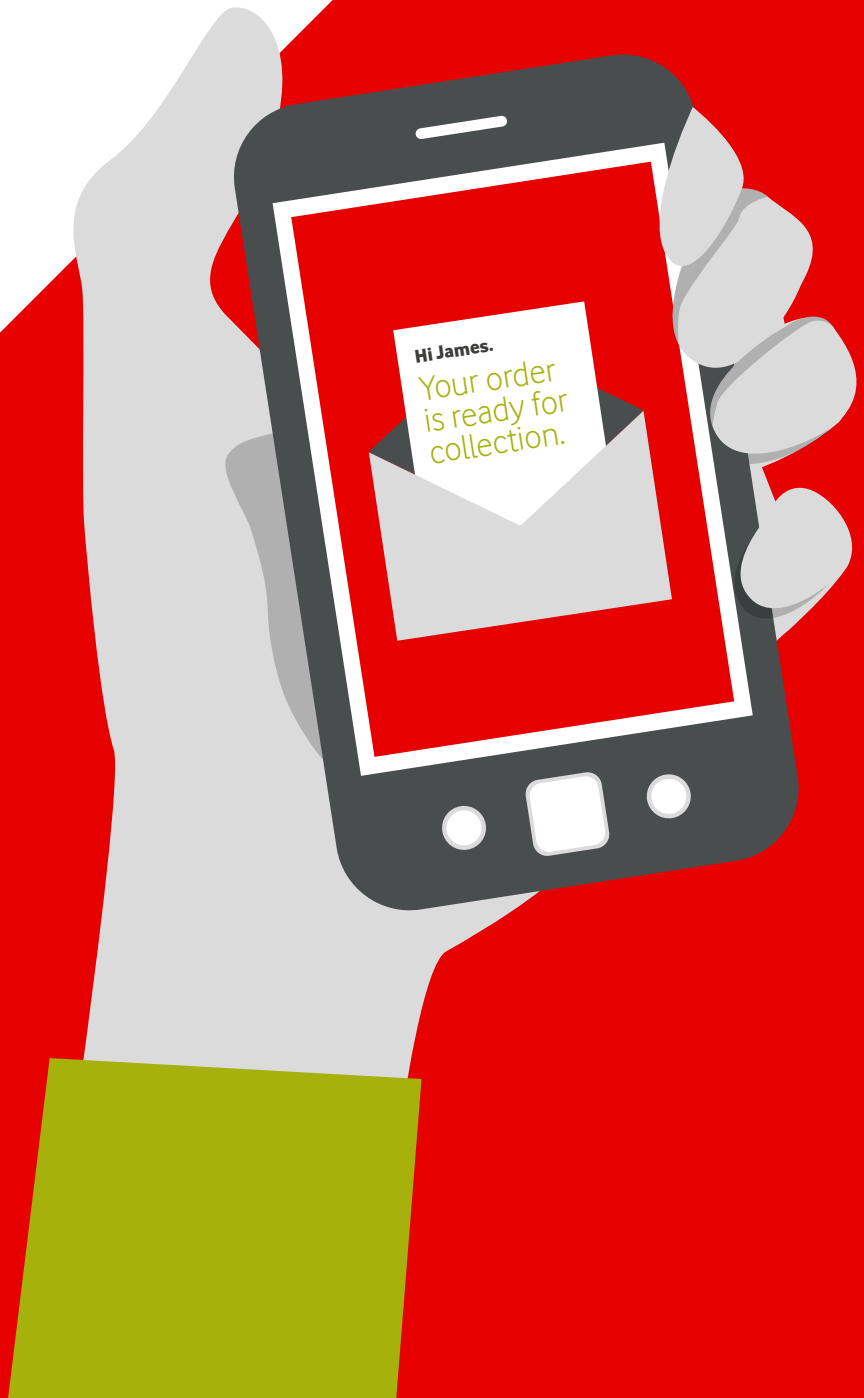


Ready Business retail action plan



How to deliver a connected
retail experience

Vodafone
Power to you



Your opportunity

Whether online, instore or on their mobiles, today's consumers expect nothing short of exceptional customer service. The good news is that for smaller retailers of every kind, this dynamic new environment is a chance take the lead, and increase your market share.

Really understanding your customer has always been a point of pride for local, smaller businesses. And offering a great customer experience is second nature to businesses like yours. Now technology can enable you to achieve this, and make the most of new opportunities in a fast-moving retail landscape.

Use this 10-step Action Plan as a roadmap to ensure that your business is prepared for tomorrow, and ready to make the most of today.



Think about...

Who are your customers?

And what really matters to them? If they're driven by value, then your focus is going to be on offering competitively-priced goods or services, and rewarding repeat business.

Convenience counts? Are you open when your customers want to shop? Can they reach you easily, by phone, email or via social media?

Or is your business dependent on offering a stand-out experience that keeps them coming back for more? How can you enable your people to deliver the best possible retail experience?

Know the competition

What promotions or sales tactics do other businesses use to boost their footfall? What can you learn about your pricing, or your range?

Your customers have plenty of options when it comes to spending their money, and cost counts. But quality service is what turns value-driven shoppers into valuable repeat customers. How can you demonstrate that you know your clients? (Think reward cards or other loyalty incentives).

