



GCI CV RETAIL SECTOR

For hundreds of years, retailers existed solely as physical entities. However, with technology advancing at lightning speed and the explosion of e-commerce and social media, the Retail sector has had to quickly adapt to meet the expectations of their customers. From wanting to provide a personal customer experience to adopting an omni-channel communications strategy to respond to and interact with consumers, no matter the technological difficulties your company faces GCI are well-placed to work with you resolve them.

With household names such as Hamleys, The Works, Lush Cosmetics, Waterstones, GO Outdoors and Mulberry amongst our customer base, at GCI we understand the IT challenges faced by retailers.

Sector Challenges

Outlined below are just a few of the needs and difficulties our customers in the Retail sector tell us they face:

- Improving the overall customer experience in order to gain new customers, as well as engaging with existing ones.
- Personalisation of the customer experience, both online and in-store, to encourage brand awareness and loyalty.
- Providing a secure trading environment to protect customer data and financial information, particularly with the advent of GDPR.

- Offering omni-channel customer access to real-time data and communications.
- Needing to balance and support employee productivity with job satisfaction.



Just some of the solutions GCI provide to the Retail Sector

GCI Managed Wireless LAN

Location-based technology such as beacons are already changing the retail experience. Consumers are increasingly prepared to give access to their data for a fair loyalty offering; indeed, data from Accenture suggests that 54% of customers are happy with this trade-off. GCI are able to provide in-store Aruba Wi-Fi and beacon technologies that offer the ability to “push” personalised offers to customers’ mobile devices, which work with an app on the customer’s mobile phone and enable preference insights to be accrued. We can also provide in-store customer Wi-Fi, as well as in-store Wi-Fi for staff.

Microsoft Enterprise Mobility + Security (EMS)

A sophisticated suite of programmes provides an identity-driven security solution for businesses operating in a mobile-first, Cloud-first world, offering a secure trading environment. From a productivity perspective, EMS can be deployed to support staff using tablets in-store and even

“lock down” tablets to Customer Service-specific areas (e.g. stock visibility, online ordering, Track & Trace etc). Access to productivity distractions, such as personal social media and mobile gaming can also be blocked.

Omni-channel, PCI-compliant Contact Centres

From entry-level to sophisticated, high-end solutions, GCI’s Contact Centre options enable omni-channel customer communication, including email, social media, IM and telephone. Our PCI Compliant Contact Centre solutions reduce PCI DSS (for Payment Card Security) controls on retail organisations ahead of GDPR by approximately 96%, available as a cost-effective plug-in. Further options designed to improve the customer journey and avoid Interactive Voice Response (IVR) “clunkiness” include advanced speech analytics, Artificial Intelligence and enhanced ID validation.



Microsoft Skype for Business

GCI is one of the Top 5 Skype providers in UK with over 200,000 seats deployed. A Gartner-ranked Unified Communications suite, Microsoft's Skype for Business provides the ability for staff and associates to communicate and collaborate more effectively. Combining voice, instant messaging, video and email, SfB allows for seamless collaboration at a lower cost across the supply chain. It also enhances productivity and supports customer service (for example, complaint handling) for both back office and store-based staff. Free video conferencing enables "training without travel", and screen sharing enables staff to collaborate more easily.

Fast and secure connectivity

Businesses not only need to connect with customers, they also need to keep customer data secure. GCI offer fast, monitored connectivity to your stores with Enterprise-grade firewalls and security solutions. Our DDoS Protection Solution is designed to protect retail websites and e-commerce sites from malicious attacks.

Wi-Fi Linked to App Solution

GCI can connect your customers to your Retail App, providing them with real-time access to promotional activity, loyalty schemes, Customer Service info and more. It also extends in-store shelf capacity to "endless aisle", enabling customers to access entire product ranges, builds

competitive edge and supports the Retail sector's digital transformation strategy.

SMS technology

Surveys suggest that SMS is a far more effective marketing tool than email; the average SMS message is opened within 90 seconds, but only 36% of emails are ever read. GCI has its own SMS platform and provides various SMS gateway solutions, including the ability to "hook" into a retailer's CRM via an open API to enable two-way SMS communication. This is ideal for promotional activities and customer service information, such as order delivery status. We also offer our "Online Campaigner" to facilitate bulk SMS marketing, complete with full analytics.

Temporary Enterprise-grade connectivity

Ideal for pop-up shops, outdoor events or anywhere else you may need to take card payments, GCI's Rapid Network solution offers internet access without the 3-4 month wait often seen on greenfield sites. Available to buy or rent, the solution can be deployed within 24 hours in the UK, allowing you to run your EPoS system, take secure payments from your customers or even provide them with Guest Wi-Fi to enhance their shopping experience. Best of all, the device is portable so you can use it again and again.

Case Studies

Click on the images below to read Case Studies from two of our customers in the Retail sector



About us

GCI are a leading Converged ICT Service Provider. For two decades we've been passionate about delivering business transformations through technology to deliver positive business outcomes for our customers. We help thousands of Public and Private sector customers globally transform from traditional technology environments to digital BAU. With five integrated technology pillars, our business is underpinned by a dedication to service excellence and to providing the very best, innovative technologies to our customers.

For more information regarding our services, please contact us at: