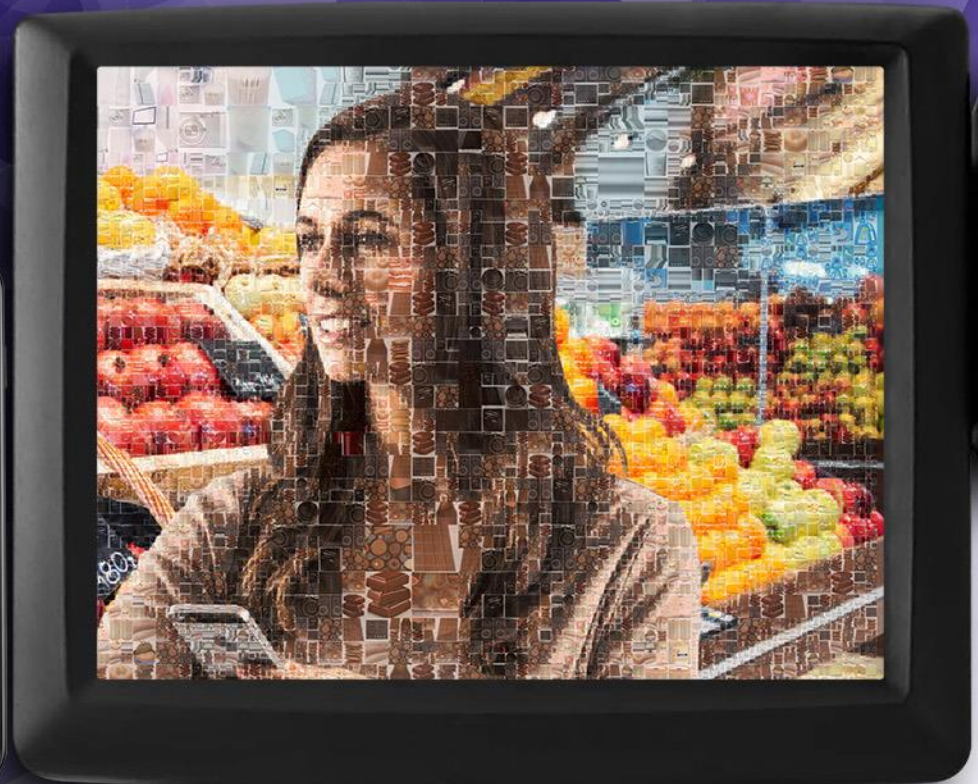


# *the art of* connecting *for* retail



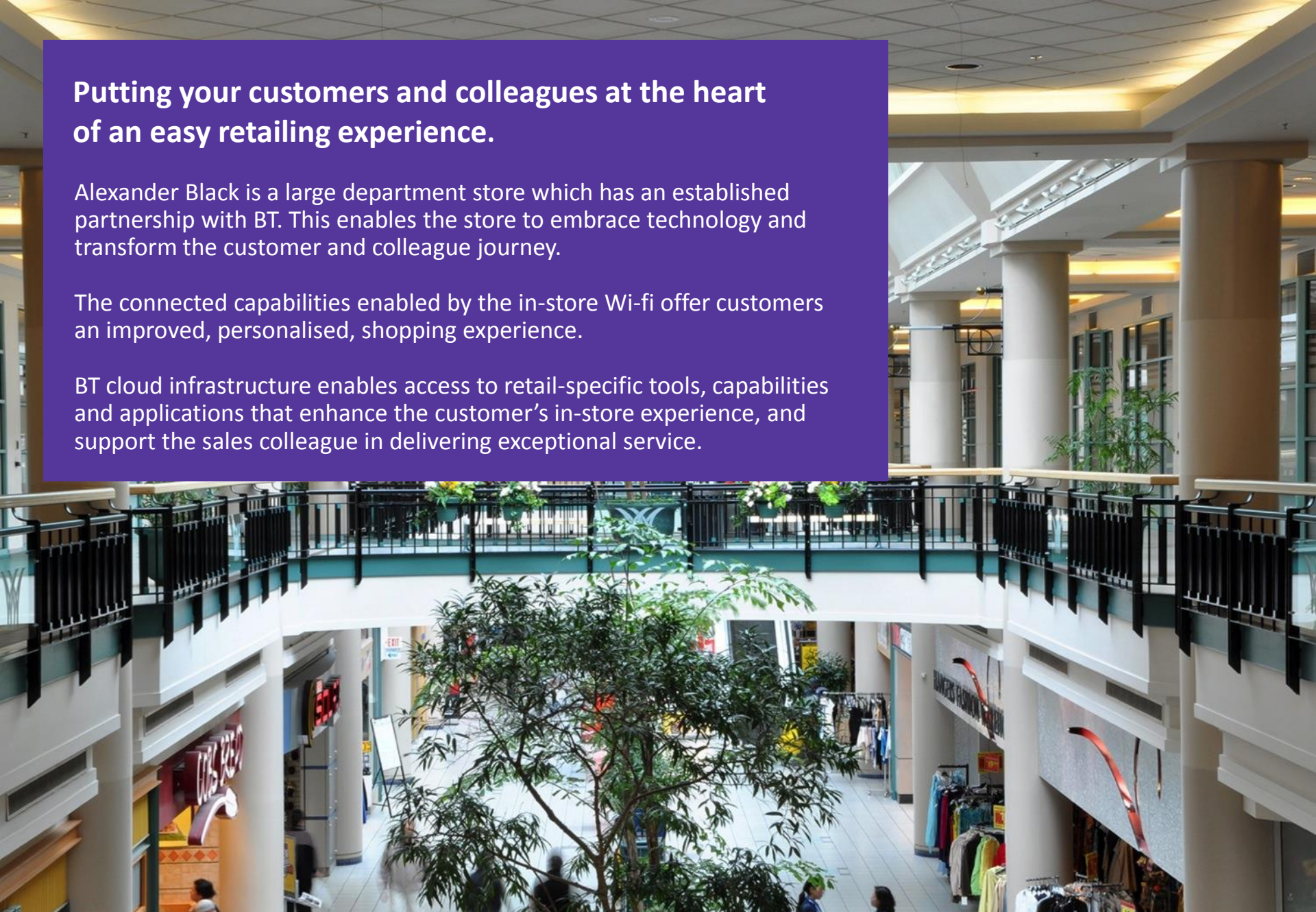


## Putting your customers and colleagues at the heart of an easy retailing experience.

Alexander Black is a large department store which has an established partnership with BT. This enables the store to embrace technology and transform the customer and colleague journey.

The connected capabilities enabled by the in-store Wi-fi offer customers an improved, personalised, shopping experience.

BT cloud infrastructure enables access to retail-specific tools, capabilities and applications that enhance the customer's in-store experience, and support the sales colleague in delivering exceptional service.





## Meet Beth.

Beth's a busy young professional who has recently bought her own house. It's the weekend and she's got a lot to do. She needs to buy a dress for a wedding in a few weeks time, and has some items to collect for her new bathroom.

Beth's a frequent shopper at Alexander Black, although before moving into the area she tended to do most of her shopping online.

