

A Superior Customer Experience Translates to Revenue Growth

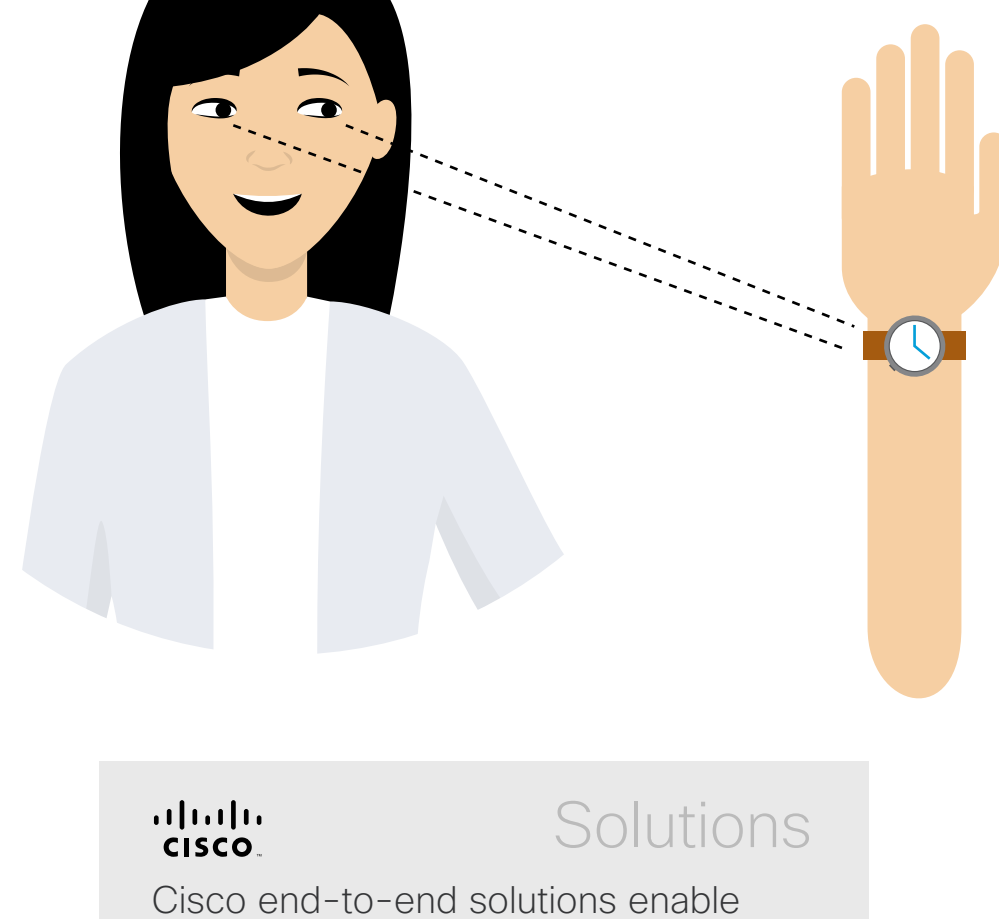


Are you connecting at every step of the buying journey?

1 Inspiration Discovering the brand

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

- Consistent information across touch points when customers need it, where they need it.
- Delightful experiences, online and in-store.
- Effortless transactions.



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

2 Research

Is your brand fully mobilized?



Over 45% of consumers use their smartphones to research products, store locations, prices, product information, and reviews.

78% retailers plan to invest in mobile this year.

