

# TOSHIBA

## Confronting change in retail:

# How the right solutions can help you stay effective



### What's happening right now?

Your customers want easy, meaningful and unique experiences, and at the same time, you need to focus on improving internal efficiency and reducing business costs.

Bringing the right technology into stores and back-office environments can help to streamline processes and meet the growing expectations of today's consumers.



of buyers are willing to pay more for a great customer experience<sup>1</sup>

## The omnichannel experience

### Customers are shopping through multiple channels

# 48%

cross back and forth between digital and physical interactions with brands<sup>2</sup>



...and brands with a solid strategy will attract their spend

# 10%

year-on-year growth for companies with the strongest omnichannel engagement<sup>3</sup>

### Top tip

Despite the growth of online sales, customers still choose to visit stores, so you need to enable a joined-up experience between channels.

### That's where Toshiba solutions come in:



#### RFID tagging

Enables full traceability for flexible purchasing options for customers – online, in-store and via click and collect



#### Dual-sided printer

Manages shipping and dispatch of items in the store and warehouse, with pick, pack and returns all in one printed label

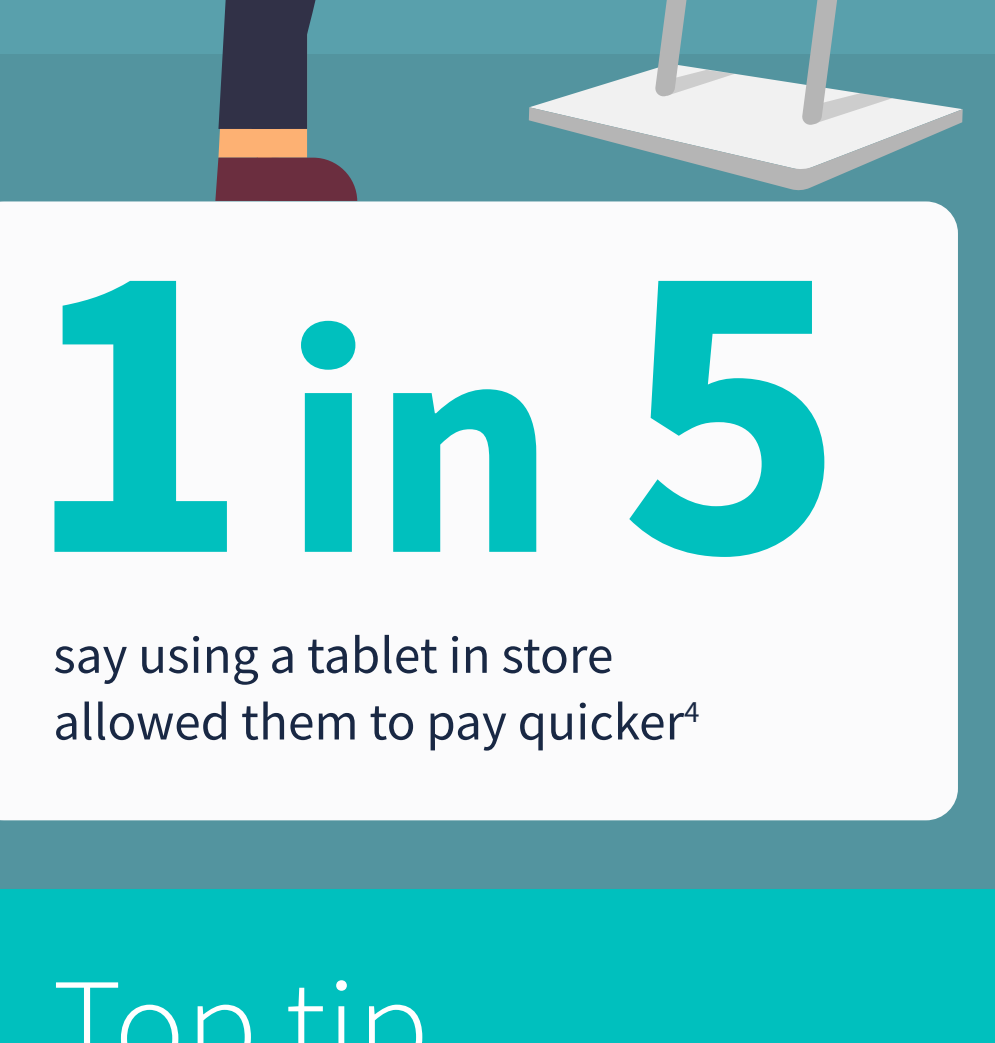


#### Direct view LED panel signage

Perfect for delivering luxury and engaging brand messaging in shop windows

## Need for immediacy

### The instant nature of digital channels means customers expect a swift in-store queuing and checkout experience.



# 70%

want to see more retailers adopting tablets, kiosks or touch screen devices in-store<sup>4</sup>

# 1 in 5

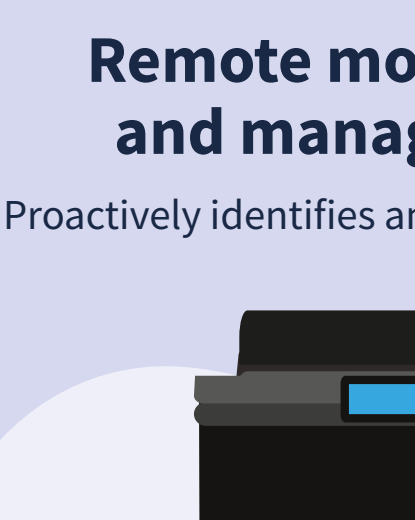
say using a tablet in store allowed them to pay quicker<sup>4</sup>



### Top tip

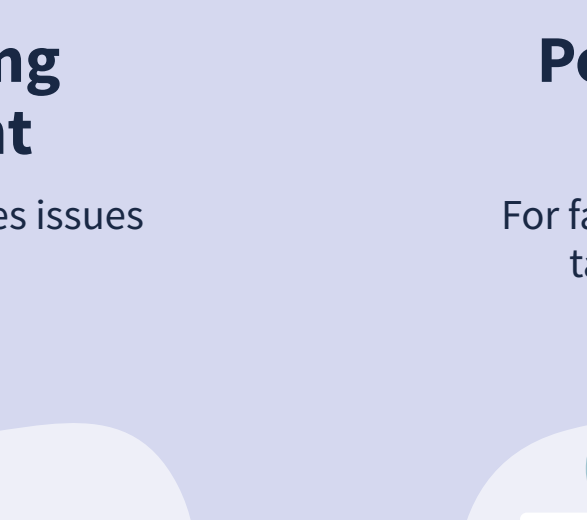
You can improve customer experience – and encourage interaction – by offering personalised experiences.

### That's where Toshiba solutions come in:



#### A4 multifunction device

For Wi-Fi printing, so you can print confirmation of orders from tablets around the store



