

# Great digital CX in retail

Transforming retail and enabling a truly omnichannel experience.

## More information on your customers

Your customers are leaving a digital trail, online and in-store. Use data to inform changes to your stores and e-commerce sites, and deliver more personalized experiences.

## Simple access to all your services

Customers can access all your services using a single digital identity, enabling you to recognize returning shoppers and their preferences, and deliver a personalized service across every channel.

## A tailored experience

Customers receive targeted discounts and product recommendations on their smartphones as they move around different parts of the store.

## In-store experience almost anywhere

With an augmented reality app, like a virtual mirror or Snapchat-style overlay, your customers can "try on" products wherever they are.

## Fast delivery

Customers can pay online and pick up in-store. Or they can arrange a fast delivery and see exactly when their purchase will arrive.

## Gamify the in-store experience

Keep the user exploring the store and expand their basket by delivering rich media content and interactive displays.

## Convenient payment options

Let customers pay in a way that suits them – whether it's online or in-person, with a debit card or digital wallet.

# What makes it go?

The solutions that are making omnichannel CX possible.

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## Secure Cloud Interconnect

You're storing and analyzing vast amounts of customer data in the cloud. Secure Cloud Interconnect provides secure and responsive access to your cloud resources.

## Manage digital identities

A specialized platform can help you protect, connect and manage the digital identities of people, devices and The Internet of Things.

## Location-based services

Monitor customer behavior and purchasing decisions, and provide targeted in-store offerings via Wi-Fi, beacons or RFID tags.

## Content Delivery Network (CDN)

CDNs help you to deliver fast and reliable connectivity and download speeds – directly to your customers.

## Intelligent Track and Trace

Streamline your supply chain, track inventory, and get near-real-time delivery insights with Intelligent Track and Trace.

## Managed Wireless LAN & SDN

Drive customer experience improvements with fast and reliable Wi-Fi. SDN helps to speed up and automate your network, while making it app-aware and responsive.

## Managed Security Services

However your customers pay, you need to keep their payment data secure. Stay PCI DSS compliant, with our managed security services.



Don't get left behind. Discover how Verizon's solutions can support your digital transformation.

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