

# CX BEGINS AS AN INSIDE JOB, SO **RETAILERS** NEED TO ADOPT ADVANCED IT SOLUTIONS

## ABOUT THE AUTHOR



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Many employees today are tech-savvy, and they expect that same level of technological sophistication from employers as well.

Retail is no exception.

When retailers provide the tools and technology workers need to be efficient and deliver quality customer service, everybody wins. When retailers fail to outfit workers with state-of-the-art technology, employee – and customer – engagement suffers.

Front-office and other retail workers are critical to retailers' success. And retailers need workers to be ready and willing to provide customers with the best possible experiences.

### Outdated Technology Has a Cost

Outdated technology can create a domino effect that adversely affects customer experience (CX) and productivity. And that can hurt retailers' reputations and bottom lines.

Our research with Loudhouse indicates that [employees who work with outdated technology are 600% more likely to consider quitting](#). Another survey suggests that [10% of workers have left a job over technology frustrations](#). And actively [disengaged employees cost the U.S. \\$483-\\$605 billion annually](#) in lost productivity.

Employee turnover is costly for retailers, too. Every time a business replaces a salaried employee, it [costs six to nine months' salary](#) on average. And finding suitable replacements can be challenging with today's low employment.

### Advanced Technology Increases Worker Satisfaction, Pride

The extent to which businesses adopt leading technology has "a deep and lasting impact" on productivity and employee attitudes and emotions. Research shows that:

- 88% of employees at technology leader organizations feel positive about their jobs
- These individuals say they are proud to work for their employers
- Just 18% of workers at technology adoption laggards feel that way

As we all know, happy workers make happy customers. So, retailers must expand their use of technology to make their workers' jobs less frustrating and more engaging.

### Workstream Collaboration Delivers Results for Workers, Customers

One IT solution that's paying off for retailers is workstream collaboration. It allows retail workers to collaborate easily with colleagues and access and share data quickly and securely.

Digital workplace technologies:

- Enable employees to work more effectively, with less friction
- Ensure that employees can securely access task-critical resources anywhere
- Foster better engagement through analytics

Multinational retail company Cencosud is among the businesses benefitting from such technology. The company [employs Unisys Digital Workplace Services](#) with 24/7 support in Portuguese and Spanish. This implementation provides a globally consistent end user experience via a unified service desk model. It has allowed Cencosud to exceed its target 70% first call resolution rate, and reduce service delivery costs by about 20%.



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A large US-based organic supermarket chain is another retailer leveraging advanced digital workplace technology to enhance employee and customer experiences. The goal in this case was to ensure the success of all corporate- and franchise-owned stores by allowing them to continuously sell, order and receive products. Through its work with Unisys, this large chain improved store uptime from 95% to 97%, prioritized critical incidents to put more focus on down stores, and accelerated its ability to add new stores.

### **Retailers Also Can Ring Up Big Benefits From Automation**

Artificial intelligence and machine learning are not yet in retailers' top five spending priorities. But they should be. AI and ML are widely considered top game changers for retail.

Using virtual assistants for routine tasks and employing speech-to-text and text-to-speech services to enhance chatbots and virtual assistants, retailers can increase worker engagement and productivity. This enables retail employees to move faster so retailers can control costs. And it can allow retailers to offer customers more options, expand and grow. Just look at what Grupo Exito, with more than 1,500 stores in South America, has achieved. [Grupo Exito adopted an automation process solution, help desk services and other capabilities from Unisys and our partner Dell EMC.](#) That enabled the retailer to bring new stores to four countries in the region. It allows Grupo Exito to offer a wide variety of products across multiple channels. And it increased the efficiency and response times of employees.

### **IT Solutions Must Be Simple and Secure**

For retailers to gain the most benefit from their IT investments, these solutions must be easy to use. If they are not, employees won't work with them. And shoppers won't benefit. Intuitive interfaces go a long way in helping retail employees embrace new IT technologies like workspace collaboration and virtual assistants. Providing employees with a consistent experience regardless of their device type or location also drives adoption. Unisys makes advanced IT solutions intuitive and accessible for retail employees.

The importance of cybersecurity to retailers also cannot be underestimated. Shoppers expect retailers to keep their data safe when they make a purchase. Retailers that fail to do that lose consumer trust, business and reputation.

That's why retailers must adopt a Zero Trust posture, which never assumes trust.

### **Closing the Deal**

Today's competitive retail environment, in which Amazon presents a large and growing risk, demands engaged employees. Retailers can engage employees by improving their work experiences. And they can use technologies like artificial intelligence, machine learning and workstream collaboration to do that.

To learn more about how your retail business can maximize employee engagement – and create happy customers and a profitable, growing retail business in the process – [click here.](#)

**For more information visit [www.Unisys.com/Retail](http://www.Unisys.com/Retail).**



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