#### Interactive screens and totems

For quick ordering and self-service

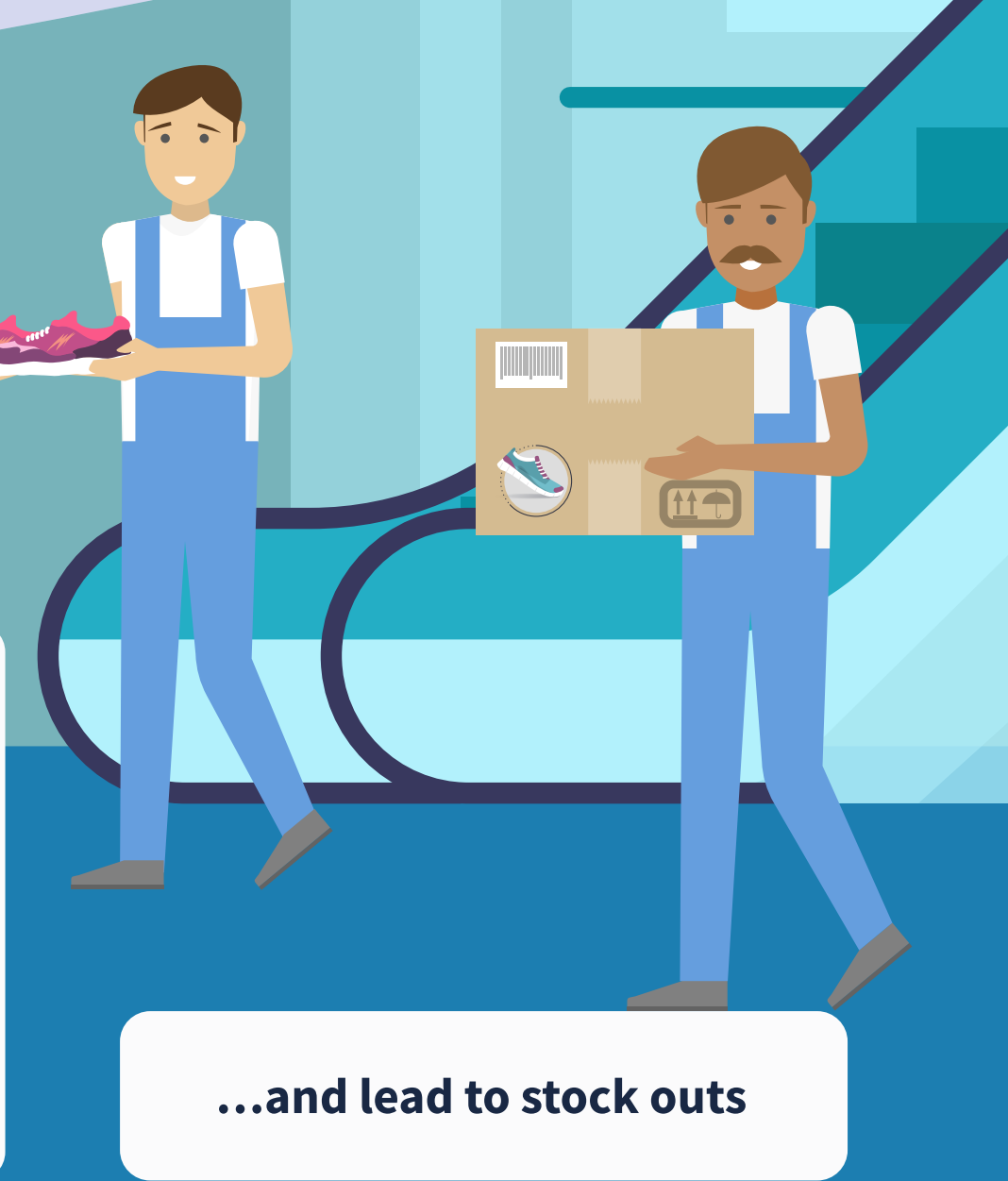


#### Digital signage

Offers tailored messages in-store, based on facial recognition

## Looking inwardly

### Retail managers are focused on improving efficiency and productivity



# 40%

say it's an important initiative to drive growth, second only to cost cutting<sup>5</sup>

### Top tip

Security and infrastructure support can help protect data and keep uptime high.

