

IBM Sterling Store Engagement

Improve associates' customer service to increase cart size and make store operations more efficient



Highlights

Enhance your brand image by providing more personalized service

Improve the customer experience and provide answers anywhere, anytime

Empower store associates with a mobile solution that supports both front and back of store

Enable store managers to better manage omnichannel operations

Enhance your brand image by providing more personalized service

The physical store remains a key component of a retailer's omnichannel strategy. Consumers are researching products online and determine availability, but many prefer to still go to the physical store to make the purchase or to pick up their order. This is good news for retailers since research has shown that customers who pickup an online order in the store are often likely to buy additional items while they're in the store. However, when the customer visits the store, they expect a personalized customer experience and a knowledgeable store associate.

Do your store associates have the right tools to support your demanding customers? The IBM Sterling® Store Engagement solution helps your store associates provide customers an efficient and personal front-of-store sales experience. In addition, the same easy-to-use solution can also effectively complete back-of-store fulfillment activities as well.

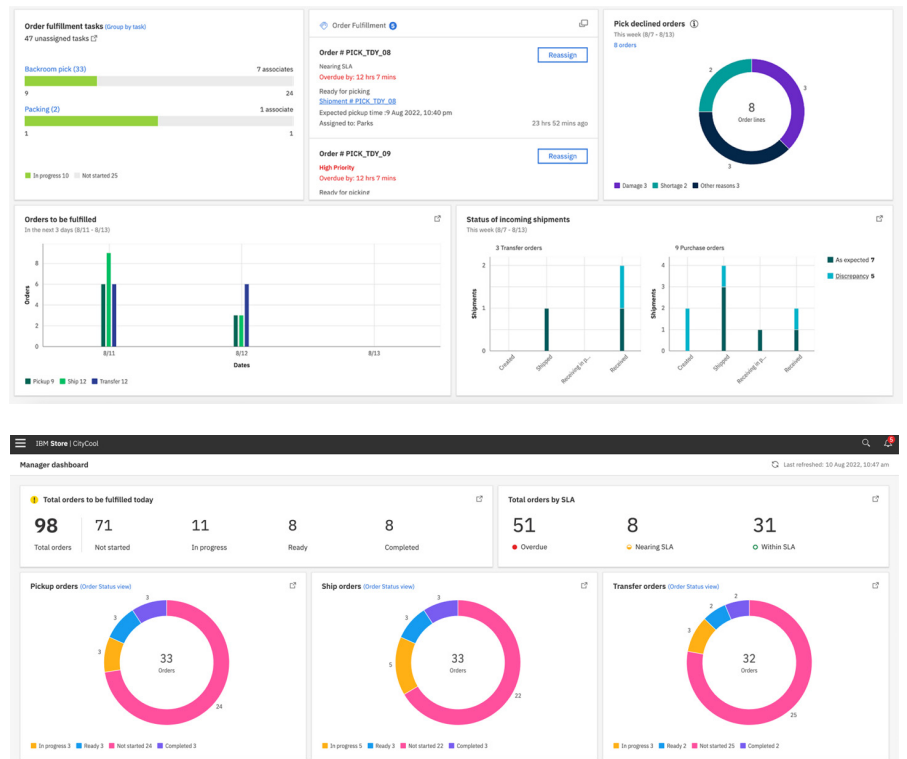


Figure 1. IBM Sterling Store Engagement dashboard screen examples

Improve the customer experience and provide answers anywhere, anytime

The mobile store solution from IBM provides a 360-degree view of the customer which helps store associates handle many of the customer needs in the store, including suggesting complementary products and quick checkout in the aisle without having to direct the customer to a terminal. The store associate can access real-time product availability directly from their mobile device and provide choices for the customer to obtain the product. With IBM Sterling Store Engagement, the customer's digital experience can be combined with the physical experience in the store. The store associate can search for an order that was placed in another channel, such as the call center or an eCommerce site, and make changes to that order for the customer. The result is a greatly improved responsiveness to the customer's needs. Plus store associates can schedule in-store appointments, recommend items and offer appeasements all from their mobile devices.

When a customer can't find what they need, they expect the store associate to resolve their issue. The IBM Sterling Store Engagement solution lets the store associate save the sale and satisfy their customer with the power of global inventory visibility, alternative fulfillment options and order status tracking—all at their fingertips. For example, a store associate can solve an in-store stock-out by locating the item at a nearby store and offering the customer the option to pick it up in that store or have the item shipped to the customer's home. Store associates can not only locate available products but also reserve the item while the customer is still in the store. Saving the sale increases in-store sales and frequently creates the opportunity to up-sell or cross-sell accompanying items.



Empower store associates with a mobile solution that supports both front of store and back of store

This IBM Sterling Store Engagement solution improves the efficiency of the store associate in all aspects of engaging the customer and fulfilling store orders. With a single solution, the store associate can help a customer find an item or complete a sale, and then quickly switch to the task of picking an item that another customer will be picking up in the store at a later time. Combining store labor and multitasking abilities, rather than committing a dedicated store associate to finding merchandise and pulling it off the floor, can increase efficiency as well as prioritize tasks, and reduce cost. When a customer arrives in a store to pick up an item that was purchased online or in a different store, the associate can quickly access the order on their mobile device, verify the customer and discover the location of the items that were picked earlier for the customer's order. Customers benefit from speedier service and leave the store with a more pleasant shopping experience.

