

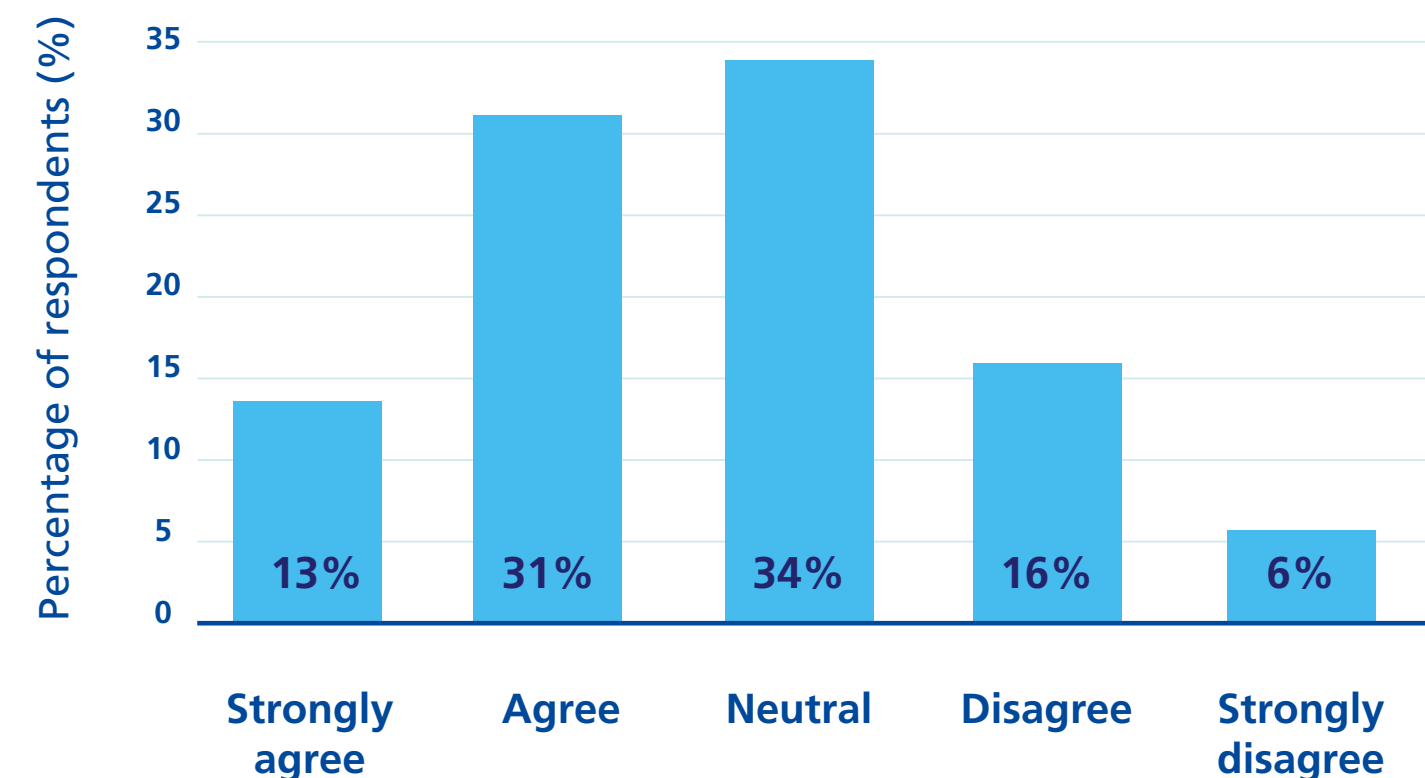
# Take your employees along with you



## Teams need to know the customer vision for retail

Nearly half of customers say their long-term shopping habits have been changed. And that means your teams will have to change as well. They'll need to be empowered to take a customer-centric approach, in an environment where more people will be shopping digitally.

**To what extent do you agree or disagree with the following statement:** 'The impact of the coronavirus is likely to lead to long-term changes in my shopping habits'



If you're interested in seeing more of the insights from The Big Ask, you can access the findings and conclusion in the report here.

## Removing the obstacles to perfect experiences

So how do you encourage online shopping, plus ensure the experience of each customer is personal and different?

Respondents in The Big Ask research cited cheaper, faster deliveries and easier returns as reasons why they would choose digital channels more.

There's a number of ways to deliver that, while also increasing personalisation. You can improve communications and connectivity between store, delivery and admin teams. Plus, with access to better customer data, staff and systems can more accurately predict the likelihood of returns – so improving experiences, process efficiency and profitability.



[View the report](#)

## Better collaboration with O<sub>2</sub>

We're helping retailers just like you to better equip their people for this new retail environment. And we're also doing it for our digital and in-store retail teams, even as many work remotely.

That includes:

- Communications channels, such as Voice or Microsoft Teams, giving employees open and easy ways to speak to each other.
- Packages like TEM (telephone expense management) that let you cross-check inventories, expenses and invoices in one place.
- Mobile infrastructure and devices that make managing reliable lines of communication simpler and easier.
- MDM (mobile device management) that lets you easily control the scope and features of your mobile package to suit the needs of your people.

By putting the right infrastructure in place, you can help your staff adapt to the new needs of your customers, and run a more sustainable, efficient business to boot.

We'll be in touch soon.

**O<sub>2</sub>**  
business