### That's where Toshiba solutions come in:



#### Remote monitoring and management

Proactively identifies and manages issues



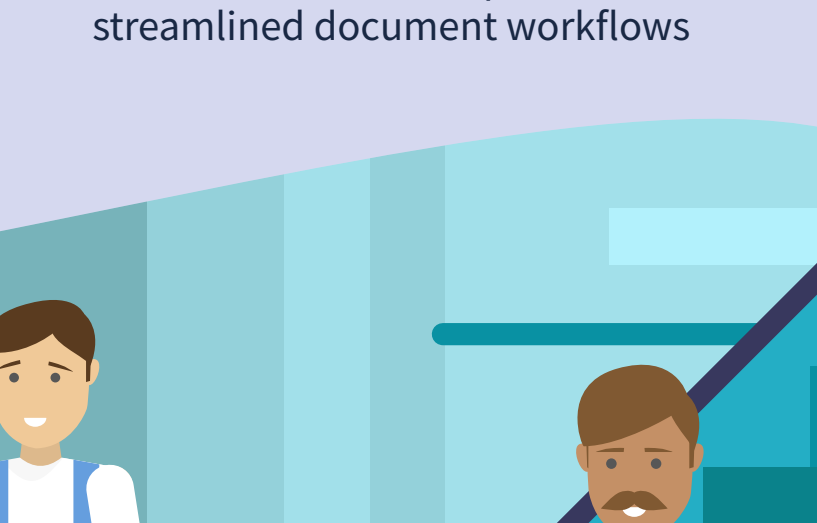
#### Portable barcode printers

For fast label printing for clothes tagging and mark downs



#### A3 multifunction device

Offers reliable and efficient print, scan and copy functionality



#### Document management and capture tools

For accurate data capture and streamlined document workflows

## Gaining oversight

### Poor visibility can impact on a retailer's bottom line



It can cost

# 3-5%

of their margins<sup>6</sup>

...and lead to stock outs

### Top tip

Be aware of stock levels across locations in real time to help to keep shelves stocked and products available.

### That's where Toshiba solutions come in:

#### RFID printer

Automatic generation of restocking order notifications  
Facilitates more sales with click and collect options



## The shift to sustainable

### Customers are becoming more aware of their, and your, environmental impact



# 64%

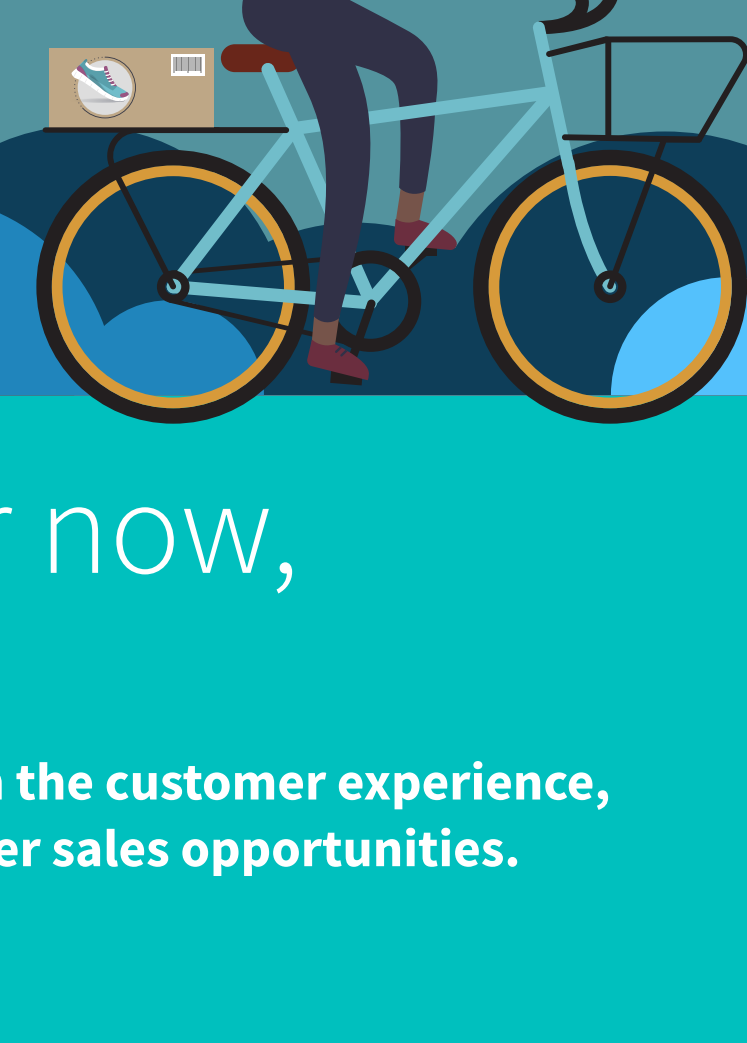
of millennials and gen Z try to buy natural or organic products<sup>5</sup>

### Top tip

Work with providers that prioritise the sustainable use of resources.

### That's where Toshiba solutions come in:

Improve environmental credentials with energy efficient and carbon neutral solutions



## Delivering products for now, and the future

Implementing the right technologies can transform the customer experience, while improving your internal efficiencies for greater sales opportunities.

To find out more contact Toshiba

Sources

1 Super Office, 2 Accenture, 3 Adobe, 4 CXM, 5 Global Web Index, 6 Jabil