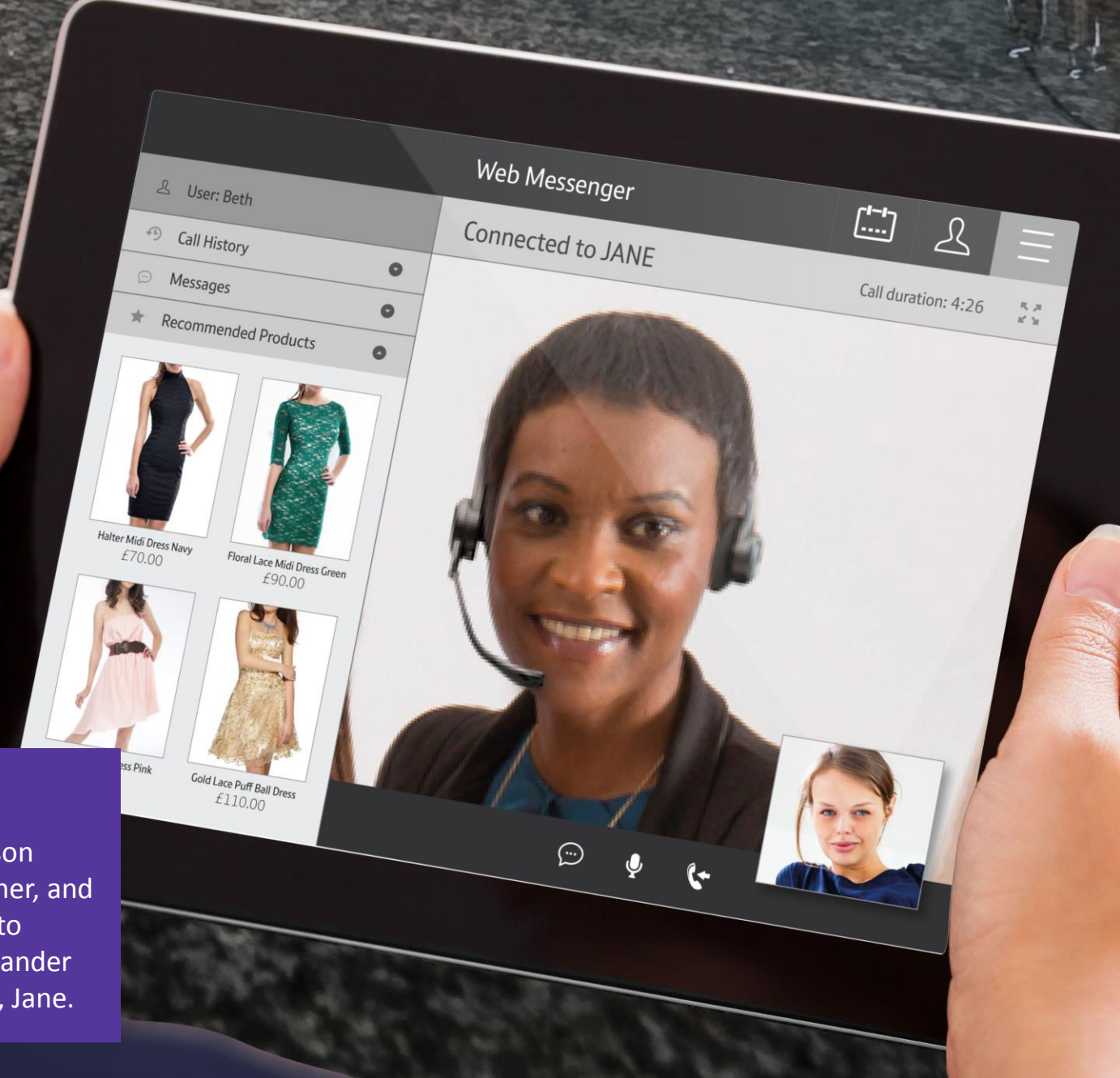




### Online shopping made easy.

She's very familiar with the website as the content is optimised by BT for a variety of devices – laptop, mobile and tablet – making it very user friendly.

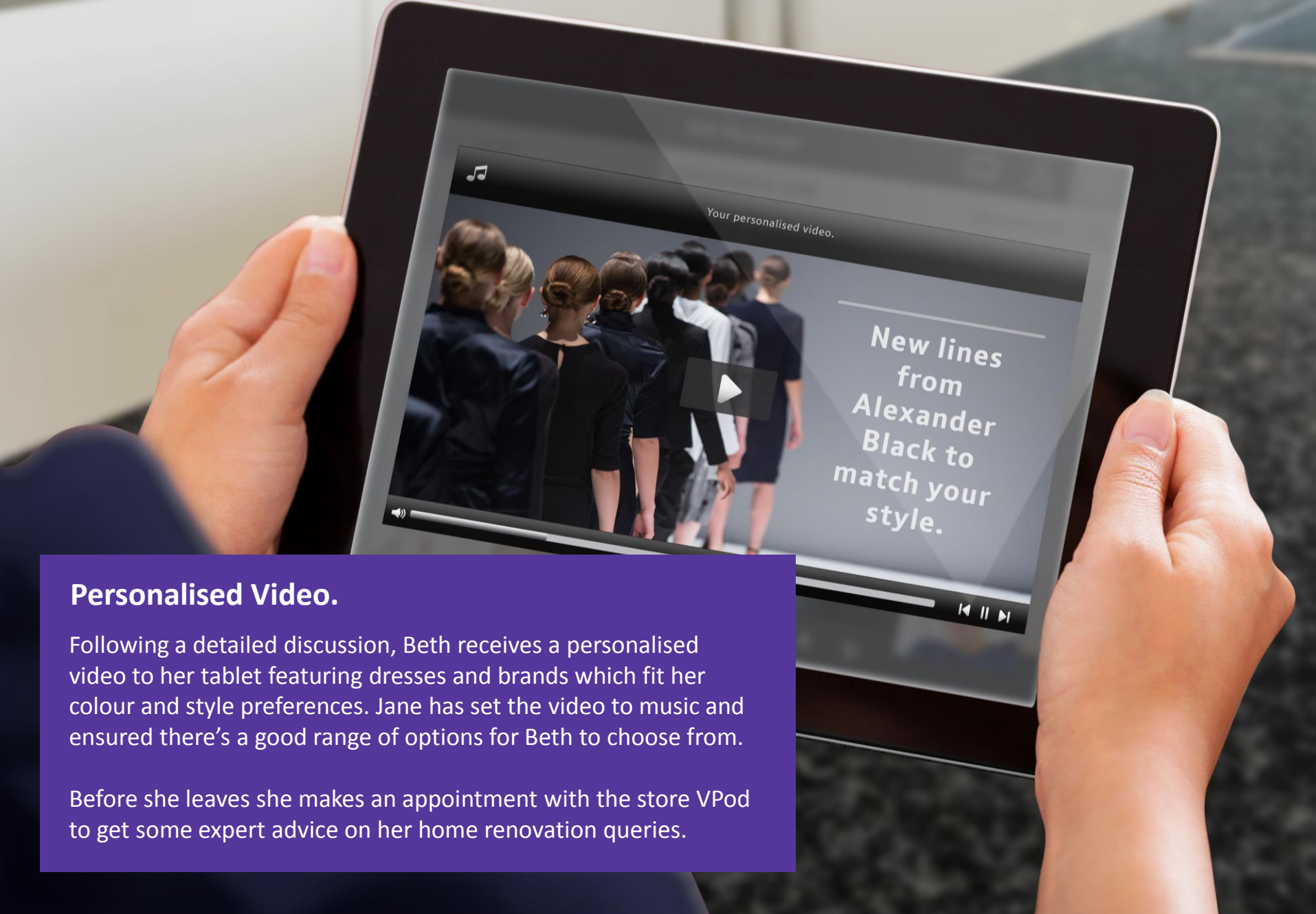
Beth's best friend is getting married and she wants to buy something really special to wear. She knows Alexander Black offer a personal shopping service and wants to find out more.