Enable store managers to better manage omnichannel operations

IBM Sterling Store Engagement helps store managers better manage omnichannel store operations with a store dashboard that provides them an understanding of the volume, priority and fulfillment rate of orders being processed at the store. Using the dashboard, a manager gets a real-time view of the orders that need to be fulfilled, the rate of fulfillment, whether the priority orders are on track as well as the details of each order. When managers can drill down to specific orders and understand the overall state of the store fulfillment, they can quickly make decisions and assign tasks to store associates.

Capability	Description
Customer convenience	<p>Provide pricing, availability assistance, order modifications, and quick, easy checkout right in the aisle via a mobile device to minimize customer wait time.</p> <p>Create a single order for both in-stock and out-of-stock items, as well as add-on services, making it easier to track all transactions.</p> <p>Search for orders placed in other channels and make changes to that order to provide better customer service.</p> <p>Provide appeasements in the form of discounts or gift cards for a bad experience.</p> <p>Increase sales by turning returns into exchanges and up-sells.</p>
Personalized services	<p>Provide more personalized service with a complete view of the customer's order history.</p> <p>Efficiently schedule in-store appointments.</p> <p>Tailor item recommendations and discounts based on the customer's wish list.</p>
Inventory visibility and promising	<p>Ensure accurate available to promise ATP quantities using real-time lookup.</p> <p>Avoid customer disappointment by offering alternative for out-of-stock items.</p> <p>Provide online and pick up at store fulfillment to increase customer satisfaction.</p> <p>Optimize inventory utilization by drawing from available inventory regardless of store location.</p>
Store associate productivity	<p>Ensure all in-store orders are fulfilled on time by utilizing a store fulfillment dashboard.</p> <p>Improve the productivity of store associates in performing store-based fulfillment activities, such as picking, packing and shipping efficiently.</p> <p>Provide store associates with task screens that are relevant to their particular area.</p> <p>Accurately receive shipments, transfer orders, and packages utilizing the mobile store associate solution.</p>

Figure 2. Partial listing of IBM Sterling Store Engagement capabilities

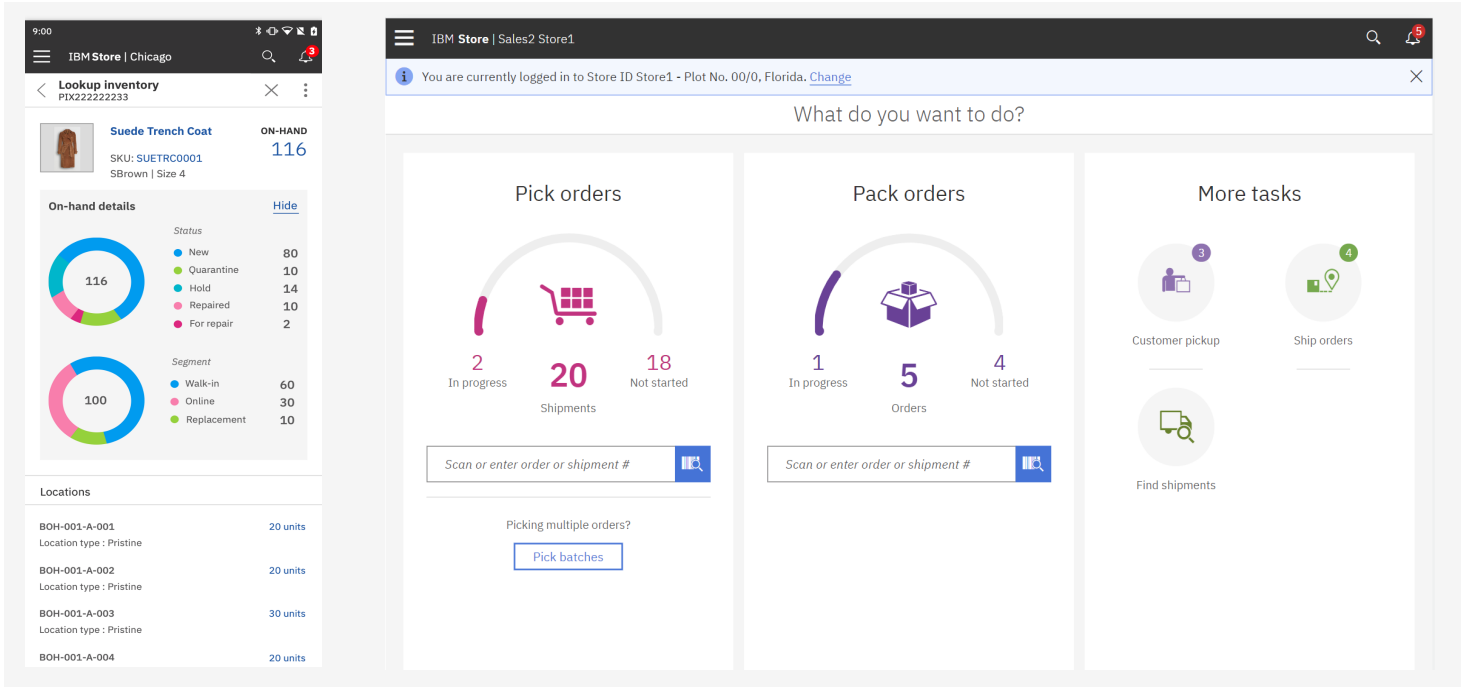


Figure 3. Mobile version of the store task screen and sample screen showing options when preparing or amending an order

For more information
To learn more about IBM Sterling Store Engagement, contact your IBM representative or IBM Business Partner, or visit ibm.com/products/store-engagement.

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