

CREATE A MODERN STORE EXPERIENCE

Engage every shopper, everywhere

Customers want a consistent, unified experience across channels...



72%

of businesses say improving customer experience is their top priority¹

...But today's approach falls short, creating friction across physical and digital channels.



<1%

of companies are deploying omni-channel solutions²

Seamless experiences foster brand loyalty. A new approach is needed to create fans.



Meet Jack. He's browsing his favorite retailer's app for a new pair of shoes. He doesn't see the size he needs, so he starts a customer service chat.



92%

of customers feel satisfied when they use a live chat feature compared to other modes of communication³

Good news! A nearby store has his size – he plans a visit for later in the day.



91%

of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations⁴

On his way to the store, Jack gets a targeted notification for a deal on jeans. When he arrives at the store, he uses an interactive kiosk to try the jeans on virtually.

A store employee offers Jack assistance. She has a 360° view into Jack's profile, including previous purchases and personalized recommendations.

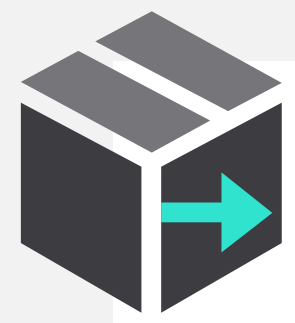
The employee expedites checkout with secure, device-to-device payment.



55%

of consumers are willing to pay more for a guaranteed good experience¹

Meanwhile, another employee uses an app to check inventory. He sees that the shoes Jack bought are running low and places a replenishment order.

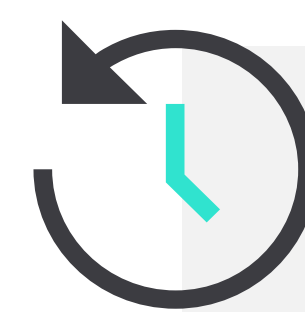


23%

of shoppers abandoned carts due to issues with shipping⁵

Back at headquarters, the merchandising team uses cross-channel analytics and notices that the shoes Jack purchased are in high demand. They adjust distribution and pricing accordingly.

Using centralized fulfillment and supply chain management, the retailer makes sure that the shoes stay in stock and ensures efficient delivery to customers like Jack.



64%

of retail shoppers think delivery speed is important when purchasing online⁶



Companies that developed social care capabilities used effective upselling, cross-selling, and customer churn reduction. This improved year-over-year revenue per contact by

6.7%⁷



Jack is thrilled with his purchases. He shares his excitement on social media. The retailer sees Jack's post and monitors it, along with those of other customers, to gauge customer sentiment and trends.

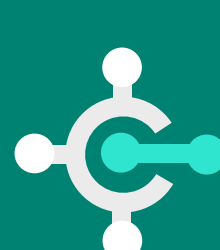
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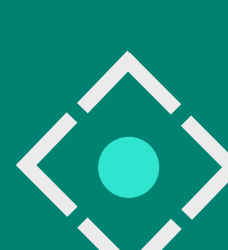
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