## The perfect look.

Beth finds a range of new season dresses by her favourite designer, and clicks on the web-chat facility to discuss style options with Alexander Black's head personal shopper, Jane.





## Personalised Video.

Following a detailed discussion, Beth receives a personalised video to her tablet featuring dresses and brands which fit her colour and style preferences. Jane has set the video to music and ensured there's a good range of options for Beth to choose from.

Before she leaves she makes an appointment with the store VPod to get some expert advice on her home renovation queries.

## Smart parking.

Beth knows how busy the store gets over the weekend, so uses Alexander Black's smartphone app to pre-book her parking space.





A man in a white shirt and striped tie is standing in a retail store hallway, holding a tablet. The hallway is long and brightly lit, with clothing racks and mannequins visible on the left side. The man is smiling and looking towards the camera.

## Real time insight.

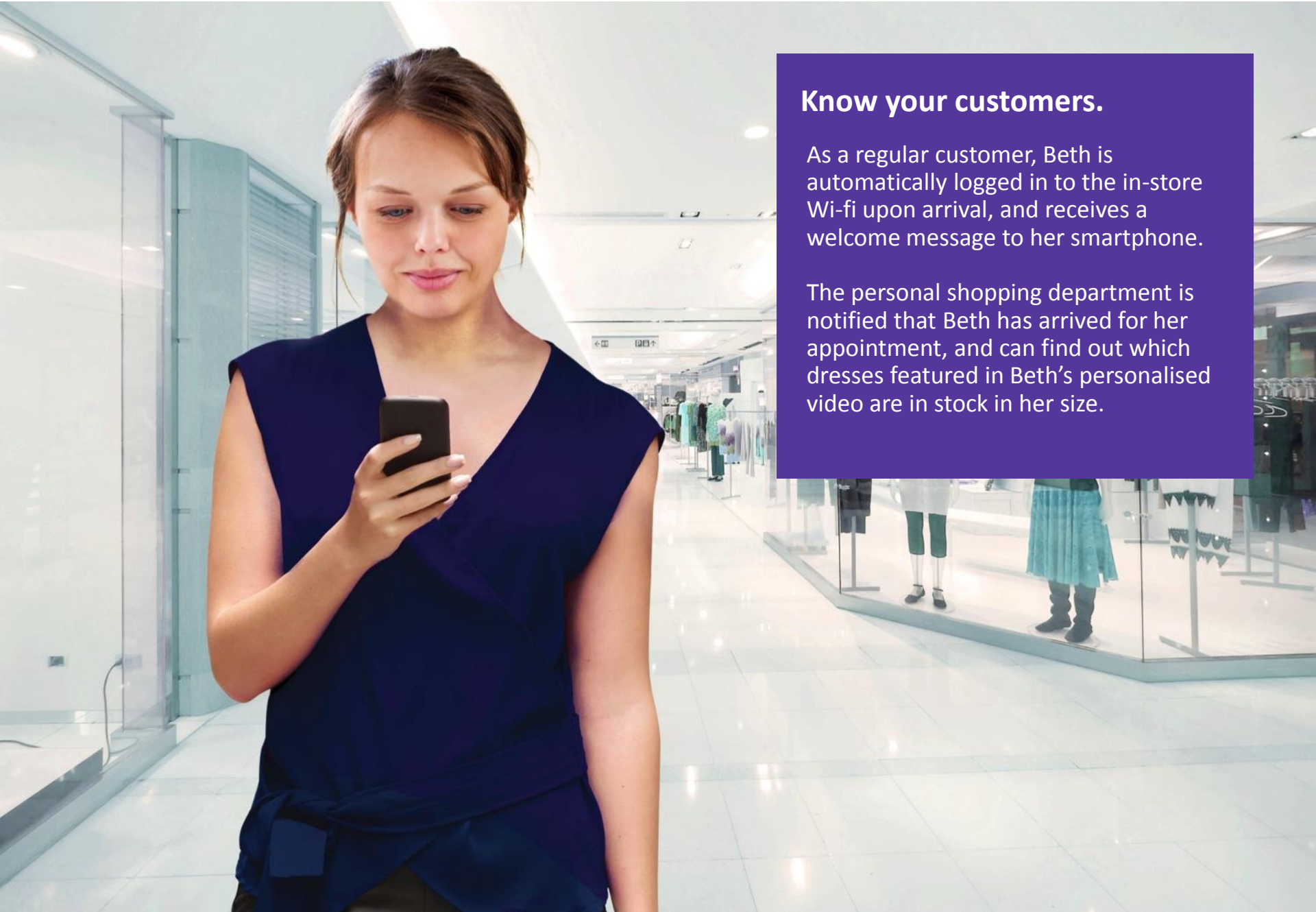
All Alexander Black staff are logged in to the store Wi-fi and Mike – as store manager – receives real time analytics directly to his tablet via a dedicated manager portal.





## Flexible Point of Service.

Mike can also manage stock, take orders and process payments from his device. This means he can always be with his customers and instantly access the information he needs.



## Know your customers.

As a regular customer, Beth is automatically logged in to the in-store Wi-fi upon arrival, and receives a welcome message to her smartphone.

The personal shopping department is notified that Beth has arrived for her appointment, and can find out which dresses featured in Beth's personalised video are in stock in her size.

