

Digital Signage for Retail: Attract and Keep Your Customers



What You Will Learn

Retail customers today want access to products, information, trusted opinions, and deals, regardless of whether they are shopping online, in a store, or both. Retailers now can deliver interactive, immersive cross-channel shopping experiences that give their customers the convenience of online shopping in the store. Cisco® Digital Signage for retail can help you:

- Enhance the store environment
- Improve marketing and merchandising effectiveness
- Scale valuable expertise
- Increase operational efficiency
- Improve corporate communications and training

New Shopping Patterns Change Retail Strategies

Retail shoppers today are sophisticated and technology-savvy. With continuous access to the Internet, the proliferation of mobile devices, and rapid adoption of social media, consumer shopping patterns have changed dramatically. Consumers increasingly depend on online content to find information, get deals, discover new ideas, and become inspired before making a purchase. Some shoppers prefer to gather information online before visiting a store. Others prefer to shop and purchase online. Still others prefer to see what is new in a store and then find the best deal online.

More than 30 percent of U.S. shoppers use more than one channel before making a purchase (Google and IpsosOTX, 2011). A growing number of shoppers use multiple shopping channels to find the best deal and discover what other consumers think about a prospective purchase. In 2011, a Cisco IBSG study found that 68 percent of shoppers consider customer reviews on retailers' sites to be the most important source of information they use to make buying decisions. Friend and family recommendations came in second, at 41 percent.

No matter how they prefer to shop, customers are accustomed to digital media content across channels and devices, and they expect a visual, interactive, and immersive experience when they visit a store. They also want to be able to link to social media from the store and share information using their mobile devices. For retailers, these changing shopping styles demand rethinking the ways in which you provide customers with information and how you create a consistent, compelling experience across all your channels.

Combining Virtual Content with Physical Experience

As you seek to attract and keep customers within your brand experience, look for ways to bring the virtual experience into the store and provide a seamless experience across multiple channels and devices. Digital signage can help you create the "endless aisle," offering your complete online product catalog in the store and making it easily accessible to customers. Interactive displays can deliver product information, social recommendations, and even access to a live expert on demand. You can tailor content to customer demographics, time of day, day of week, geographical location, or other attributes. Customers can engage using any device and receive content that is personalized to their needs.

For example, a department store can target offers to mothers in the children's department, feature the latest teen fashion lines in the teen department, or highlight new music releases in the music department. Stores can promote their own brands of cooking utensils during the week and feature a renowned chef's food demonstration on high-traffic Saturdays. Centralized control and customization make it easier to target content and correlate sales with that content to evaluate effectiveness. With digital signage, retailers can also quickly change content based on current events, breaking news, or an emergency.

Raising Brand Awareness and Sales

Digital signage can complement current marketing and merchandising strategies to further enhance the shopping experience, build loyalty, and increase sales. According to the Cisco IBSG study, over 40 percent of shoppers say that digital displays, such as video walls, can change what they buy. By using digital signage to provide relevant information to an audience near the point of purchase, retailers have generated higher brand awareness and sales uplift.

Enhancing Product Promotion

Whether you are promoting your own brand or products from third-party brands, digital signage offers opportunities to reach customers directly at the retail level. Traditional media markets have fragmented into hundreds of cable and HD radio channels, consumer websites, blogs, print ads, sports and entertainment venues, mobile communications, and outdoor channels. The range of media alternatives, combined with technologies such as DVRs, enable consumers to delete advertising from their media diets, making it difficult for advertisers to reach their audiences cost-effectively. Consequently, manufacturers, brands, and vendors are looking for new ways to market themselves. Digital signage offers another way for them to reach customers directly, closer to the decision point.

Providing Expert Advice On Demand

Store employees cannot be experts in every product and often do not have research tools available on the sales floor to answer specific questions. Furthermore, payroll pressures make it almost impossible to staff each store with product experts and consultative assistance. Digital signage can provide in-store, face-to-face consultation with an appropriate subject matter expert through video, voice, and online screen sharing. Now all stores can improve customer service and capture new business opportunities without hiring full-time experts for every store.

