

Transforming team collaboration in retail

With enhanced communications, retailers can build stronger customer loyalty and streamline workflows across the value chain.



The benefits of Webex with AT&T



Streamline communication and help workers break out of silos.



Continually integrate new apps and technologies into a future-ready system.



Deliver consistent, timely training and onboarding without travel costs.



Simplify all your communications needs under one subscription.



Modernize your communications infrastructure without upfront CAPEX.



Choose a future-ready platform that integrates cloud, third-party solutions, and on-premises.



Consolidate vendor management with one company and one key contact.

Research by McKinsey has found that retailers that offer a good customer experience are 80% more likely to retain customers than their competitors. They also grow their business at twice the rate of retailers with an average customer experience.^[1] What's more, a 2018 study found that 73% of U.S. retail customers want a seamless shopping experience across all touchpoints — in-store and digital. But only 7% of American retailers actually deliver this.^[2]

This discrepancy between consumer expectations and the state of the market gives fast-moving retailers the ability to meet customer demands and the chance to seize the competitive advantage. The good news is that emerging technologies such as AI-driven analytics, chatbots, and augmented reality give retailers the capabilities they need to meet or exceed today's rising customer expectations.

To reap the full benefits of these technologies, retailers must build an environment that supports them. Among other things, this means improved communications, greater transparency, and systems designed to make it easier for staff to share and collaborate across all touchpoints.

AT&T is an expert in business communications with 10 years' experience working with the retail sector. Working with retailers in almost 200 countries on 6 continents, the AT&T retail division delivers solutions, such as enterprise core-networking, mobility, and cybersecurity services, to some of the world's leading brick-and-mortar stores as well as online merchants.

In this market brief, we look at how Cisco Webex with AT&T can help retailers deliver a better customer experience. Whether as a stand-alone platform or as part of an enterprise-wide collaboration approach, Webex with AT&T can accelerate your business and give you a head-start on the competition.

1. Duncan, E., Fanderl, H., Freundt, T., Maechler, N. and Neher, K. (2019). Customer experience: Number 2: New capabilities, new audiences, new opportunities. [online] McKinsey.com. Available at: <https://www.mckinsey.com/~/media/mckinsey/featured%20insights/customer%20experience/cx%20compendium%202017/customer-experience-compendium-july-2017.ashx> [Accessed 7 Jul. 2019].

2. BRP Consulting. (2019). 2018 Customer Experience/Unified Commerce Survey - BRP Consulting. [online] Available at: <https://brpconsulting.com/download/2018-unified-commerce-survey/> [Accessed 7 Jul. 2019].



The right communication solution for retail

Designed to meet the needs of today's connected retail enterprise, Webex with AT&T is a comprehensive and industry-leading communication and collaboration platform. It gives retailers the functionality they need to communicate in a highly secure manner across the whole supply chain, including payment providers, brand owners, and customers.

Webex with AT&T consists of three separate but interlocking solutions:

- **Webex Calling with AT&T:** includes voice calling, instant messaging, chat, email, voicemail, video conferencing, and much more.
- **Webex Meetings with AT&T:** a collaboration suite that includes desktop sharing, webinar and presentation functions, and integrates well with leading third-party software.
- **Webex Teams with AT&T:** this workflow-management solution connects all team members in a highly secure, shared workspace for teamworking, co-creation and content sharing.

Having tools that enable good communication doesn't just help improve the customer experience.

A recent study found that companies in which there was a high level of alignment between the marketing department and customer-facing sales staff had a 38% higher sales rate and a 36% higher customer retention rate than rivals in which the two functions did not communicate effectively.^[3]

Webex with AT&T can be used to improve the internal communications involved in processes such as onboarding new staff, delivering training, and remotely managing stores. This is particularly relevant in retail, which has an employee turnover rate

of 60%.^[4] By delivering training remotely, new hires are equipped with the skills they need to deliver a high-quality brand and customer experience, without the company running up prohibitive travel bills.

Why Webex with AT&T

AT&T is a leader in the field of enterprise collaboration. Our experts have worked with major retailers and online merchants to implement Webex with AT&T as part of a near-seamless collaboration infrastructure.

Benefits of implementing Webex with AT&T include:

- Unifying your calls, meetings, document sharing, and collaboration functions in a single platform accessible to all colleagues, remote or on-premises.
- Delivering a consistent unified communication (UC) and collaboration experience, across virtually any device or location.
- Accelerating business transactions by giving co-workers and customers faster access to subject-matter experts.
- Consolidating your UC infrastructure around one set of interoperable and feature-rich solutions.