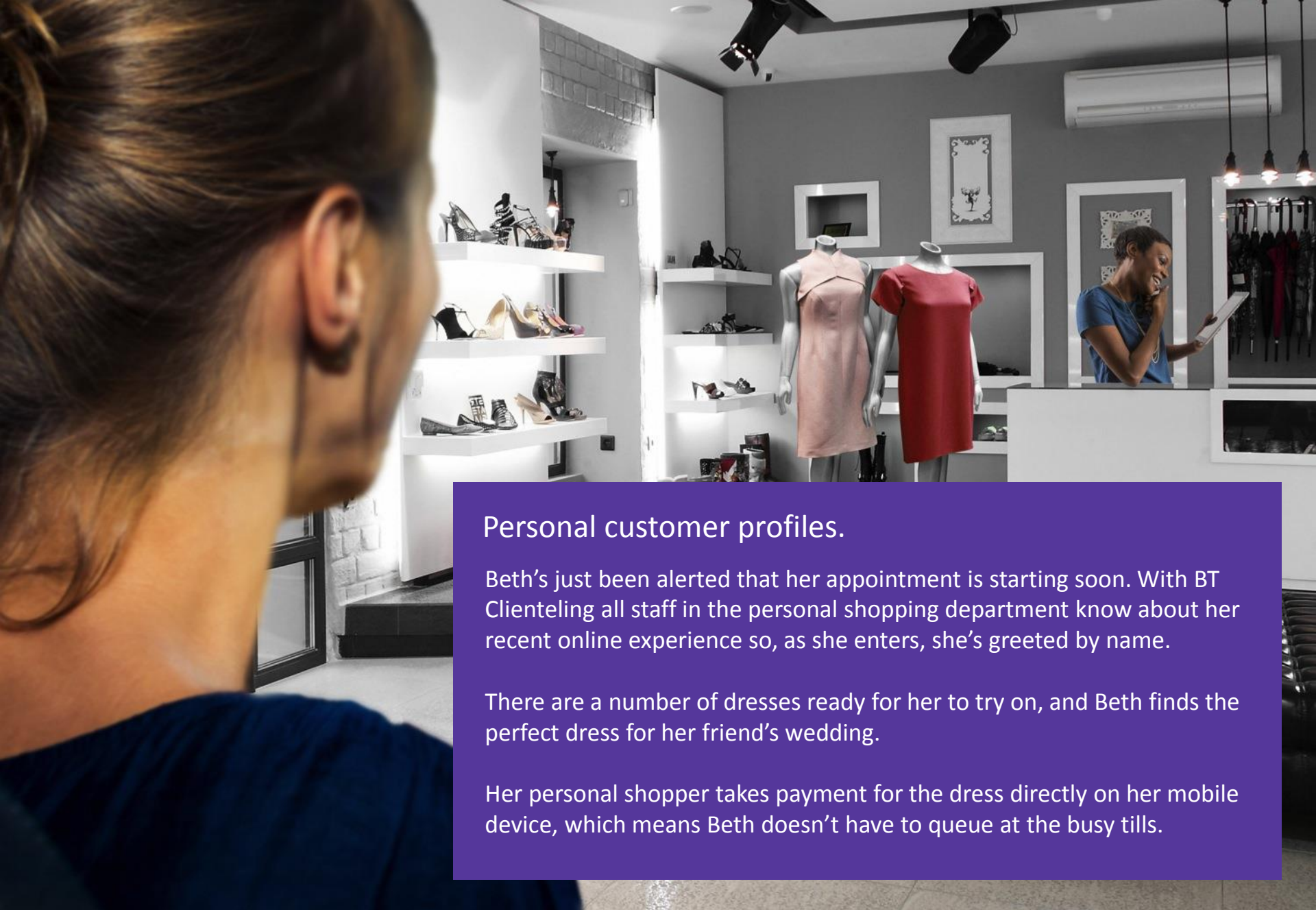




## Inform your colleagues.

In-store analytics and CCTV check Beth's progress around the store and personal shopping is notified that Beth is heading to their department.

As she approaches, Beth receives a notification to her phone offering a twenty percent discount from her designer of choice to use that day.



## Personal customer profiles.

Beth's just been alerted that her appointment is starting soon. With BT Clienteling all staff in the personal shopping department know about her recent online experience so, as she enters, she's greeted by name.

There are a number of dresses ready for her to try on, and Beth finds the perfect dress for her friend's wedding.

Her personal shopper takes payment for the dress directly on her mobile device, which means Beth doesn't have to queue at the busy tills.



## Targeted selling.

Digital signage around the store recognises Beth's profile and her recent purchase, and displays an invitation to a fashion show for women's designer accessories that Alexander Black are hosting next week.

Beth is still looking for the finishing touches to her wedding outfit and signs up for the show on the spot. Because she uses the store smartphone app, her details are quickly retrieved without need for registration. She uses the camera on her smartphone to sign up for any future promotions the store is offering on this particular designer.



A man with short, graying hair, wearing a white long-sleeved shirt and a blue and white striped tie, is looking down at a tablet computer he is holding with both hands. He is standing in a modern clothing store with bright, recessed ceiling lights. In the background, there are racks of various clothing items, including jackets and shirts. A woman in a dark dress is visible further down the store aisle. The floor is made of large, light-colored tiles.

## Wi-Fi and in-store analytics.

The behavior analytics from the retail app, via Wi-Fi, gives Mike insight, through clienteling, into which designers are the most valuable for his customers, and what level of discount on these high-end items results in purchase.

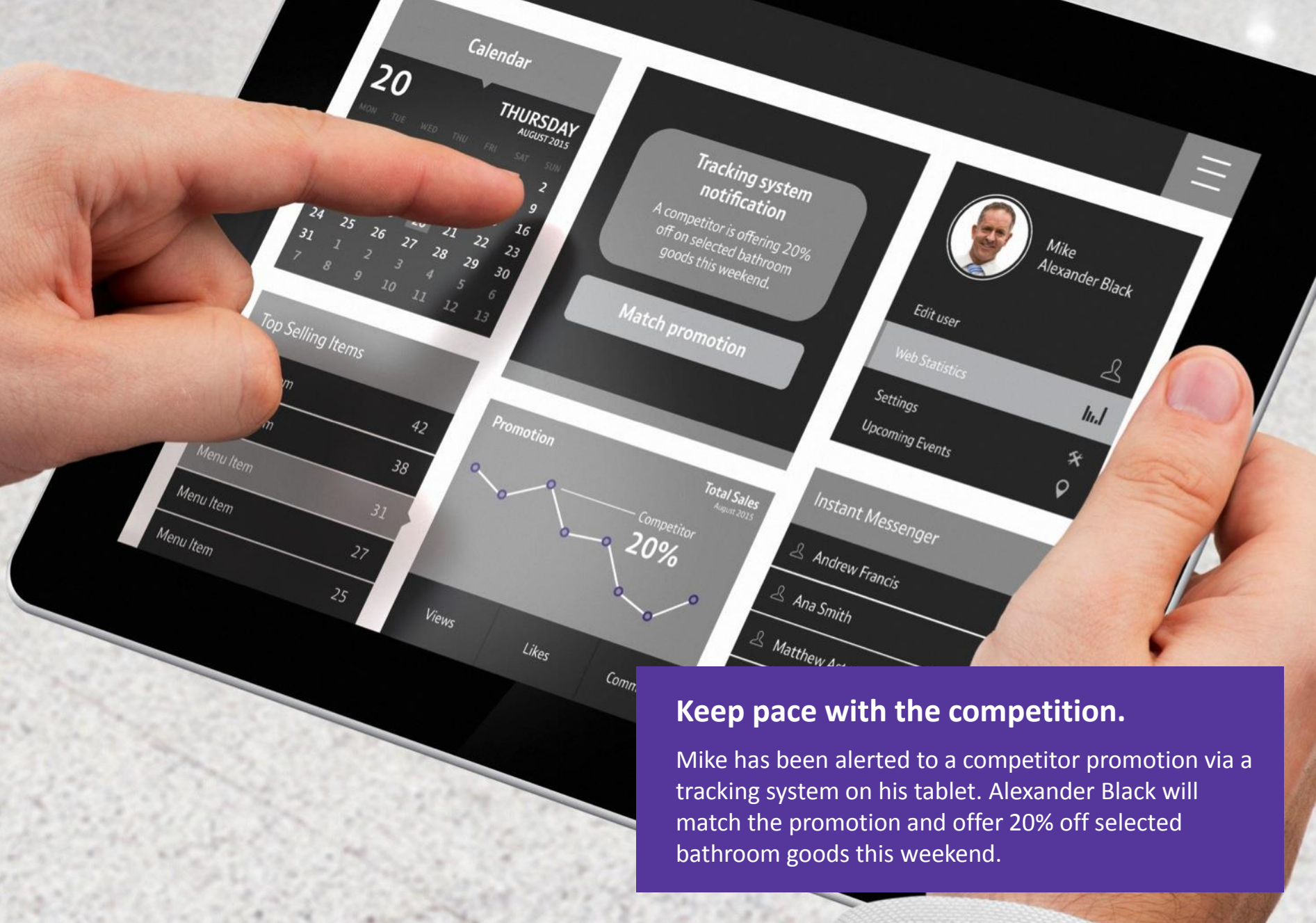


A man in a white shirt is seen from the side, looking at a tablet. The tablet screen displays a music interface with album covers and text. In the background, there is a retail store with mannequins and clothing racks.

