

A Superior Customer Experience Translates to Revenue Growth



Are you connecting at every step of the buying journey?

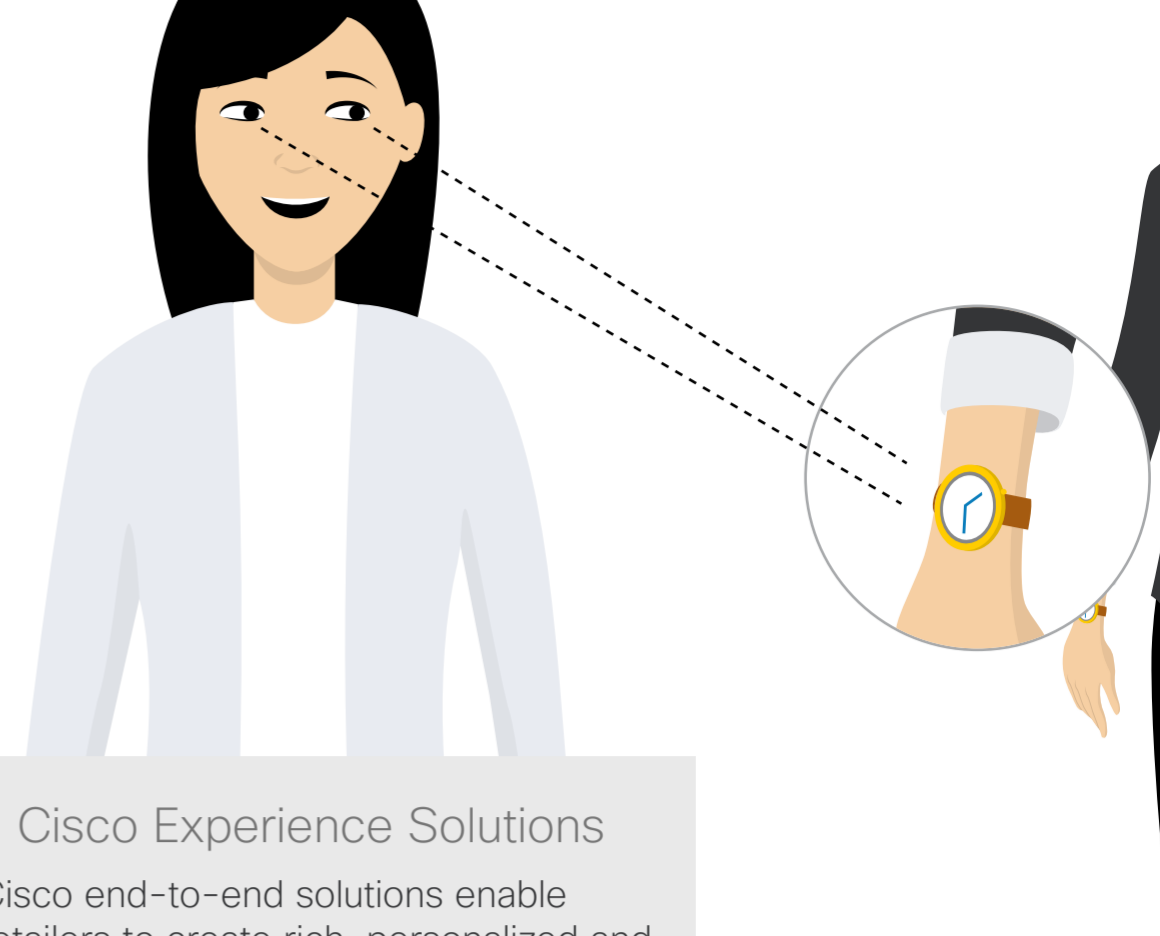
1 Inspiration Discovering the brand

3 in 4 customers make impulse decisions.



89% of companies will compete based on the customer experience:

- Create:** consistent omni-channel experience across all channels
- Enhance:** effortless service at every touch-point
- Predict:** personalized and relevant information to the customer using analytics and insight



Cisco Experience Solutions

Cisco end-to-end solutions enable retailers to create rich, personalized and effortless buying experiences throughout the customer lifecycle.

2 Research

Is your brand fully mobilized?



Over 45% of consumers use their smartphones to research prices, product information, and reviews. And 83% of consumers want some sort of support in their online journey.

78% retailers plan to invest in mobile this year.

Mobile searchers are buyers - assuming you can meet their needs.

Cisco Experience Solutions

Cisco Virtual Experience - delivers a rich consultation experience: chat, HD video, co-browse, content share or annotation features across devices.

The Omni-Channel Journey 3

Deliver one view across mobile, web, social, and in-store

89% of shoppers expect premium experiences such as viewing in-store product inventory online, and 95% of all retail sales are captured by retailers with a brick-and-mortar presence.

67% of B2C companies have acquired a customer from Facebook.

69% of consumers will share their bad support experiences with others, and these experiences linger 1.2 times longer than good ones.



Cisco Experience Solutions

Cisco Connected Mobile Experience - identification of customers, targeted in-store promotions, rewards and loyalty.

Cisco Connected Analytics - in-flight analytics to manage security, store, lighting, staffing, etc.

Cisco Social Miner - monitors social media communities for pro-active customer engagement.

70%

of customers who left a company said it wasn't due to bad products, but poor customer experience.

4 The In-Store Experience

Enhancing the in-store & support experience

A 360° view of customer preferences will empower associates to cross-sell and up-sell.

90% of all sales transacted are at a physical store.

Agent knowledge will become a core requirement for outstanding service.

Cisco Experience Solutions

Cisco Virtual Expertise - rich support experience anywhere, any time and on any device with prior engagement insight

Cisco Connected Mobile Experience - identification of customers, targeted in-store promotions, rewards and loyalty.



5 Customer Loyalty After Purchase



An exceptional experience creates loyalty throughout the customer lifecycle.



20% of customers generate 80% future revenue

Customer experience leaders have 10% more loyal customers above industry average.

Cisco Experience Solutions

Cisco Virtual Expertise - rich support experience anywhere, any time and on any device with prior engagement insight

Cisco Integrated Contact Center - quick authentication and efficient routing to the best support agent

Analytics and insight are key to increasing customer life time value.



We'll help you deliver a superior customer experience at every step.

Learn more about Cisco end-to-end retail solutions at www.Cisco.com

