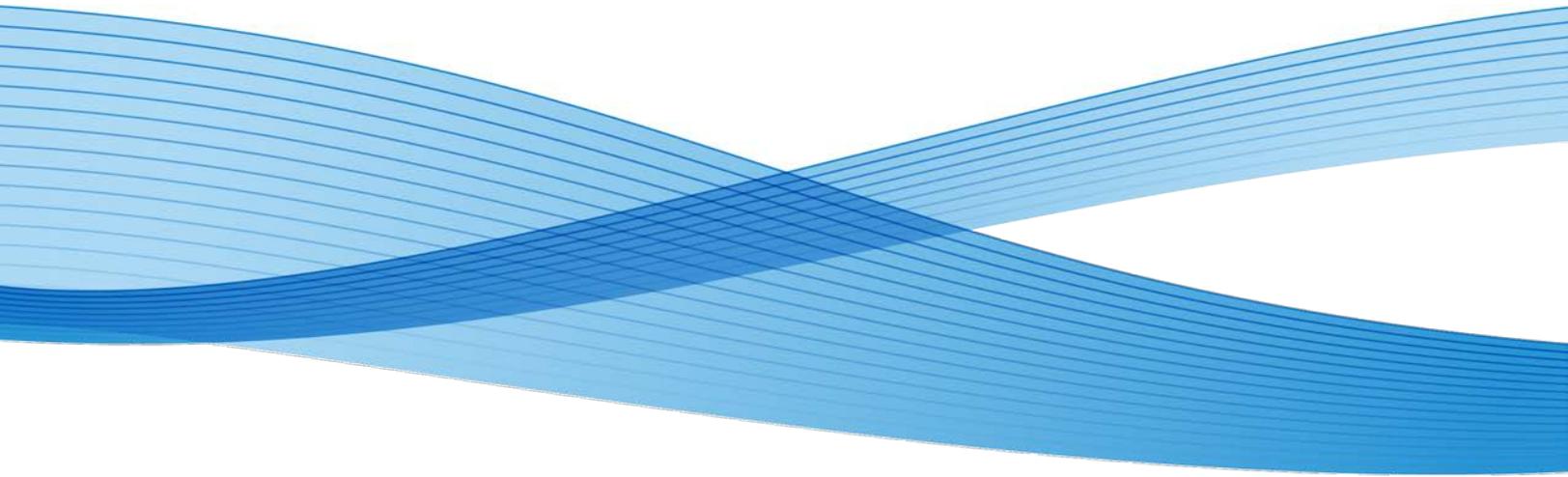


# The Retail Store Command Center

## Providing a Service and Support “Express Lane”



## Remember when in-store technology meant some cash registers and a phone line? Those days are gone forever.

The retail industry is undergoing a technological revolution, fueled by mobility, automation and the need to give consumers the fast and convenient service options that keep them coming back for more. The good news? New technology can have a positive impact on revenue. The not-so-good news? Although these mobile devices and applications, employee hand-held, new payment devices, numerous displays and customer facing systems can help fuel loyalty and sales, they all add to the technological complexity.

Each store could easily have a dozen different vendors; and exponentially more products. Even if the IT staff at headquarters knows the basic store infrastructure, retail technology is evolving so rapidly that few, if any, have the resources to manage this growing technological tsunami in a cost effective way. So many vendors, so many patches and system updates.

Do you hire specialists and add headcount? Or do you say no to the technology that you need to compete? Neither option is good.

And, then, there's the in-store dilemma. When that barcode scanner stops scanning or a point-of-sale system goes down, your sales associates are pulled away from your customers to call for help, if they can figure out who to call. In the meantime, your customers get tired of waiting. They, along with your revenue, start walking out the door.

You know you need the technology to compete. The question becomes, how can you manage that technology in a way that provides high availability, quick response times when things wrong, and do it all while controlling costs?

The answer: The Retail Store Command Center. One, centralized service desk and support system for all your various in-store technologies.

On the highest level, The Store Command Center brings together all of the in-store technology, and consolidates technology management, incident management and service under one experienced technology vendor's care. Xerox Services professionals proactively monitor your in-store technology to keep availability high and mitigate potential breakdowns before they occur. We handle all system upgrades, patches and monitor security for all of your store locations globally. If something does go wrong with an in-store system, your employees now have one number to call, no matter if it's a POS malfunction or a kiosk with a frozen screen.