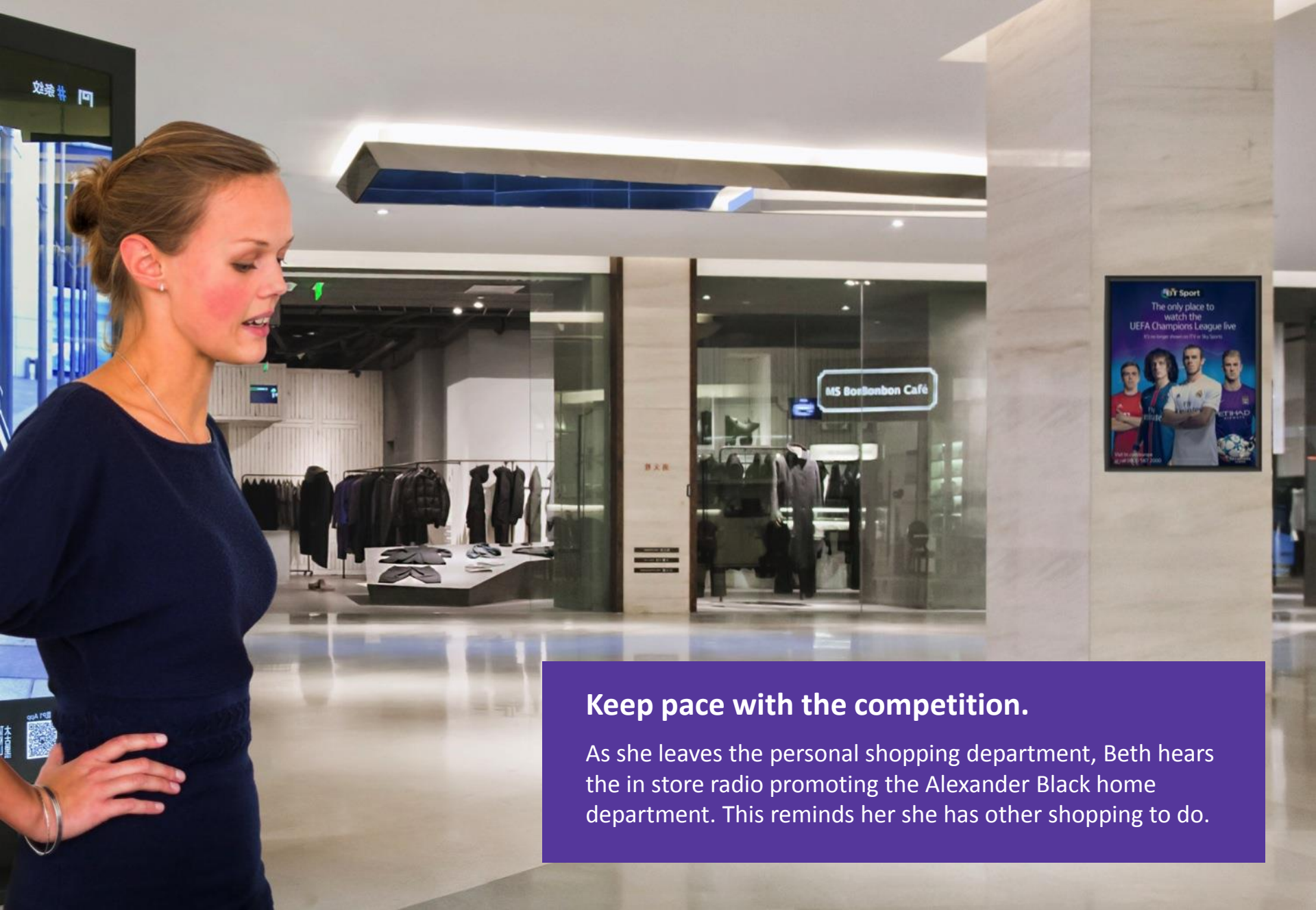
## Strike the right note.

Mike has recently added in-store music as research indicates that the right music can motivate customers to make that final purchasing decision, and keep staff motivated during their day.

Alexander Black regularly stream pre-programmed departmental playlists that he can roll out across the store, confident that it is brand appropriate and that all performance rights & licensing have been taken care of.







## Keep pace with the competition.

As she leaves the personal shopping department, Beth hears the in store radio promoting the Alexander Black home department. This reminds her she has other shopping to do.



## Pricing made easy.

Mike uses his PDA to remotely manage the electronic shelf labeling so that the prices on display reflect the new promotion.





## Instant expertise.

Beth receives an alert to her mobile phone that it's time for her VPod appointment. She makes her way there and spends ten minutes with a remote expert to discuss her bathroom renovations.

# Roll Top Bath with Resin Feet



4.5 Stars based on 152 reviews

First Floor

**NOW**  
**£599**

## Capturing customer attention.

Alexander Black know from Beth's Vpod appointment which items she is interested in. Once her appointment's over, signage in the home department displays content for Beth.

Through BT's intelligent media solution Beth can actively compare roll top baths to make the most informed choice from their range.





