

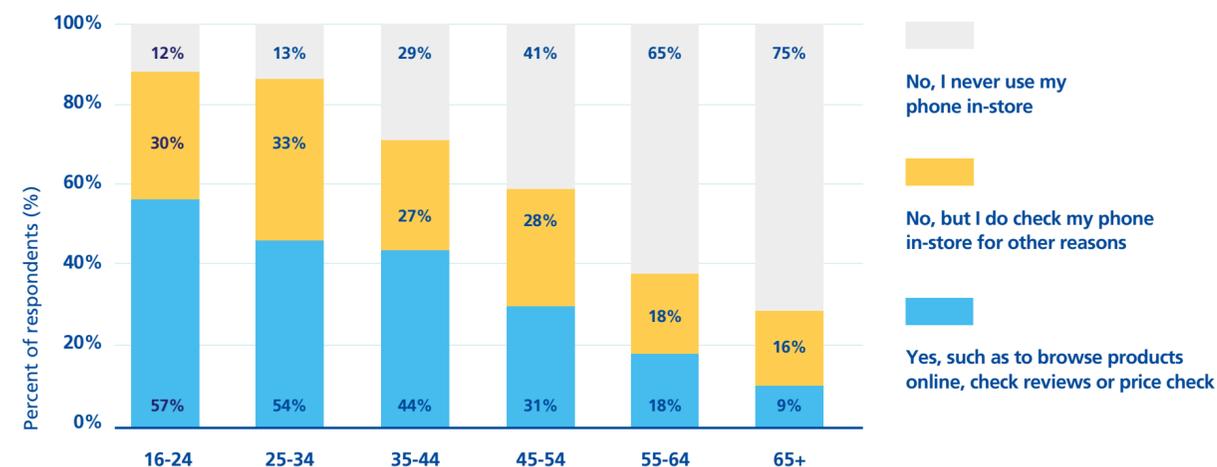
# Lay the right foundations

## Connectivity underpins the in-store experience

The relationship between in-store connectivity and online retail channels is one of co-reliance. Customers, particularly younger ones, engage with brands digitally and physically.

They also have clear expectations. Of the 'Connectivity Assumptive' group identified in The Big Ask research, **47% said they become frustrated if they can't connect to the internet while in-store.**

### Do you ever use your mobile to browse retail products when shopping in-store?



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.

[View the report](#)

## An infrastructure that fortifies your growth

To keep customers happy, it's important to make in-store connectivity a priority. No one appreciates seeing a spinning wheel on their device's screen. And as well as reducing that frustration, better connectivity creates more joined-up experiences, like:

- Supporting social distancing through real-time updates on the number of people in a store.
- Helping staff collaborate more easily, plus improving communication between different parts of the business.
- Being able to compare products and check availability by introducing in-store devices.

Quite simply, connectivity is the root to delivering differentiated experiences and post-lockdown flexibility.



## Talk with O<sub>2</sub>

We're already helping many retailers improve their connectivity and lay the foundation for long-term growth. What's more, we have over 450 stores ourselves – so for us it's not theory, it's practice.

Solutions include:

- Wifi, that creates better experiences. Our work for Sainsbury's has been the basis for its Scan and Go and SmartShop trials.
- WAN, which helps keep everyone, from back-office workers to delivery drivers, talking and collaborating. We do this for McDonald's and it's part of our O<sub>2</sub> Gateway service for retailers.
- 5G, which promises an exciting future for retail, from AR shopping to IoT and asset tracking. We're helping Tesco explore this right now and you can also read more about other trials in our 5G eBook.

We'll be in touch soon.

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