It's a solution that ensures your sales associates stay on the floor, helping your customers, and that you get the greatest value out of your technology investment, without staffing up your corporate IT department to run it.



## The Solution Components

The Retail Store Command Center is comprised of three distinct components: IT Service Management, Contact Center, and a unique Contract Structure and Relationship Management option. Each is vital to a retailer's technological health.

### IT Service Management

IT service management is the combination of tools, systems and processes that work behind the scenes, making sure your technology is available, up-to-date and performing at best-in-class levels. Experienced engineers employ retail-specific remote device management tools to monitor the various store systems electronically, around the clock on a robust ITSM platform that routes incidents to the right teams for resolution. The goal is to identify potential issues and work to resolve these before they negatively impact the stores.

Just as important, this component ensures each of the various devices and systems are up-to-date, so software upgrades and patches occur on a timely basis, with minimal service interruption or employee intervention. We also employ industry leading processes for trending and root-cause analysis that help ensure repeat problems are addressed early, not just repeatedly fixed, to continuously improve the health of the store technology environment

### Contact Center for Total Facility Support

When a question or need arises, store employees call one "hot line," answered in the range of languages each retailer requires, based on the needs of its stores. These industry-leading call centers use extensive methodologies and knowledge management systems to quickly solve problems and provide accurate information. If a situation requires escalation, this happens quickly through an automated ticketing system.

What's unique about Xerox Retail Contact Centers is that our agents understand the unique needs and complexities of retail clients. Store managers and store technology drive revenue, and when either isn't serving clients the business is impacted. Our agents respond with urgency to solve the problem quickly and accurately. Our contact centers have proven approaches to training and knowledge management, retention and morale, and focus relentlessly on customer satisfaction to keep your store employees happy and productive.

Although a center of this type is convenient for responding to in-store technology issues, this contact center can also act as the centralized triage any facility-related issue. If a freezer is broken, a security system malfunctions, an air conditioning unit stops cooling, or any other of the multiple building systems require attention, the contact center will take the call, and get in touch with the appropriate service supplier to rectify the problem.

Again, this centralized approach to facilities and IT support reduces the time your employees spend doing non-productive work to fight proverbial fires, and gets them back in front of your customers more quickly.

### Contract Structure and Relationship Management

When you combine the number of IT vendors with the number of service and facility-related vendors involved in a retail store environment, it's easy to see how managing this multitude could become overwhelming. In some cases, retailers leave local service management to their individual stores, which often increases cost, while, again, taking an already-slim employee population away from the core business of selling products.

The Retail Store Command Center can include the complete business management of both IT and service-related contracts. These services include everything from initial procurement and price negotiation through break-fix, warranty and ongoing relationship management.

Not only does this approach enable retailers to leverage Xerox's global buying power and reduce waste, but it provides a total service continuum.



We negotiate service contracts for each piece of technology or equipment within the facility; and we handle the day-to-day technology management. Then, if a device or piece of equipment within the facility goes down, we call the appropriate vendor for resolution on your behalf, and manage that process through completion. As a result, you reduce cost speed resolution and can focus on selling and serving your customers.

## Better, More Transparent Governance

How is your technology investment performing? How has downtime impacted sales?  
How fast are issues being resolved?

In the typical retail environment, those questions are hard – if not impossible – to answer.

With The Retail Store Command Center in place, you get comprehensive, executive reports on a monthly or quarterly basis. These reports detail specific service requests, resolution times, performance issues and impact – as well as the status of all system upgrades. No matter how many stores you have, or where in the world they are located, you'll have a clear picture of comprehensive as well as individual store IT performance.

## The Smarter Approach to Retail Technology Management

Today, technology is more than a nice-to-have for retailers. It's a tool for customer engagement, employee productivity, and a means to connect with the in-store shopper in a whole new way – with more to come.

As retailers engage these new technology tools, it's essential to consider how these tools will be managed to ensure availability and quick resolution, without breaking the budget.

Xerox Services is a global leader in infrastructure management, procurement and contact center solutions, with over 40,000 contact center agents and a level of internal technology expertise that's difficult to match. The Retail Store Command Center leverages our resources and experiences to solve the most pressing needs of today's retail community.

In short, we make retailers lives easier, with a cost-effective solution that enables them to gain a competitive advantage through technology without taking their focus away from their core business.



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