Improving Employee Training and Communications

Retailers typically face high levels of employee turnover. Digital signage can help improve hiring processes and deliver high-touch training, thereby increasing employee competence and job satisfaction. Information from headquarters can be communicated more effectively to help with product promotions and improve store profitability and customer satisfaction. Technology advances have brought down the costs of large, high-definition screens, media management systems, and bandwidth, making digital signage systems more affordable.

Cisco Digital Signage for Retail

Cisco Digital Signage for retail is a new way for you to deliver compelling experiences to customers and employees. Cisco Digital Signage is a network-based platform that enables you to deploy highly versatile content over your existing network without the cost or complexity associated with deploying and integrating dozens of point solutions.

Today, digital signage is much more than just a display. It has progressed from simply replacing paper signs to becoming an interactive and engaging portal. Cisco Digital Signage technology brings new and innovative use cases to life, demonstrating the true power of engagement.

With Cisco Digital Signage for retail, you can easily extend your capabilities to meet specific marketing and merchandising goals. For example, add webcasting, video sharing, and enterprise TV to deliver interactive advertising, promotions, and product information directly to the store floor while providing access to social media—all managed from a single interface.

Cisco provides you with comprehensive digital signage products for media creation, media management, and media access:

- **Media creation:** Digital encoders capture content for display.
- **Media management:** Cisco Digital Media Manager software enables content management and scheduling.
- **Media access:** Cisco Digital Media Players are small network appliances that easily mount to a digital sign for live content streaming or content playback.

The image shows a digital signage interface for a retail store. At the top, it says "CITY STYLE" in large orange letters. Below that, there's a headline: "UNLEASH LUXURY WITH FREE-SPIRITED ABANDON, FROM GRAPHIC PRINTS AND ECCLECTIC JEWELRY". To the left, there are several category buttons: "OR CHOOSE OTHER OCCASIONS", "DATE NIGHT", "WEEKEND WARRIOR", "OFFICE CHIC", and "NIGHTLIFE". In the center, a woman is wearing a light grey top and blue jeans. To her right, there's a product card for a "LIGHT GREY AMPLE-KNIT TOP BY DKNY" priced at "\$405.00". Below the product card are buttons for "ADD TO MY WARDROBE" and "SIMILAR BY EXPERT". At the bottom right, it says "TOP 10 FOR THE SEASON". On the bottom left, there's a "Get Our Latest LOOKBOOK" button with a QR code. At the very bottom, there's a "NEED AN ASSISTANCE?" button and a "DOWNLOAD OUR LATEST LOOKBOOK" button. The footer says "Creatively Designed and Engineered at [] array interactive".

Cisco Interactive Services

The Cisco Interactive Services Solution builds on the strength of Cisco's digital media products. Using your network as the platform to transform customer experiences, the Cisco Interactive Services Solution brings Cisco digital media products together with networking technologies into an integrated solution. With it, you can:

- Deliver interactive content and information in real time, while increasing business process efficiency.
- Increase the effectiveness of existing web content and web applications by re-using them in your stores.
- Deliver content and advertisement over the network exactly when and where they are most effective to help increase advertising revenue.

The Cisco Interactive Experience platform includes thin-client, networked media players that support interactive displays and management capabilities that enable remote configuration, monitoring, and automated policy deployment across interactive and noninteractive signage. It also includes Cisco TelePresence[®] Movi[™], which provides immersive, face-to-face experiences over the network. With Cisco TelePresence Movi, remote experts, agents, or customer service representatives can interact in real time with customers. The Cisco Interactive Services Solution enables you to deliver a compelling experience, engage more easily with customers, and capture more sales.

Benefits

Create Immersive, Cross-Channel Experiences

With Cisco Digital Signage for retail, you can bring your online assets—including your entire online store—into your physical stores. Now give customers an interactive, immersive shopping experience transparently across channels. Cisco Digital Signage enables you to provide access to your entire inventory, as well as to product information, expert recommendations, links to social media, and mobility applications that let customers share information and pictures over their mobile devices.

Enhance the Store Environment

Digital signage can also build brand value within your store by enhancing the shopping experience in several important ways:

- Improving customer service by helping customers easily find locations within the store, such as fitting rooms, customer assistance, or various departments
- Entertaining customers waiting in line to reduce perceived wait time
- Delivering content tailored to customer demographics
- Enhancing the store ambiance

Improve Marketing Effectiveness

You can improve advertising, merchandising, and promotional effectiveness by delivering content directly to the point where customers make decisions. Whether that point is at a new product display, an in-store event, or in a checkout line, Cisco Digital Signage for retail reliably delivers content and rich media to intended audiences at the right moment.