## Agile Labeling.

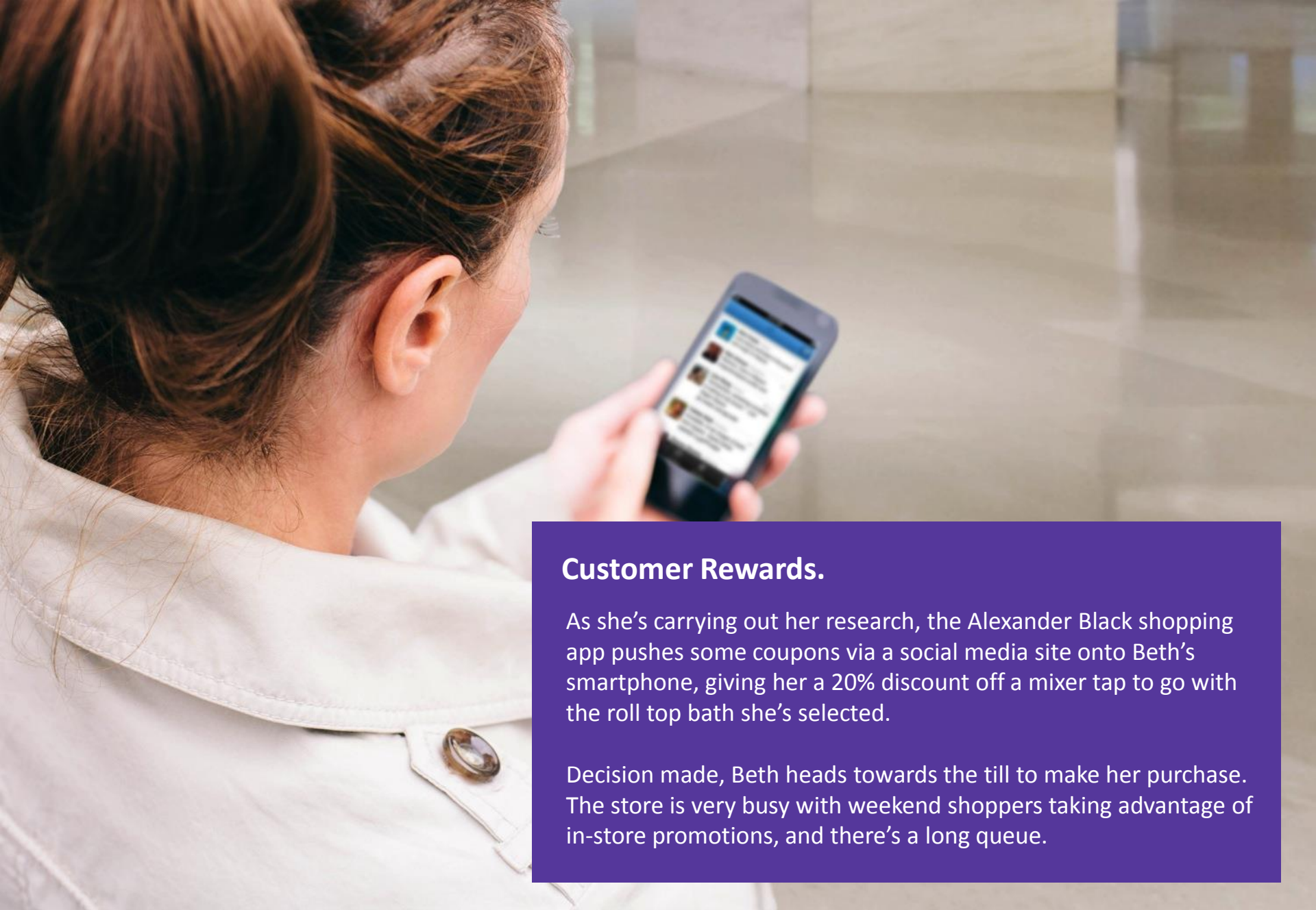
The digital labeling reflects the new in-store promotion and Beth notices a roll top bath – also included in the offer – that she likes.



## Stay in the Know.

Beth's not sure which bath to buy and decides to use the self-service kiosk so she can find out a bit more about the ranges and any plumbing or installation considerations she needs to be aware of.





## Customer Rewards.

As she's carrying out her research, the Alexander Black shopping app pushes some coupons via a social media site onto Beth's smartphone, giving her a 20% discount off a mixer tap to go with the roll top bath she's selected.

Decision made, Beth heads towards the till to make her purchase. The store is very busy with weekend shoppers taking advantage of in-store promotions, and there's a long queue.



## Connecting with customers.

Mike is out and about on the shop floor, helping customers with queries. He can carry out all back-end office functions through his hand-held device so is able to spend the majority of his day on the shop floor interacting with customers and staff. He receives an alert to his mobile that checkouts in the home department are becoming busy.



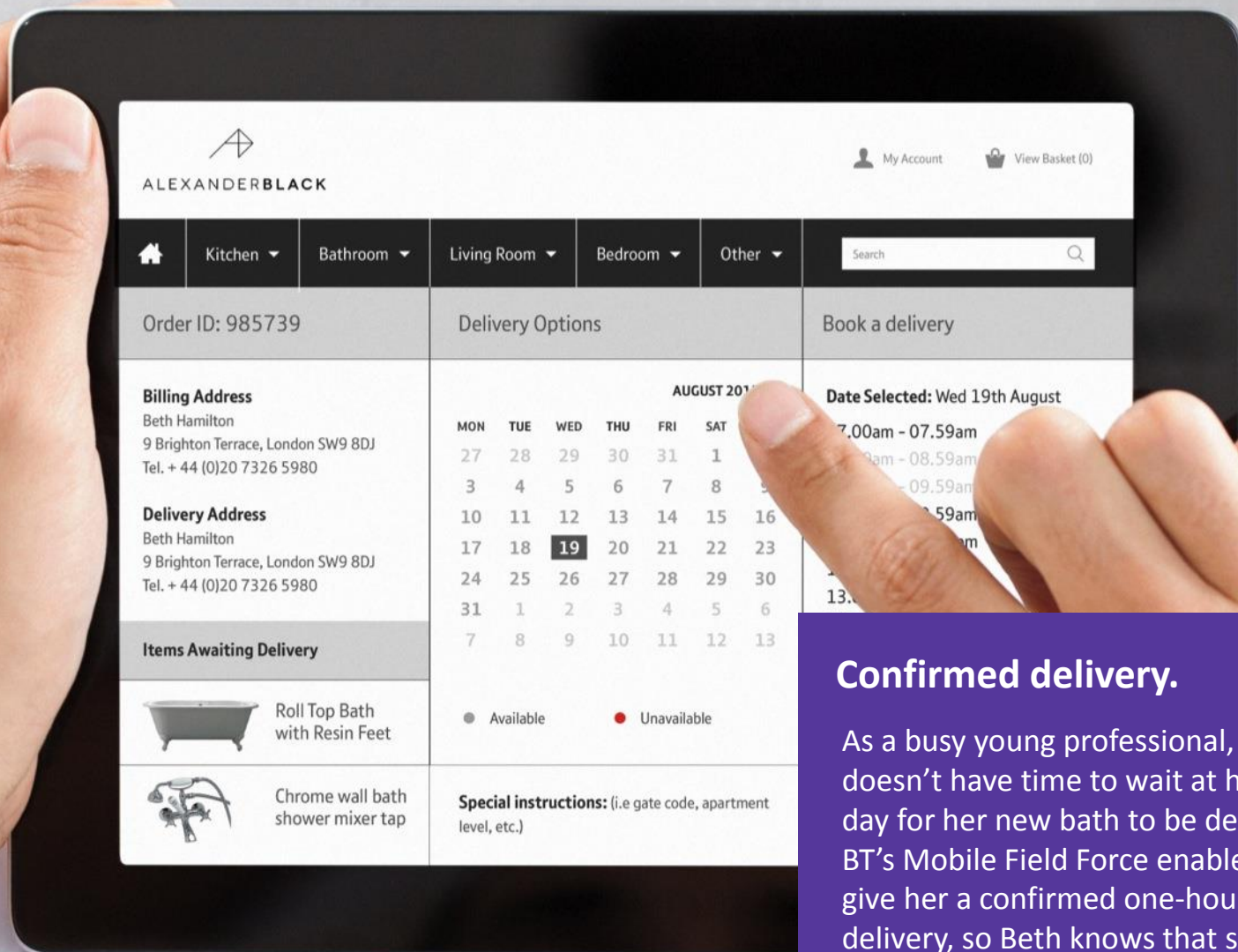
A man in a white shirt and blue striped tie is holding a tablet and looking at it. A woman in a dark blue dress is standing next to him, also looking at the tablet. They are in a retail store with other people in the background.

## Queue busting.

Mike makes his way to the till, where he is able to ease the queue pressure, by answering customer queries and taking transactions on his tablet. Beth has a question about the mixer tap she's about to buy. Mike finds the relevant information using his tablet, which is connected to the in-store Wi-fi.







## Confirmed delivery.

As a busy young professional, Beth doesn't have time to wait at home all day for her new bath to be delivered. BT's Mobile Field Force enables Mike to give her a confirmed one-hour slot for delivery, so Beth knows that she will be home at the right time to sign for it.

