Transforming the customer experience starts with innovation.

Retailers face a multitude of challenges in today’s consumer environment. Production-to-sale turnaround and time-to-market is shrinking. It’s getting difficult to satisfy both profits and demand, while reducing costs, finding efficiencies and optimizing your infrastructure.

Retailers must create numerous integrated, yet specifically targeted campaigns and obtain consumer insights, all while complying with international regulations. Sustainability, improving process and workflow automation are top priorities too.

Is there a solution to satisfy these demands? Fortunately, there is and the timing for implementation is just right.

The Retail Space Is Poised for the Omnichannel Experience

Advances in consumer technologies have created incredible breakthroughs in customer knowledge, and IT investments have steadily risen to a record high. This is great news for retailers whose consumers are dramatically shifting how they shop. They’re accessing digital channels with multiple devices to research and make purchases.

Only 14% of retailers have up-to-date technology in place for a mobile-enhanced workforce and/or HR applications.

As data and global operations become more expansive, so does the opportunity for precise, actionable insights to drive the consumer connection. Real value comes from more than just technology; it will be about the work itself: the processes for usability—adoption, workflow and connecting stakeholders.

Bringing the digital and physical store together is key to the next frontier of progress. Online sales are growing and consumers have more purchasing power, so they’re eager to buy. And they’re expecting an easy, efficient and engaging omnichannel experience, where customization and personalization are a must.

Your physical store has the potential to become a multifunctional hub, where consumers can pick up or return online purchases, ship items to their homes or enjoy a unique, entertaining and educational experience that augments what they see online.
Partnering with Xerox means enriching the customer experience and improving store performance by enabling associates and automating processes. We’ll help you transition to a digital infrastructure that includes print, while balancing security, resulting in a boost to your bottom line. Even better, you’ll be able to invest in innovation, which is key to creating an impactful experience.

**Xerox Innovation**

Xerox is engineering a future that works. We’re developing innovations such as video analytics, where we visually track activity and gather hyper-localized data in your store to determine applicable processes for automation. Digital signage brings your message to life, allowing for customization and personalization in real time.

Using our three-step process, you’ll see how implementation of these innovations is achievable and realistically phased. Combined with continuous improvement, we’ll lead you to a consumer experience that seamlessly blends the physical and digital worlds.

**More specifically, Xerox can help in the following areas:**
- Front-to-back office optimization
- Human capital
- Customer care
- Analytics

To learn more about what Xerox can do for you as a retailer, visit xerox.com/retail