

FIVE TECHNOLOGY TIPS TO KEEP YOUR RETAIL CUSTOMERS HAPPY

The Retail Industry in Australia and around the world is rapidly evolving. Ever-changing customer demands is driving bricks 'n mortar and ecomm retailers to be highly strategic with their technology. These tips will help you meet some of these demands and keep your customers happy.



1 CONNECTIVITY AND NETWORK SOLUTIONS ARE YOUR LIFEBLOOD

Your customers want a seamless and fast experience, no matter where they are or the device they're on. Robust network solutions are needed to keep pace with emerging technologies, Internet of Things, wireless or mobile WAN or telecommunications solutions, invest in your networks.



2 FOCUSING ON DATA SECURITY DRIVES CUSTOMER CONFIDENCE

Protecting customer data is critical in a changing cyber security landscape. Threats are evolving and the way retailers and customers connect through technologies increases points of vulnerability. Protecting customer data and achieving PCI Security Compliance is an ongoing strategy that extends across network perimeter, email, endpoint and cloud security.



3 UNIFY YOUR TEAMS ACROSS STORES AND OFFICES

Customers require their needs to be met effectively and efficiently, without being bounced around within an organisation. Transform the level of service and responsiveness you can provide for your customers by investing in unified communications for your customer service, store staff and teams across the organisation.



4 REAL-TIME INVENTORY MANAGEMENT IS A NECESSITY

Customers paying for a product that isn't currently in stock creates a negative brand experience. There's the let down as well as the hassle of the refund. Real-time inventory information provided for online and in-store customers across your bricks 'n mortar stores and warehousing means happy customers.



5 BE CLEAR ABOUT YOUR DIGITAL TRANSFORMATION/ CLOUD STRATEGY

Customers generate more data and information for retailers than ever before. Using this data to create personalised customer experiences has enormous benefits. Storing, processing and being able to analyse all of this data needs to be able to scale accordingly. A cloud strategy is needed to understand what resources to keep on-prem and which to take to the cloud.



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Call us on **1300 800 000** or email **enquiries@nexon.com.au** to discuss how we can support your retail technology strategy.

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