

# Ready Business retail action plan



How to deliver a connected  
retail experience

**Vodafone**  
Power to you



# Your opportunity

Whether online, in store or on their phones, 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 presents a chance to take the lead, and increase your market share.

Really understanding your customer has always been a point of pride for local, smaller businesses. Technology can enable an even greater customer experience, allowing you to make the most of opportunities in a fast-moving retail landscape.

Use this 10-step Action Plan as a roadmap to help 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 foot traffic? 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. Always keep contact information, address and opening hours easily findable and updated across your website, social media, and other touch points.

Work taking you overseas? With Vodafone's \$5 Roaming, you can use your phone like you would at home for just \$5 extra per day in over 50 countries. Available on selected plans for a maximum of 90 days per calendar year. Stay connected with colleagues and customers, by ensuring they can reach the right person.

**2**

## **...by empowering your staff**

Your people are your best asset. Give them tools to be more responsive and informed. Customer-facing staff can use tablets – loaded with extensive product information – to help explain features to indecisive shoppers, and check stock levels by linking them to your inventory system.

Use our range of popular tablets to help you pitch, present and use the internet on the go. Share your mobile data allowance with your tablets, on selected Mobile Broadband plans by Vodafone.

**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. Mobile point-of-sale systems, such as the Square Contactless + Chip Reader, pair with phones and tablets – meaning your staff can take payment anywhere in your store.

More than half of payments currently made in Australia are cashless. Nearly four in five Australian smartphone users believe that payment via their phones will soon be the norm. (Source: Westpac)



All services to use in Australia.

Terms and conditions apply – see back page.

**Broadband service:** Check your device is compatible to the coverage area you will use. Actual speeds vary due to things like device capability, location and network congestion. See [vodafone.com.au/coverage](http://vodafone.com.au/coverage)

Westpac Banking Corporation, 2015. Westpac Cash Free Report.

# 4

## **...and building an online presence**

Meet the needs of the multi-channel shopper and use your website to showcase your product. Also, let customers email, instant message, video chat or engage with you using social media.

Promote your business online and build your brand with GoDaddy®. GoDaddy Domains gets you a unique online address for your website, making it easier for potential customers to find you on the internet. GoDaddy Website Builder allows you to easily design a professional looking website, with no technical skills required.

Visit [vodafone.com.au/businessapps](http://vodafone.com.au/businessapps)

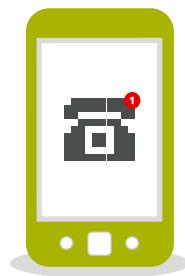


# 5

## **Then make your existing assets work harder**

Use Internet of Things 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 enables remote monitoring by providing connectivity through Internet of Things 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 revenues. Use SMS, social media and email marketing to reach your customers with targeted messages, based on their purchase history and the latest stock data.

Vodafone's Red and Business Flex plans come with infinite standard national Talk and TXT, plus generous data all to use in Australia – giving you the flexibility to communicate with your customers, however they like to be contacted.



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## 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.)

Australians have used the internet for 58% of recent purchase journeys. (Source: Google)

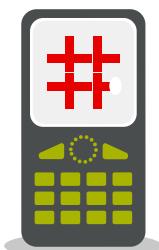


## 8

**...get active on social media**

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

48% of Australians agree that social media positively impacts their decision to buy products or services as promoted by a brand or business. (Source: Deloitte)

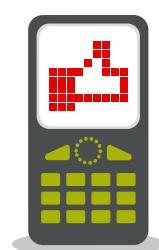


## 9

**...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.

In Australia, online reviews and recommendations from within someone's social media circle is second only to recommendations from friends, family and acquaintances, in influencing purchasing decisions. (Source: Deloitte)



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Google, 2015. The Consumer Barometer: New Insights for Australia.

Deloitte Touche Tohmatsu, 2016. Media Consumer Survey 2016 – Australian media and digital preferences, 5th edition.

# 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.

Microsoft Office 365® and G Suite by Google allow you to boost productivity and collaboration – by enabling colleagues in different locations to view, edit and share documents and data. Don't forget to protect your business against data loss and online threats too, with MozyPro® and Norton™ Small Business. Visit [vodafone.com.au/businessapps](http://vodafone.com.au/businessapps)



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# 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, Internet of Things and innovation for Australian retailers.

**Ready? Contact one of our dedicated Business Specialists on 1300 111 111, to find out how Vodafone can help you deliver a connected retail experience.**

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