room | Fitting room | Fitting room | Fitting room | Storage room | Seasonal | Seasonal

Cashier desk/customer service

3 Keep everyone safe and supported

2 Better in-store experiences

Shirts | Jackets | Jackets | Underwear | Nightwear

Exit

T shirts | T shirts

Baskets

Entrance system

1 Inviting shoppers into your store

Sanitiser station | Dresses | Dresses | Dresses | Trousers | Trousers | Trousers

Underwear | Nightwear | Nightwear

Click on a section in our store plan to discover more

O$_2$ business

1 Inviting shoppers into your store

With so much competition online, and safety concerns for those who do decide to shop in-person, one of the biggest challenges that stores are finding is getting customers through their doors.

Our technology can help. Whether it's enticing people inside or making sure they're safe once amongst your aisles, we can make shopping experiences both attractive and secure for them.

Show them the goodies

Reach new customers
For O₂ customers who've opted in, you can send promotions and other messages as they pass your store, thanks to Business Messaging. Limited-time offers, or relevant discounts on their favourite brands, can turn a passer-by into a new customer in seconds.

Community demographics
You can get a much better idea of the demographics of potential and existing customers with our anonymous crowd data analytics tool, O2 Motion. Draw the public inside by making data-driven choices on specific window promotions, signage and other offers to match relevant demographics in your area.
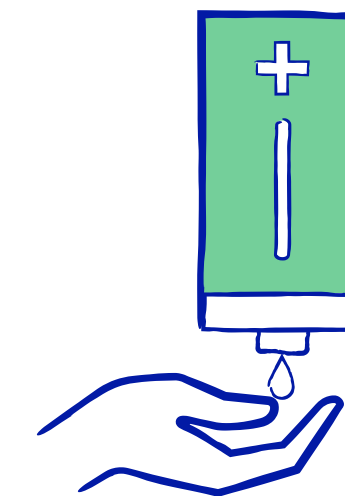
Stay safe, stay open

Safer queuing
Using our virtual queuing system, you can easily ensure safe social distancing and manage any peaks in visitor numbers. Customers just sign up to save a spot in line, if there is one, and then receive a text when they're able to go inside.
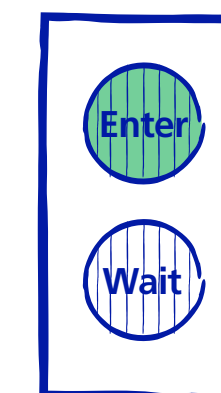
Hand sanitiser stations
Specialised hand sanitiser dispenser stations can help clearly signpost and encourage customer hygiene as they enter and leave your store. Having them upfront, near entrances, can improve customer confidence when shopping – as they know you take their safety seriously.

Traffic light system
With in-store capacity monitoring, you can keep an eye on how many customers are in your shop at any one time – and you don't breach maximum safety capacity. A traffic light system can let them know when it's safe to enter and when they need to wait outside.

SALE
INSTORE NOW

Enter

Wait

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Once customers are inside your store, you want to make their experiences as convenient and easy as their online shopping is.

With our help, you can ensure they see more relevant offers and find what they're looking for.

In-store tech

Everything at your fingertips
With Shopwave, all your sales channels and tools can be accessed on one device. Whether you're booking tables, taking orders or scanning purchases, you and your teams can see what's going on anytime. All to better serve your customers.

Encourage loyalty
You can send special offers directly to customers instore, thanks to Airtime. Whether it's lunchtime promotions for workers who have started to go back to the office, or special offers for a new clothing line launch. You can encourage customers back to your store time and again if they know their visit might result in savings or free gifts.

To get a better idea of who shops in your stores
Use anonymised demographic data on who visits your store to change special promotions and encourage spending. By being able to see insights such as time of visit, age, gender and spending power, you can make adjustments to product ranges and signage to maximise basket spend.

Offers in store

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3 Keep everyone safe and supported

Back to the store plan

Staying safe and healthy is a big concern for a lot of customers – and your employees – at the moment.

So, if you can, you'll need to work to reassure them that you and your teams have taken the necessary steps to keep them safe.

Safer staffing levels

Easy rota decisions
With Rotageek, you can turn traditional manual shift planning into a sleek, data-driven process. You can easily manage scheduling and plan to make sure that you have the right mix of skill sets available. And allow employees to check and swap shifts with colleagues directly, for more flexibility.

Keep an eye on situations
Everyone is more wary of their surroundings and keeping their distance. But it's not always easy in tight surroundings. Body-worn cameras can help though, and ensure your teams have a safe working environment. They can monitor busy areas to see if crowds need to be dispersed, see if extra till support is needed or if team members encounter antisocial behaviour.

Better connectivity wherever you are
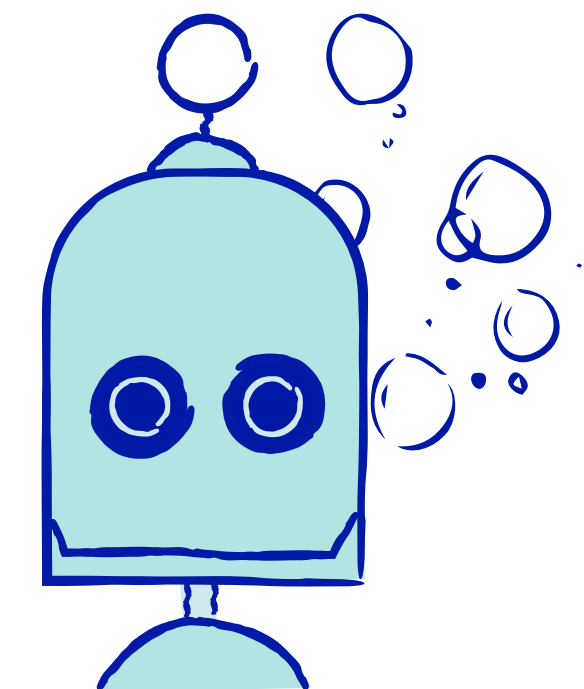
In-store wifi
Providing a strong, secure internet connection throughout your store, back office and stock room not only keeps your shoppers happy (47% of 'connectivity assumptive' said they become frustrated if they can't connect while shopping). It also means that your teams can use digital tools to improve customer experiences. Stock levels can be checked on the move and customer questions can be answered much more easily. If something is out of stock as well, you can arrange an online order to ensure your customer leaves happy.

5G and AR
Once available, 5G will help power in-store and back-office experiences. Such as Augmented Reality (AR) zones for customers to 'try on' clothing without needing to actually touch them. Or bring recipes to life with ingredients from around the store. These will offer customers something they wouldn't be able to get online.

5G and robotics
5G can also power robotics to increase in-store and back-office efficiency. Whether it's returning clothes to rails after being tried on, or packing and unpacking deliveries, these processes will be able to run safely in the background, ensuring that in-store teams can focus on serving customers and providing them with products they want.

Social distancing

Please keep 2m apart

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THE BIG ASK ?

The Connected Customer Journey

How digitalisation has changed both sides of the till

July 2020

In partnership with Retail Economics

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Contact us

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Back to the store plan ‹

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