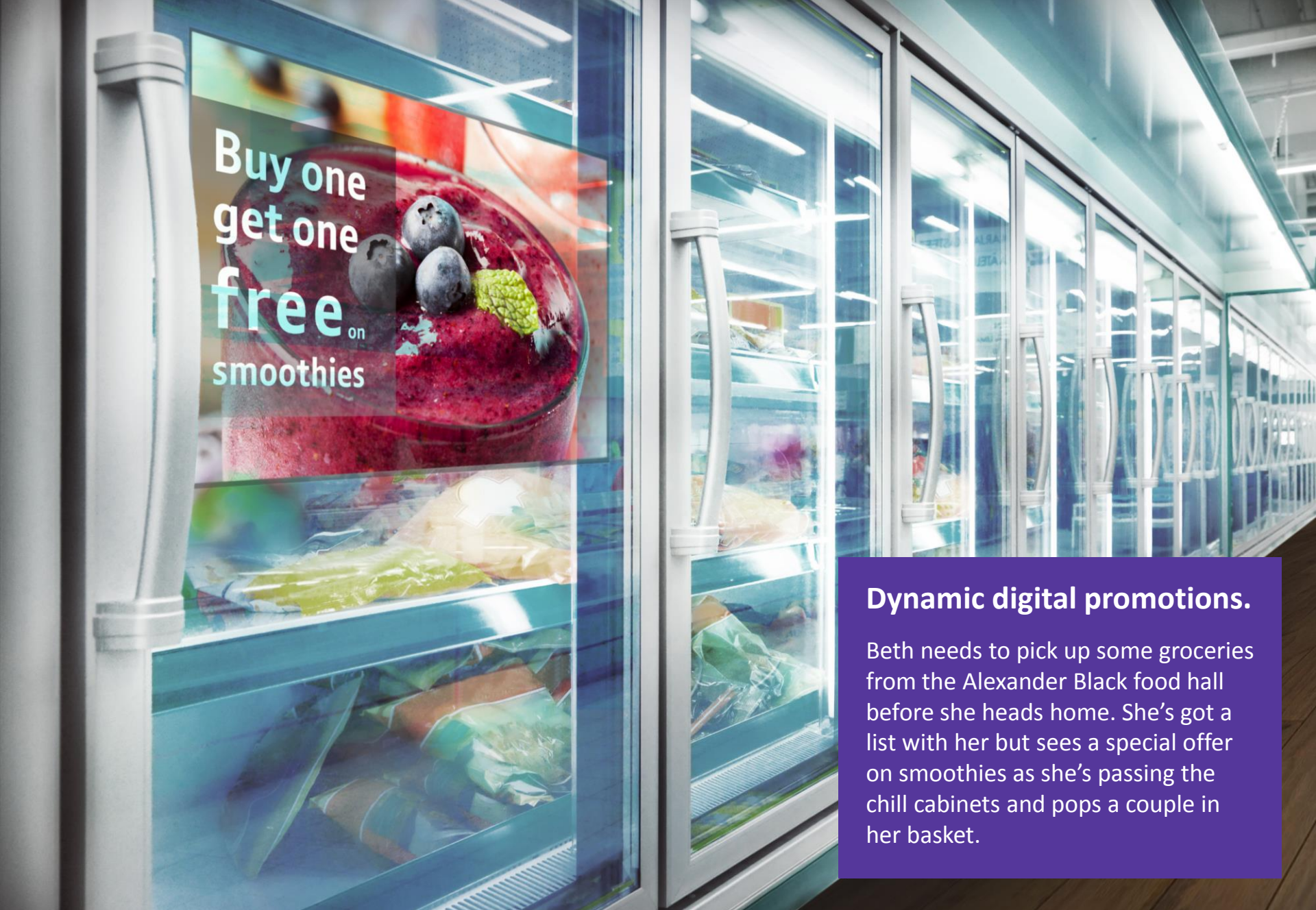


## Click and collect.

Transaction completed, Beth asks Mike about the progress of an item she'd ordered online for Click and Collect delivery at Alexander Black.

He tracks the order using BT Global Trace on his tablet and sees it's ready for collection at the in-store drop box facility. He gives Beth directions to the drop box, which is conveniently situated on the way to the car park.





## Dynamic digital promotions.

Beth needs to pick up some groceries from the Alexander Black food hall before she heads home. She's got a list with her but sees a special offer on smoothies as she's passing the chill cabinets and pops a couple in her basket.





## A new level of self service.

She avoids queuing at the till by  
opting for the self check-out kiosk.





## Track and Trace.

Mike moves through to the food hall and receives an alert to his mobile device that stock is running low on the smoothies on special offer. With immediate access to stock levels via BT Asset Trace, he checks in with the warehouse on the spot to see if there's any remaining stock that can be brought to the shop floor.



## Communication on the move.

Mike can see that the warehouse manager is online via the green signal on his tablet, and sends an IM to his colleague to replenish the smoothies using BT Trace.

Using BT's collaboration tools, Mike can communicate with his staff wherever he is in store.





## Safe storage and secure collection.

Her shopping finished, Beth makes her way to the drop box facility to collect her parcel. She places her index finger on the biometric sensor to open the box. Finger vein technology speeds up click and collect for customers and frees up staff to move around the store.



## Intelligent retail.

As Beth walks through the store, the RFID on the fascinator she is holding triggers interactive signage which displays all the colour options, one looks perfect for the dress she's just ordered, enriching her shopping experience.



ALEXANDERBLACK



## Intelligent fitting room.

She goes back up to the personal shopping department. They don't have a personal shopper free but offer Beth the use of an intelligent fitting room.

The tag on the fascinator presents visuals on the screen of other items that would go with the fascinator. Beth notices that one suggestion is the dress she has brought along with a handbag and shoes that would match.