Webex with AT&T also integrates with leading retail customer relationship management (CRM) solutions. This makes it easy to traceably share data with authorized and external colleagues in a highly secure manner and do so quickly, straight from the CRM.

Our specialists can help integrate Webex with AT&T with other communications platforms, whether on-premises, cloud, or hybrid. This supports a unified experience across the enterprise's different solutions. It protects your investment in existing communications infrastructure while also providing a managed path for cloud migration.

Is Webex with AT&T right for you?

If your organization meets any of these criteria, then Webex with AT&T could be right for you:



A need to unify calling, meeting, and collaboration in one easy-to-use system.



Geographically dispersed, including retailers, distributors, depots, and HQ.



Requires one set of tools to support customer-service and e-commerce communications.



Needs to protect existing investments in on-premises and cloud communications solutions.



Requires infrastructure that enables managed migration to cloud, over time.



Looking for an immersive collaboration platform to boost productivity.

“AT&T has provided the solution we needed and worked closely with our internal technology teams to ensure a seamless transition. The capability of providing a uniform voice/video solution to our locations in North America, EU, and Asia was critical for our success.”

Director of IT Infrastructure - Global Retailer

3. Bewsher, D. (2019). The Secret to Account-Based Marketing Success. [online] MarketingProfs. Available at: <http://www.marketingprofs.com/opinions/2016/29174/the-secret-to-account-based-marketing-success> [Accessed 7 Jul. 2019].

4. Wells, M. (2019). Retail Turnover Rates In 2018. [online] Business.dailypay.com. Available at: <https://business.dailypay.com/blog/employee-turnover-rates-in-retail> [Accessed 7 Jul. 2019].

Building a better customer experience

Use case: Launching a new VIP-shopper service



To increase spend and improve loyalty among high-value customers, a retailer launches a personal-shopper service.



To coordinate set-up and training, a common project space is created on Webex with AT&T, for both HQ and branch staff.



When the project goes live, personal shoppers use Webex Calling to help premium shoppers get the best experience — and to maximize upsell and cross-sell opportunities.



Personal shoppers use a range of Webex with AT&T functions to share documents such as brochures and promotions, and to webcast sales and how-to videos to the customers.



To help ensure that personal shoppers in all branches are always informed of the latest promotions, HQ uses Webex with AT&T for regular training sessions.

Use case: Two retail groups merge



Two retail groups in the same sector merge as part of a long-term strategy to compete in a diversifying market.



The companies need to align their business practices and processes. To start, they set up a series of Webex calls.



Using encrypted document sharing, executives create merged policy documents in a highly secure environment.



Thanks to shared calendars, voice and video calls, and meeting rooms, the corresponding departments at both firms drill down into the details, to align at an operational level.



The communications and collaboration tools of Webex with AT&T helped the new company onboard fast with minimum need for travel.

Improves collaboration among employees, customers, and partners.



Gives HR a platform to deliver consistent, high-quality training.



Enhances customer access to virtually all sales channels and touchpoints.



How Webex with AT&T can help transform your organization



Gives the customer a unified view of their sales history in all channels.



Makes improved communications between branches possible.



Accelerates communication and increases agility.

Choose AT&T as your collaboration specialist

AT&T is a leader in communications technology and infrastructure, with a global network that helps secure more connections than any other communications company in North America.



AT&T IP Flexible Reach

can reduce your monthly spending through on-net calling.



AT&T Dynamic Traffic Management

improves employee productivity by prioritizing your business applications including Webex with AT&T and QoS for mobile devices.



AT&T VPN

provides outstanding network performance, reliability, and consistency to ensure highly secure data networks. It provides improved application performance including Webex with AT&T whilst maintaining network control.



Our experts will help you envision and strategize a UC transformation roadmap. With a track record in delivering

world-class solutions,

AT&T has the capabilities and expertise required to integrate and automate your siloed voice, UC, and collaboration technologies.



The world's largest Cisco Webex deployment; Webex with AT&T deployed to over

400,000 employees worldwide.



The AT&T network connects businesses in countries and territories, representing

99% of the global economy

Webex with AT&T is your gateway to new standards in team collaboration and innovation.



AT&T Business

Contact AT&T or visit www.att.com/collaboration to discover how Webex with AT&T can help your company.