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

Solutions
Cisco Virtual Experience

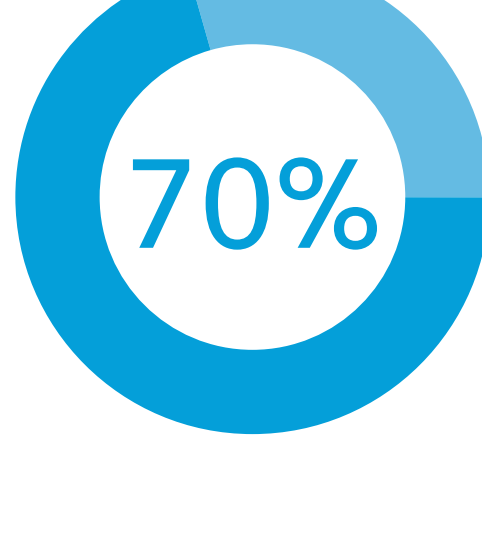
The Omni-Channel Journey 3

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

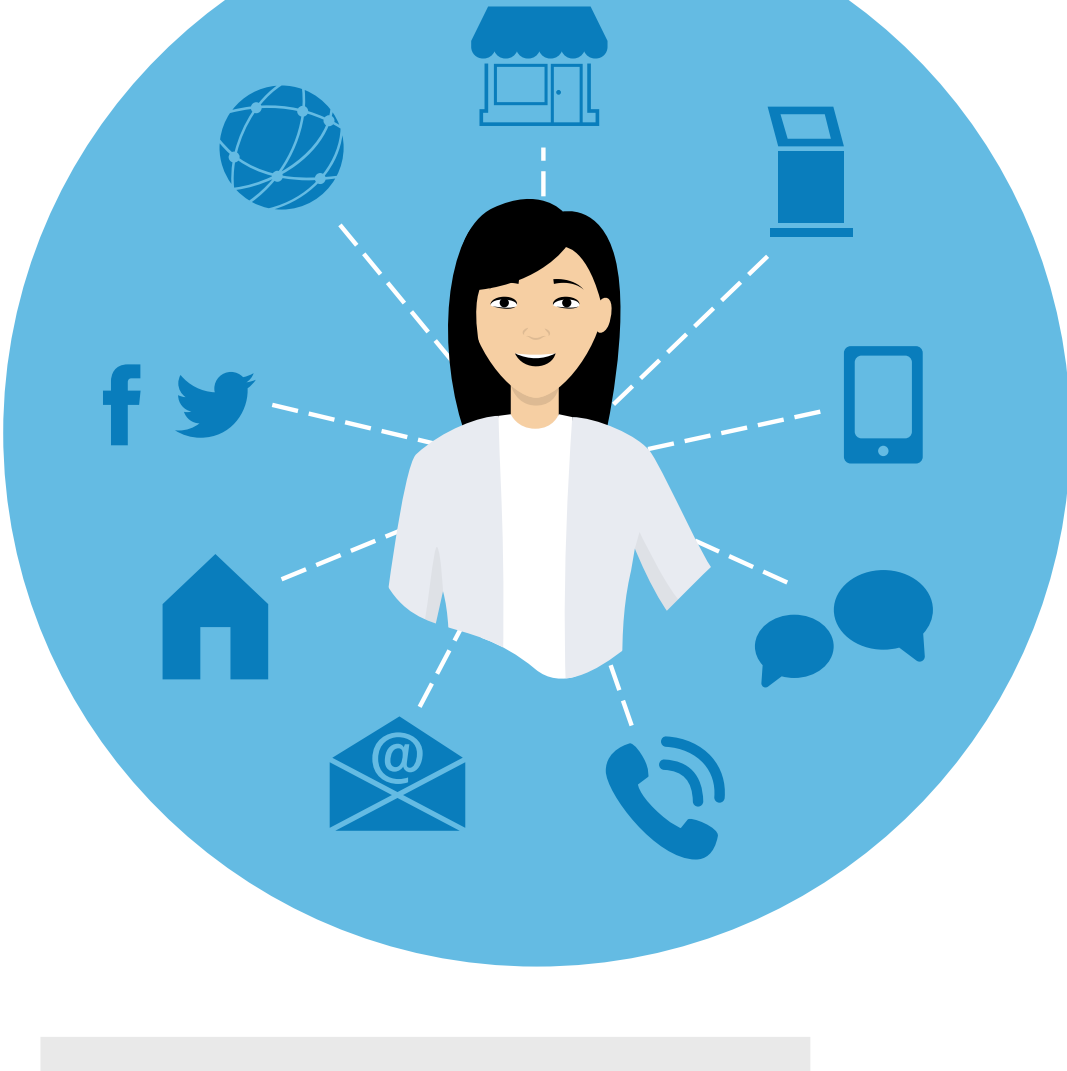
A Cisco solution enables retailers to deliver consistent information across all channels.

Omni-channel retailing actually enhances in-store sales.