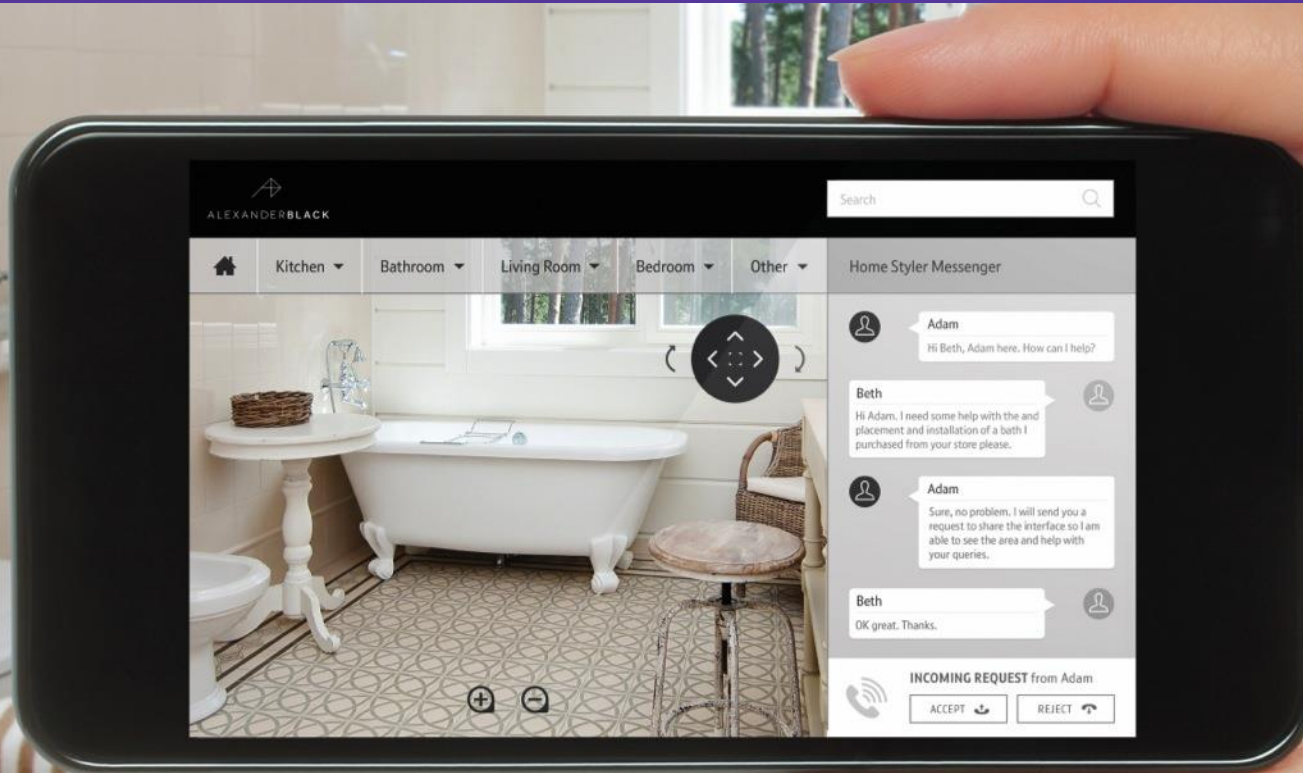
## Intelligent retail.

Beth's discount code means the fascinator is a great price and she can pay using the contactless payment facility enabled by the intelligent fitting room.



## On the spot experts.

Now she's home, Beth looks at her bathroom and has a few questions about how her new bath will fit in. When she calls the main Alexander Black number, her smartphone app pulls up an IVR interface powered by BT on her smartphone screen. Using the interactive menus, Beth can talk to the remote expert via device cameras, and at the end of her call, receives wrap up info on the screen, to refer back to if she needs it.





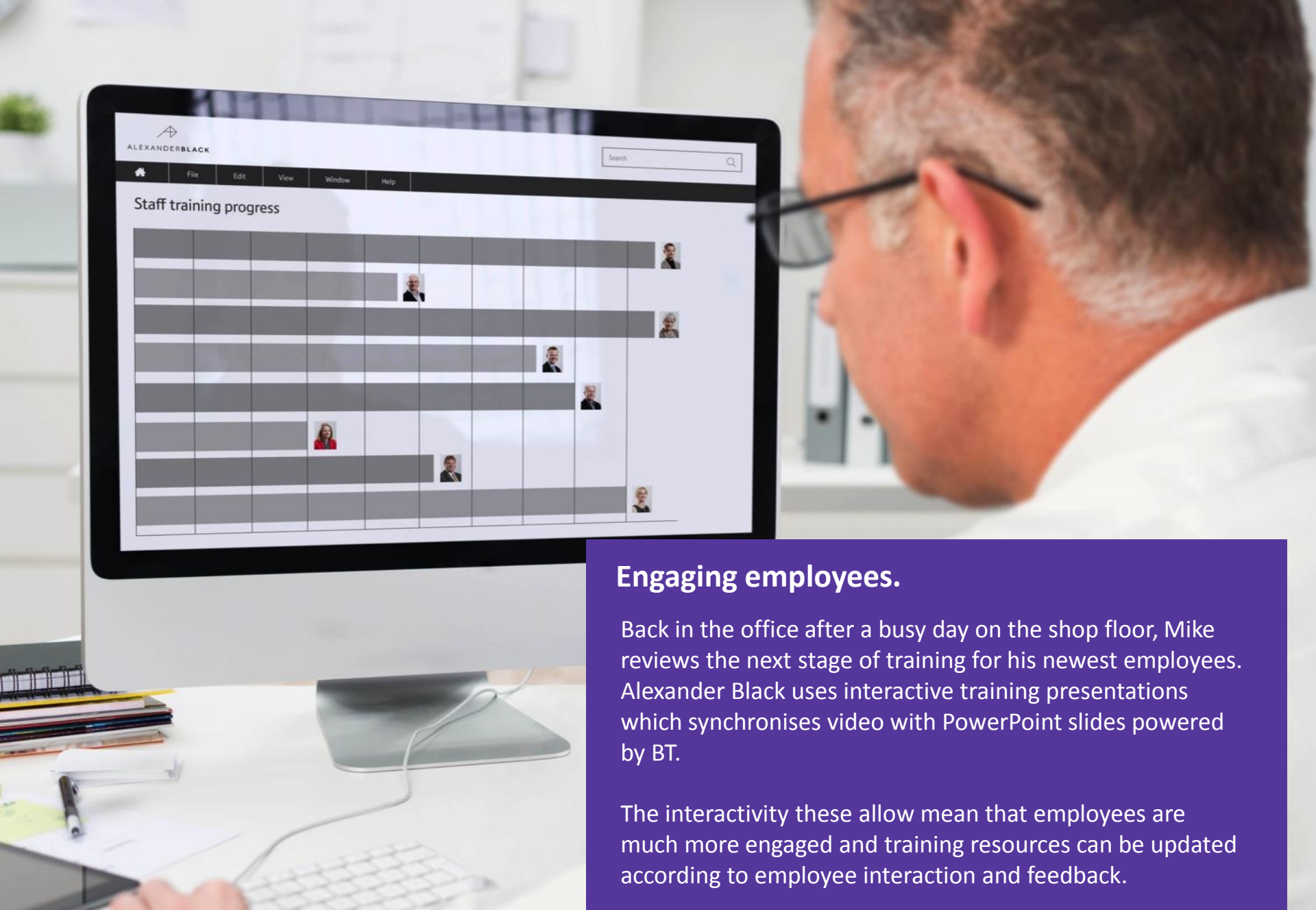
## Spread the word.

Beth's had a very successful shopping trip. She's found the perfect outfit for her best friend's wedding and enjoyed one on one service from the Alexander Black personal shopping department both online and in-store.

She's also bought a new bath and mixer tap at a very competitive price and all her bathroom renovation queries have been answered.

The different ways she's been able to interact with Alexander Black – at a time and a place convenient for her – have made it an experience she wants to share with her family and friends on social media.





## Engaging employees.

Back in the office after a busy day on the shop floor, Mike reviews the next stage of training for his newest employees. Alexander Black uses interactive training presentations which synchronises video with PowerPoint slides powered by BT.

The interactivity these allow mean that employees are much more engaged and training resources can be updated according to employee interaction and feedback.



## Rapid store set-up.

Mike's store is doing well, So Alexander Black are planning to launch another in the region under his management.

With the rapid store set-up facility provided by BT, Mike's confident that the store can be set up quickly and efficiently.





## The store of the future.

In partnership with BT, Alexander Black are transforming the customer and colleague journey in the omni-channel environment.

The retail expertise, strength and depth in network and Cloud services integration capabilities brought by BT, are helping Alexander Black develop a roadmap for future-proofed UK and overseas expansion.

