

Store solution.

Helping you deliver a seamless customer experience.

Welcome to the age of the consumer. With 24/7 access to unlimited information and social networks, retail customers are more knowledgeable, interconnected and powerful than ever before. They know what they want, where they can get it and how much they should pay.

Meeting the demands of this new breed of empowered customer means you have to embrace consumer-centric strategies across your entire enterprise. Operating on a highly flexible and scalable transaction platform, the BT Store solution supports all of your in-store and omni-channel requirements with fully integrated solutions, including:

- Point of service
- Mobile store
- Back office
- Promotional management
- Inventory management
- Returns management
- Managed payment.

Compete and win in a dynamic marketplace.

Our solution will help you go where your customers are going and make the most of every opportunity along the way, with support for:

Omni-channel.

Deliver a seamless customer experience across every touch point, while increasing sales and profits through fully integrated cross-channel processes.

Mobility.

Mobilise your store staff so they can be anywhere your customers need them to be with every advanced function—from checkout and CRM to item lookup.

Customer engagement.

Guide your associates through simplified interactions to promote a more engaging experience for customers and higher spending at checkout.

Global expansion.

Proven successful in more than 40 countries the solution offers out-of-the-box capabilities for localised customs, currencies, languages and more.

Flexible configuration.

Simplified workflows and a graphical interface mean associates spend less time training and more time with customers.

Future-proof scalability.

Extend POS functions and logic across other channels, devices or store sites as your business needs evolve, for exceptional ROI and a consistent delivery of services.

Point of service.

Serving on the front-lines, your store colleagues are critical to ensuring an inspired customer experience – and our feature-rich store system empowers them to do just that. The flexible system configurator means you can customise transaction workflows to meet your business requirements, on both traditional POS terminals and mobile devices. The POS includes centralised, real-time features designed to enhance engagement and drive sales, as well as:

- **Flexible transaction workflow** – intuitive navigation with function keys relevant to the state of the current transaction, plus a completely flexible user interface for customised branding and workflows.
- **Extensive promotion and deal execution** – create and manage promotions, including multi-deal processing, “best deal” and return price calculation.
- **Suggestive selling** – to guide associates to offer specific upsell recommendations or services that are linked to items already being purchased.
- **Email receipts** – choose digital receipts or a traditional printed receipt.
- **QAS address verification** – captures, validates, cleanses, standardises and enriches customer contact information while correcting spelling errors and missing parts of the address.

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Promotion management.

Create, manage, and execute both item- and transaction-based promotional events at the store and generate an unlimited number of unique sale events by defining the qualifying conditions, benefits, and time period – while the POS automatically reflects the promotional price.

- **Hierarchy and item-based promotions** – apply to the purchase of one or more items at an item or merchandise hierarchy level.
- **Transaction-based promotions** – such as: spend £100 and get a specific item free; spend £100 and get £20 or 20% off the transaction; buy 10 and get 10% off the transaction; get 20% off the transaction between 6am and 10am etc.
- **Single-use coupons** – prevent customers from reusing any coupon that was used on a previous transaction.
- **Rewards-based coupons** – issue coupons, rebates, operator prompts, and bounce back offers.

Inventory management.

Manage your inventory across the retail chain and strengthen the crucial link between supply chain management and inventory control through integration with the head office. A dashboard shows outstanding documents as well as various inventory management functions to let you easily:

- Receive from warehouse and vendor
- Transfer between stores
- Adjust inventory and prices
- Return to vendor and ship to jobber
- Complete cycle and physical inventory counts
- Create price directives
- Order merchandise and supplies
- Run reports.

Back office.

Simple, centralised access to management functions as well as security for key tasks – accessible from the back office and POS, providing managers the flexibility to work on inventory, employee maintenance or other tasks while still monitoring the sales floor.

- **Manager's dashboard** – get on-demand information and reporting at the store level and a snapshot of store and associate KPIs in real time.
- **Reporting** – receive data on store, employee and item productivity to help manage the business more efficiently.
- **Cash management** – manage and reconcile all cash movements in the store accurately and effectively—from the accounting of tenders in the register cash drawers to float management, safe management, banking, and the transfer of funds from the safe to the floor.
- **Electronic journal** – quickly search for and view transaction information and monitor register activity in real time in the store.

Mobile Store.

A fully functional POS client that uses all the same features, functions, and business logic as our best-of-breed point of service. Mobile store enriches the customer experience and cuts waiting times at the POS. Sales associates can scan in items, correct the price and quantity, accept payment, and complete the transaction – whether on the sales floor helping a customer or while the customer is waiting in line – for a truly seamless service.

- **POS transactions** – tender on the spot or at a traditional POS if used for queue busting.
- **Peripherals** – using the IOS camera, a sleeve with an embedded scanner or a bluetooth scanner. Share cash drawers and payment terminals among multiple mobile devices.
- **Receipt options** – customers can walk away with a printed receipt from a common shared printer or have a digital receipt emailed to them.

Offices worldwide

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