Digital signage eliminates the need to print paper-based signs and avoids the inevitable waste when the promotion is over. Digital promotions can be created, tested, and tailored quickly, giving you an advantage over slower-moving competitors. Cisco Digital Signage can help you:

- Reinforce existing television, radio, print, and event marketing messages
- Promote new products, product lines, or product categories
- Up-sell, cross-sell, and drive traffic to particular areas in the store
- Advertise discounts, special pricing, or other timely messages
- Educate customers about services, new features, and how products work
- Customize content based on store location, time of day, customer demographics, and other attributes

Scale Valuable Expertise

Improve responsiveness to customer needs by providing access to experts using Cisco Remote Expert. Real-time, face-to-face interaction on demand adds convenience with a personal touch and improves customer confidence in your brand. Employees can connect with experts to enhance their product and sales knowledge. They can also assist customers in connecting to an expert and learn at the same time as the customer. You can easily connect customers with specialized expertise on products, financing, or installation to help close sales and support co-marketing programs and promotions. Cisco Remote Expert places information and assistance right where it is needed to help:

- Increase sales and reduce revenue “leakage”
- Use payroll resources efficiently across multiple locations
- Enhance brand differentiation and build customer loyalty through consultative selling and high service levels
- Offer new services to increase revenue

Gain Operational Efficiency

Cisco Digital Signage for retail can be managed centrally for greater efficiency and responsiveness. Flexible screen formats allow you to design signage for specific locations. From small spaces, such as fitting room locations, to large public areas, such as departments or store entryways, you can tailor content to individual screens, groups of screens, or all screens with the touch of a button. You can save time and improve message targeting simultaneously.

Improve Corporate Communications

Most retail employees do not have permanent offices or desks, making it difficult to communicate through email or voicemail. Use Cisco Digital Signage to communicate directly to employees on the sales floor or in break rooms for:

- Company information and updates
- Live broadcasts of company events
- Alerting staff to time-critical events, such as a product recall

Streamline Training

The same digital signage used for consumer advertising also can be used to deliver on-demand employee training before or after regular store hours. Employees do not have to travel to a central location or miss work for important policy, procedure, or new-hire training sessions. Whenever employees are free to watch and learn, Cisco Digital

Signage can deliver product demonstrations, guidance on selling strategy, and other educational material designed to improve sales and customer service effectiveness.

Cisco Connected Retail Network

The Cisco Connected Retail Network allows you to use the strength of a unified network platform to connect your brand to today's mobile, digital consumers. One common platform helps you address regulatory requirements, deliver retail business applications, and support advanced network services. Network systems span retail stores, the enterprise data center, the contact center, and the network edge, where sensitive data is transported from online customers and to outside partners. Network services include a wide range of technologies that enable security, mobility, identity verification, storage, voice, and collaboration applications.

Cisco validated network designs are deployed and tested in Cisco labs. Cisco network architectures have been designed for small, medium-sized, large, convenience, and managed service stores; for enterprise data centers; and for the Internet edge to support e-commerce operations, customers, and teleworkers. Cisco provides solutions for both wired and wireless deployments.

Cisco Retail Solution Partners and Services

Cisco works closely with ecosystem partners who develop retail digital signage applications. Cisco also provides comprehensive service offerings to help plan, design, implement, and operate your digital signage. Together, we provide a broad portfolio of intelligent, personalized services and support that can help you maximize the value of your digital signage investment, while increasing business agility and network availability.

Why Cisco?

Cisco has years of experience working closely with retail enterprises and has carefully built a collection of best practices for network, security, retail application, and technology management. Cisco expertise and best practices help retailers deploy new applications and differentiate themselves in the market. With validated retail network designs, proven products, built-in application intelligence, robust support offerings, and retail partner solutions that address specific retail needs, Cisco helps retailers build a foundation for successful retail initiatives.

Learn More Today

Call your local Cisco account representative to learn how Cisco retail solutions can help you achieve your business goals.

For more information, visit www.cisco.com/go/retailsolutions.



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