Datasheet

IBM Store Engagement

Help store associates provide superior customer service that increases cart size and brings efficiency to store operations

Watson Customer Engagement

IBM

Benefits

- Increased incremental store sales
- Improved store associate productivity and responsiveness
- Improved brand image by providing more personalized customer service

The Store Channel

The physical store remains a key component of a retailer's omnichannel strategy. Consumers are researching products over the web and determining availability, but prefer to still go to the physical store to make the purchase or to pick up an item that was purchased online. This is good news for the retailer since research has shown that customers that pick up an online order in the store will most likely buy additional items while they are in the store. However, when the customer visits the store they expect a personalized customer experience and a knowledgeable store associate. Do your store associates have the right tools to support your demanding customers? IBM's Store Engagement solution gives your store associates the ability to provide customers an efficient and personal front of store sales experience and with the same easy to use solution, effectively complete back of store fulfillment activities.

Improve the customer experience

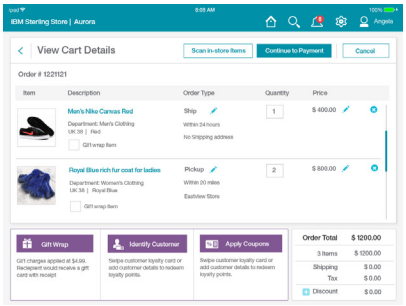
IBM's mobile store solution provides a 360 degree view of the customer which helps enable store associates to handle many of the customer needs in the store, including suggested complementary products, and quick checkout in the aisle, without having to direct the customer to a terminal. The store associate is able to obtain real-time product availability directly from their mobile device, and provide the customer choices on how best to obtain the product. With IBM Store Engagement, the customer's digital experience can be combined with the physical experience in the store. The store associate has the ability to search for an order that was placed in another channel, such as the call center or an eCommerce site, and make changes to that order for the customer. The result is a greatly improved responsiveness to the customer's need. Plus store associates can schedule in-store appointments, recommend items, and offer appeasements all from their mobile devices.

Provide answers anywhere, anytime

When a customer can't find what they need, they expect the store associate to resolve their issue. The IBM Store Engagement solution gives the store associate the ability to save the sale and satisfy their customer with the power of global inventory visibility, alternative fulfillment options, and order status tracking, at their fingertips. This can enable a store associate to save the sale when faced with an in-store stock-out by locating the item at a close-by store and offering the customer the option to pick it up in that store or have the item shipped to the customer's house.
Giving store associates the ability to efficiently locate available product enables them to reserve the item while the customer is still in the store. Saving the sale increases in-store sales and frequently creates the opportunity to up-sell or cross-sell accompanying items.

Empower Store Associates with a mobile solution that supports both front and back of store

IBM's Store Engagement solution improves the efficiency of the store associate in all aspects of engaging the customer and fulfilling store orders. With a single solution, the store associate can help a customer with finding an item or completing a sale, and then quickly switch to the task of picking an item that another customer will be picking up in the store at a later time. Leveraging store labor and multitasking abilities, rather than committing a dedicated store associate to finding merchandise and pulling it off the floor, increases efficiency as well as prioritizes tasks, and reduces cost. When a customer arrives in a store to pick up an item that was purchased on-line or in a different store, the associate can quickly access the order on their mobile device, verify the customer, and be directed to the location of the items that were picked earlier for the customer's order. Customers benefit from speedier service and walk away with a more pleasant shopping experience.



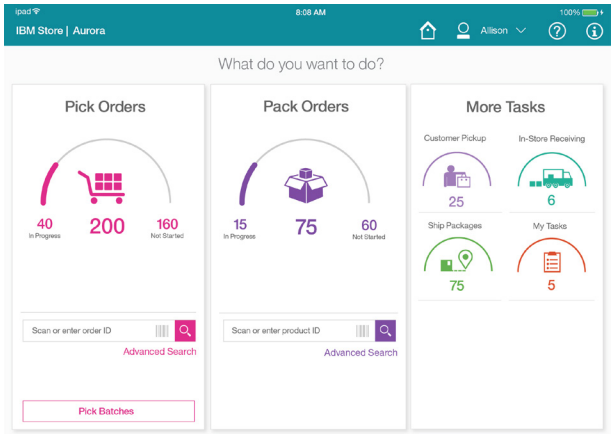
Store product page

Enable store managers to better manage omnichannel operations

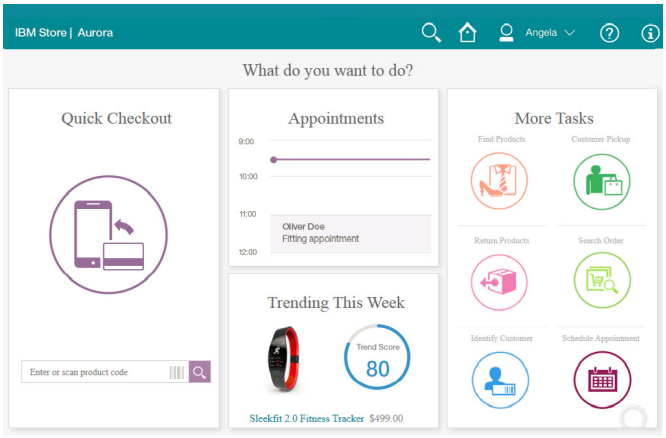
IBM Store Engagement helps store managers better manage omnichannel store operations with a store dashboard that provides them an understanding of the volume, priority and fulfillment rate of orders that are to be fulfilled from the store. Using the dashboard, a manager gets a real-time view of the orders that need to be fulfilled, the rate of fulfillment, whether the priority orders are on track, and also the details of each order. With the ability to drill down to specific orders and the knowledge of the overall state of the store fulfillment, the manager can quickly make decisions and assign tasks to the store associates.

Capabilities Overview

Capability	Description
Customer convenience	
	– Provide pricing, availability assistance, order modifications, and quick, easy checkout right in the aisle via a mobile device to minimize customer wait time. – Create a single order for both in-stock and out-of-stock items, as well as add-on services, making it easier to track all transactions – Search for orders placed in other channels and make changes to that order to provide better customer service – Provide appeasements in the form of discounts or gift cards for a bad experience – Increase sales by turning returns into exchanges and up-sells.
Personalized services	
	– Provide more personalized service with a complete view of the customer's order history – Efficiently schedule in-store appointments – Tailor item recommendations and discounts based on the customer's wish list
Inventory visibility and promising	
	– Ensure accurate available to promise (ATP) quantities using real-time lookup – Avoid customer disappointment by offering alternative for out-of-stock items – Provide online and pick up at store fulfillment to increase customer satisfaction – Optimize inventory utilization by drawing from available inventory regardless of store location
Store associate productivity	
	– Ensure all in-store orders are fulfilled on time by utilizing a store fulfillment dashboard – Improve the productivity of store associates in performing store-based fulfillment activities, such as picking, packing and shipping efficiently – Provide store associates with task screens that are relevant to their particular area – Accurately receive shipments, transfer orders, and packages utilizing the mobile store associate solution



Pick, pack and ship



Store task screen

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