

Maintaining the Customer Experience through Intelligent Support

Never has technology support been more critical to the needs of the business than now.

Significant increase in the use of technology that enables enhanced customer experience with engagement and choice is driving the same increase in reliance to deliver the customer journey

Being able to just fix the problem is no longer adequate, availability is key to ensuring customer experience. As such investment in the technology alone is not enough and an investment is required in support that meets the needs of the business and ensures delivery of available customer centric technology to drive a positive perception that will add value to your business.

shaping tomorrow with you

Understanding the Opportunity

Knowing customers and delivering to their needs with a real-time experience has been key to the success of hospitality and retail through online and instore channels. Digital technologies have enabled this experience to be enhanced and expand choice but has made the task more involved for support teams in organisations.

The reliance on the technology to deliver the customer experience has increased significantly to the point where all or part of the systems being down has a detrimental impact on the customer journey the need for the right support has never been greater.

Putting the right technology in place is only the first challenge; keeping it all running with minimal interruption to the customer journey is another. The rapid build-up of technology emphasizes the degree to which any company now relies on high availability of its in-store IT systems as they are critical to the customer's perception of the brand and its reputation. As a result, a radical rethink of the traditional IT support model being used is required.

Availability is key...

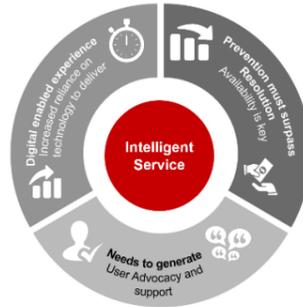
The focus of SLA's that deliver against fix times are important, but the shift to availability as a measure is key to ensuring the customer experience and driving the right perception.

With stores now committed to creating an immersive and memorable customer experience, it means the importance of getting it right instore isn't just to support the sales it generates directly but the end to end experience.

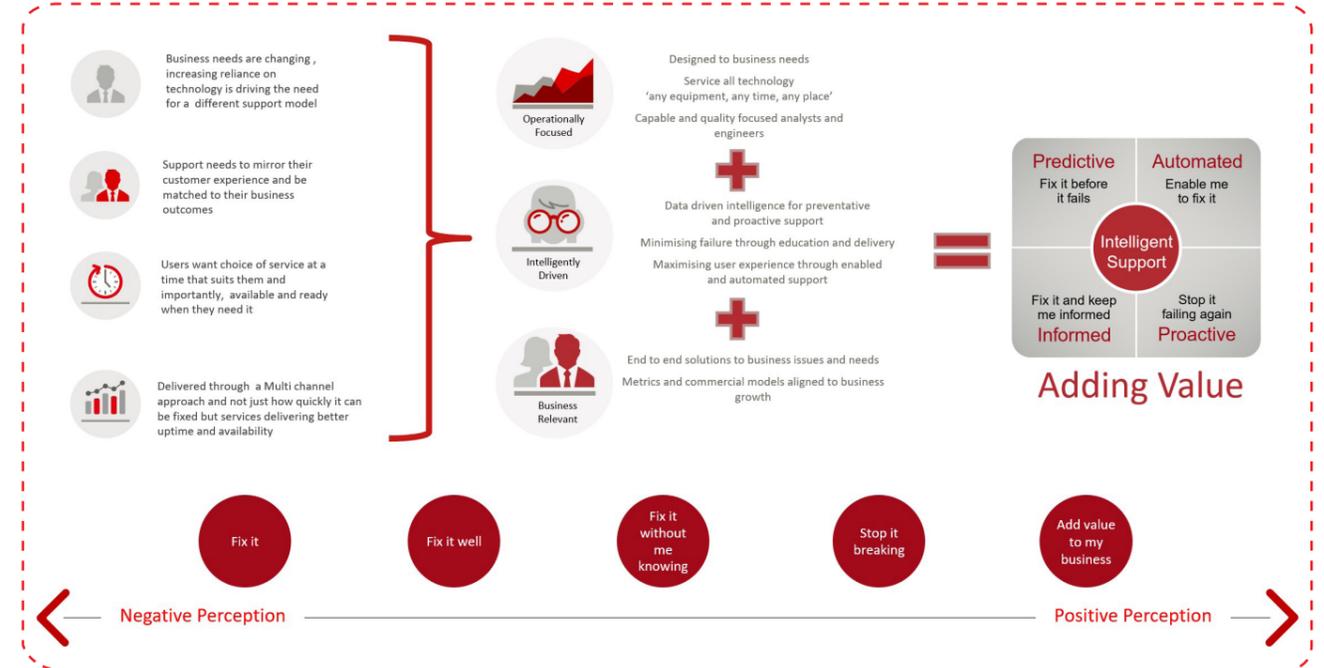
The store is the lynchpin that supports the retailer across all channels by being a part of the experience that reassures consumers of the relevancy of your brand to them. Consumers are loyal to brands because of the whole journey, not each channels touchpoint and so any point in the journey that becomes broken effects the perception of the brand. In a world where experience can be shared via social media instantly a single customer's perception can quickly become the perception of others.

Fujitsu Intelligent end to end Support combines a next generation service desk, with intelligent engineering underpinned by the use of analytics to ensure the delivery of the customer chosen journey by focusing on delivering through the uptime of the technology that enables the journey delivering a single end to end customer led experience ensuring engaged store staff.

Intelligent support is designed to business needs, to service all technology anytime, anyplace through intelligent thinking and focused caring teams. Delivering predictive, automated and proactive support, whilst ensuring that customers are kept informed through real-time visualisation of the core metrics. Making available not only the status of the technology that underpins the customer journey but also patterns through each period of the day.



How it Works



Predictive: 'Fix it before it fails'

Firstly, we will deploy technology to detect system instability before it disrupts store and central operations. By harvesting real time information from your systems and using our analytics to discover and detect patterns of instability we can predict and take action to resolve system issues before your operations are impacted. Our support teams will monitor and measure in real time the end to end performance of your systems as experienced by team members across the store estate and your offices and undertake corrective action for any risk impacting availability of your IT

Automated: 'Enable me to fix it'

When we can't pre-empt a problem, we'll enable team members to resolve issues themselves, giving them control and the immediacy of a potential fix. We do this by providing them with tools to clear faults directly through intuitive diagnostic aids including new Augmented Reality technology to assist in the visual diagnosis of faults. If an engineer is required, the team member can simply log the call through those tools automatically day or night without contacting the Service Desk. This ensures the service is always on.

Informed: 'Fix it and keep me informed'

When they need to speak with our service team they will be put through to a specialist that understands the complexity of your systems and the impact of the fault on store or central operations. We will diagnose and where possible resolve the fault remotely minimising disruption to the store or operation. Where our team cannot resolve the fault remotely we will own and manage the incident through to its resolution. This approach focusses on minimising disruption to the user and providing your teams with the information to manager the impact.

Proactive: 'Stop it failing again'

We understand the importance of the systems and technology that support your operations and their criticality to delivering the experience you expect for your customers. When problems occur, we learn from them and apply these learnings to stop faults happening again. We use our real-time management information and an analytical approach to detect performance issues and work in collaboration with your chosen partners to investigate complex faults and apply preventative measures to optimise system availability.

Get in Touch

At Fujitsu, our aim is to develop products, solutions and services for all people who love retail – in order to make their lives easier.

To talk to us about your requirements, or arrange a demonstration, please contact:

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Why Fujitsu, the figures



30+

years' experience in retail



52

countries in which Fujitsu is present



500

retail customers around the world



82,000

stores use Fujitsu retail solutions every day