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 SLAs 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 affects 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, anywhere 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

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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