

TOSHIBA

Confronting change in retail:

How the right solutions can help you stay effective



What's happening right now?

Your customers want easy, meaningful and unique experiences, and at the same time, you need to focus on improving internal efficiency and reducing business costs.

Bringing the right technology into stores and back-office environments can help to streamline processes and meet the growing expectations of today's consumers.



of buyers are willing to pay more for a great customer experience¹

The omnichannel experience

Customers are shopping through multiple channels



cross back and forth between digital and physical interactions with brands²



...and brands with a solid strategy will attract their spend



year-on-year growth for companies with the strongest omnichannel engagement³

Top tip

Despite the growth of online sales, customers still choose to visit stores, so you need to enable a joined-up experience between channels.

That's where Toshiba solutions come in:



RFID tagging

Enables full traceability for flexible purchasing options for customers – online, in-store and via click and collect



Dual-sided printer

Manages shipping and dispatch of items in the store and warehouse, with pick, pack and returns all in one printed label



Direct view LED panel signage

Perfect for delivering luxury and engaging brand messaging in shop windows

Need for immediacy

The instant nature of digital channels means customers expect a swift in-store queuing and checkout experience.



want to see more retailers adopting tablets, kiosks or touch screen devices in-store⁴



say using a tablet in store allowed them to pay quicker⁴

Top tip

You can improve customer experience – and encourage interaction – by offering personalised experiences.

That's where Toshiba solutions come in:



A4 multifunction device

For Wi-Fi printing, so you can print confirmation of orders from tablets around the store



Interactive screens and totems

For quick ordering and self-service



Digital signage

Offers tailored messages in-store, based on facial recognition

Looking inwardly

Retail managers are focused on improving efficiency and productivity



say it's an important initiative to drive growth, second only to cost cutting⁵



Top tip

Security and infrastructure support can help protect data and keep uptime high.

That's where Toshiba solutions come in:



Remote monitoring and management

Proactively identifies and manages issues



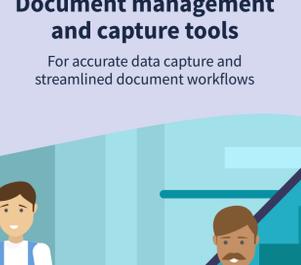
Portable barcode printers

For fast label printing for clothes tagging and mark downs



A3 multifunction device

Offers reliable and efficient print, scan and copy functionality



Document management and capture tools

For accurate data capture and streamlined document workflows

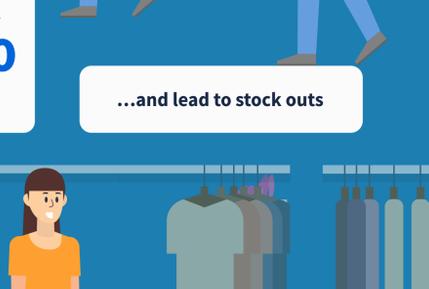
Gaining oversight

Poor visibility can impact on a retailer's bottom line

It can cost



of their margins⁶



...and lead to stock outs

Top tip

Be aware of stock levels across locations in real time to help to keep shelves stocked and products available.

That's where Toshiba solutions come in:

RFID printer

Automatic generation of restocking order notifications
Facilitates more sales with click and collect options



The shift to sustainable

Customers are becoming more aware of their, and your, environmental impact



of millennials and gen Z try to buy natural or organic products⁵



Top tip

Work with providers that prioritise the sustainable use of resources.

That's where Toshiba solutions come in:

Improve environmental credentials with energy efficient and carbon neutral solutions

Delivering products for now, and the future

Implementing the right technologies can transform the customer experience, while improving your internal efficiencies for greater sales opportunities.

To find out more contact Toshiba