

Communicate More Effectively with Xerox® Services for Digital Retailer

Today's customers want to be wowed with highly personalized, real-time engagement in all their channels of choice.

They want to know retailers see them, know them and value them as individuals. Easy, right?



Slow processes, spiraling costs and out-of-control marketing messaging can sabotage your efforts to drive engagement across all channels and create excitement in-store.

To close the gap and grow "share of basket," you need to evolve and refine your company's digital channels, synchronizing every message and interaction while stripping away the internal inefficiencies that slow response times and drive up costs.

WE CREATED XEROX® SERVICES FOR DIGITAL RETAILER TO HELP YOU DELIVER EXPERIENCES THAT KEEP CUSTOMERS COMING BACK.

Xerox® Services for Digital Retailer is a services platform exclusively for retail companies. We've identified the communication and business process challenges with the biggest opportunities for improvement and directly aligned services to address them.

- Make communications more impactful and drive sales with more effective campaigns — including point-of-sale materials, direct mail, websites and customer loyalty programs
- Deliver supply chain cost reductions, global scalability and efficiencies to help budgets go further
- Drive down costs and improve efficiency and effectiveness, freeing up funds for reinvestment
- Improve speed-to-store cycle times and speed-to-campaign timelines
- Free up personnel to focus on growth and customer relationships

HERE ARE SOME OF THE RESULTS WE'VE HELPED OUR CLIENTS ACHIEVE:



\$21 million delivered to the bottom line over contract life



40% improvement in campaigns time to market



500-store campaigns consistently delivered on time and within budget



85% of customers migrated to digital channels

Boosting brand engagement and “share of basket”: Let's do it.

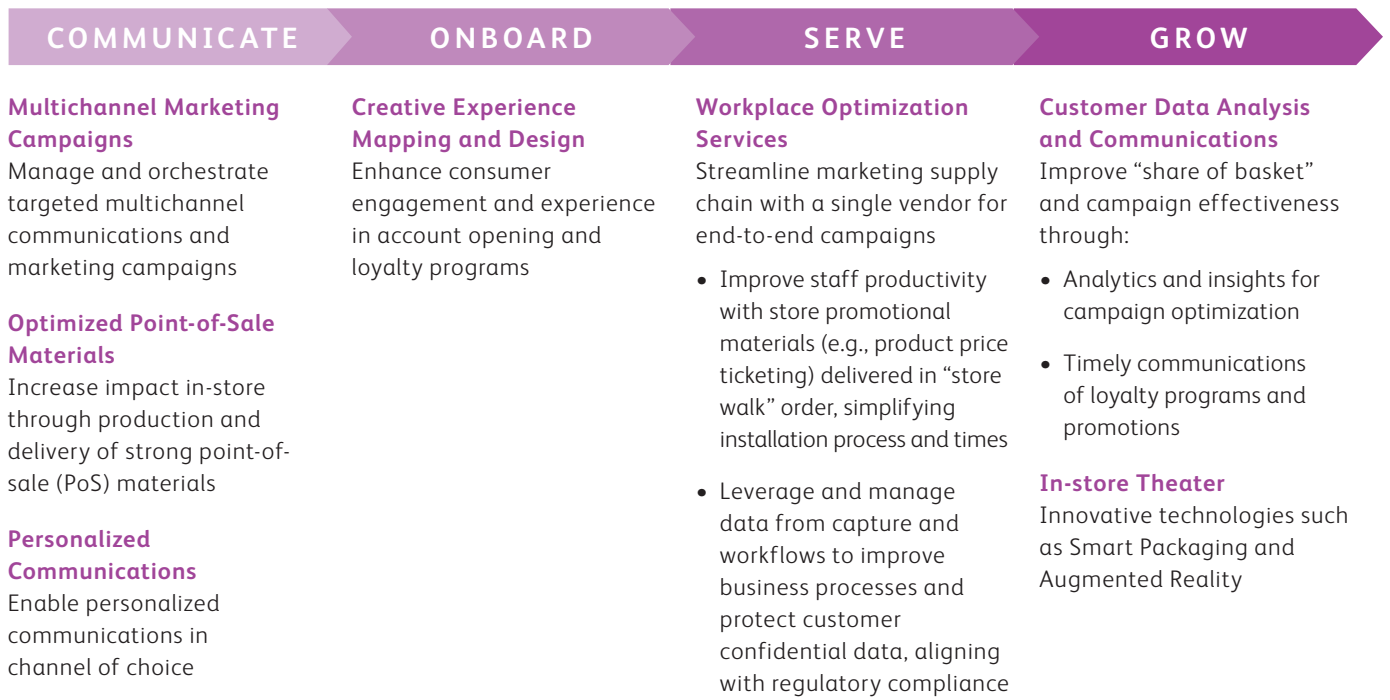
Consumers — whether online or in-store, grocery shopping or banking — have more choice than ever, and more power than ever. They need to know you value them as an individual and can provide the personal experiences they demand at every point of interaction.

BUILT WITH THE ENTIRE CONSUMER JOURNEY IN MIND

In developing Xerox® Services for Digital Retailer, we looked beyond the initial communication phase to identify where things could run smoother, work smarter and generate more return on your marketing spend.

The result is a suite of services that leverages leading-edge technology to empower your people and create a consistent, engaging, personalized experience for customers across every channel.

XEROX® SERVICES FOR DIGITAL RETAILER SIMPLIFIES AND IMPROVES EVERY STAGE OF THE CONSUMER JOURNEY.



Our business is helping you improve your business.

Let us put our industry experience and technology expertise to work improving communication processes, unburdening employees and delivering consistent experiences that turn customers into loyalists.

Learn more at xerox.com/DigitalRetailer.