And getting closer to your customers lets you offer them more of what they want, through the most convenient channel for them.

Get where you need to be

Choosing the technology that will give you a competitive advantage is your goal. But first, work out what systems and solutions you already have. Is what you've got fit for purpose? What applications or software are used across your business? Where's your data stored? How secure is it?

Choosing the provider that's right for your business is next. You need to select a partner that's a good fit for your needs.

Ten steps to success

1 Offer customers more ways to connect with you...

If your customers can't get hold of you, don't expect them to hang around waiting. Consider using a local number that diverts to your mobile phone – so you can always take calls, even when you're out and about. Or why not let customers email, instant message, video chat or engage with you using social media?

Vodafone One Net Express gives you and your team landline numbers on your mobiles, so that your customers can always get through.



2 ...by empowering your staff

Your people are your best asset. Give them tools to be more responsive and informed. Shopfloor tablets with extensive product information help staff explain features to indecisive shoppers and check stock levels by linking them up to your stock system.

Connect your tablets with superfast Vodafone 4G giving you great network coverage wherever you are.



3 ...expanding payment options

Queue's too long? Shoppers won't wait around – so avoid losing their valuable business by making it quick and easy for them to pay. Choose add-on software apps for staff tablets, so that they can take payment anywhere in your store

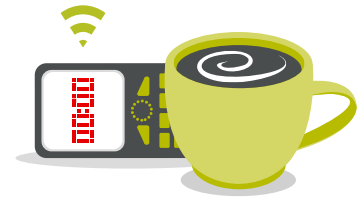
It's forecast that 95% of payments will be made with cards within ten years (Source: Retail Gazette).



4 ...and offering wifi in-store

Give people a reason to spend more time in your store. See who's browsing, and target them with special offers via SMS message. Add free coffee to the mix, and they'll stick around even longer.

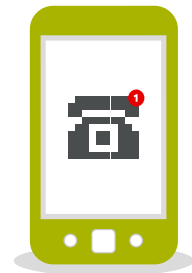
With the best broadband packages from Vodafone, you could offer your customers instore WiFi.



5 Then make your existing assets work harder

Use M2M technology to connect your machines, devices and objects to each other over the internet, turning them into intelligent assets that share data on their status, wherever they are.

With meaningful information, you gain a better understanding of how your business operates and where further growth opportunities lie. Vodafone enable remote monitoring by providing connectivity enabled through Machine to Machine SIMs.



6 ...build loyalty through targeted promotions

Show them that you know them. Personalised offers demonstrate that you understand their preferences, and can lead to larger order values and increased revenue. Use SMS marketing to communicate your offers.

Vodafone Bulk SMS packages are a cost-efficient way of reaching your customers with targeted messages.



7 ...offer relevant recommendations

Make useful suggestions to shoppers. It's not about upselling, it's about anticipating their needs, based on their purchases and preferences. (Buying a bike? You might be interested in our range of helmets.)

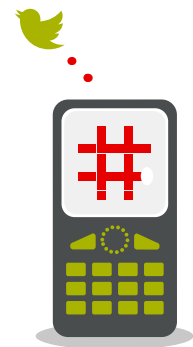
More than half of consumers now research online purchases online (Source: McKinsey).



8 ...get active on social media

Use social media platforms such as Facebook and Twitter to build an even more personal relationship with your customers. Engage with them, and reward their interaction with rewards and preferential deals.

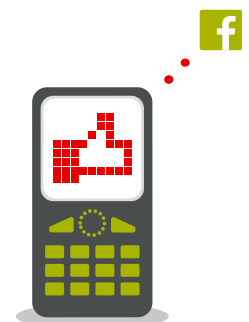
Interacting with customers on social media makes your business more human, and is 100% more likely to lead to a sale than 'outbound' direct marketing (Source: Forbes)



9 ...encourage positive reviews

Peer reviews are important in a competitive market. Limit bad reviews by sorting out customer complaints quickly – they might even give you a thumbs up for great service.

32% of disgruntled customers say they will share their bad experience on social media (Source: Verint)

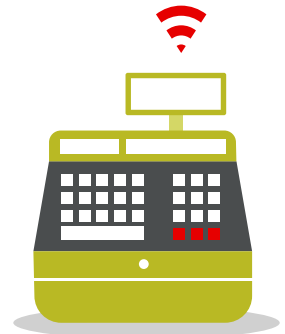


10

...and synchronise your data

It's easier to deliver a great customer experience with shared data between shop floor and stock room, or between your suppliers and stores. Unforeseen shortages or delays equates to unhappy customers.

Vodafone's Microsoft 365 Enterprise package include SharePoint, enabling colleagues in different locations to view, edit and share documents and data.



Getting started

Is your business future ready? Vodafone can get you there. We will help you build your business and maintain a competitive advantage. With our technology, you can deliver connected retail experiences, across all the channels that matter to you and your customers.

Talk To Us About

- The tools you need to deliver a better customer experience, with expert advice to help you make the right choices
- Expert insights in mobile and innovation for Irish retailers

Ready? Simply fill in a short form on vodafone.ie/business and we'll give you a ring at your earliest convenience.