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



70% of customers who left a company said it wasn't due to bad products, but poor customer experience.



Solutions
Cisco Social Miner

4 The In-Store Experience

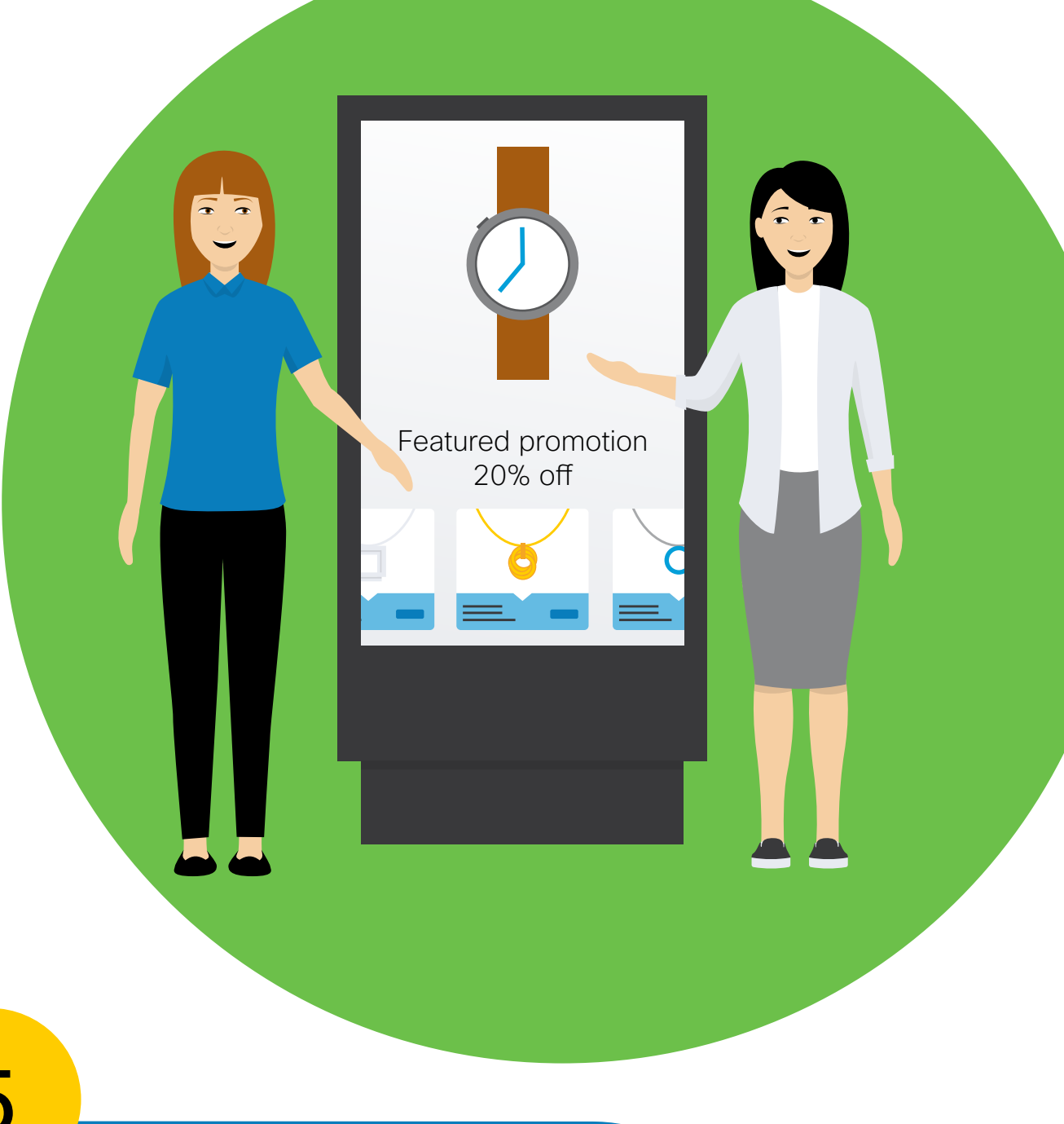
Enhancing the in-store & support experience

A 360° view of customer preferences will empower associates to cross/upsell products.

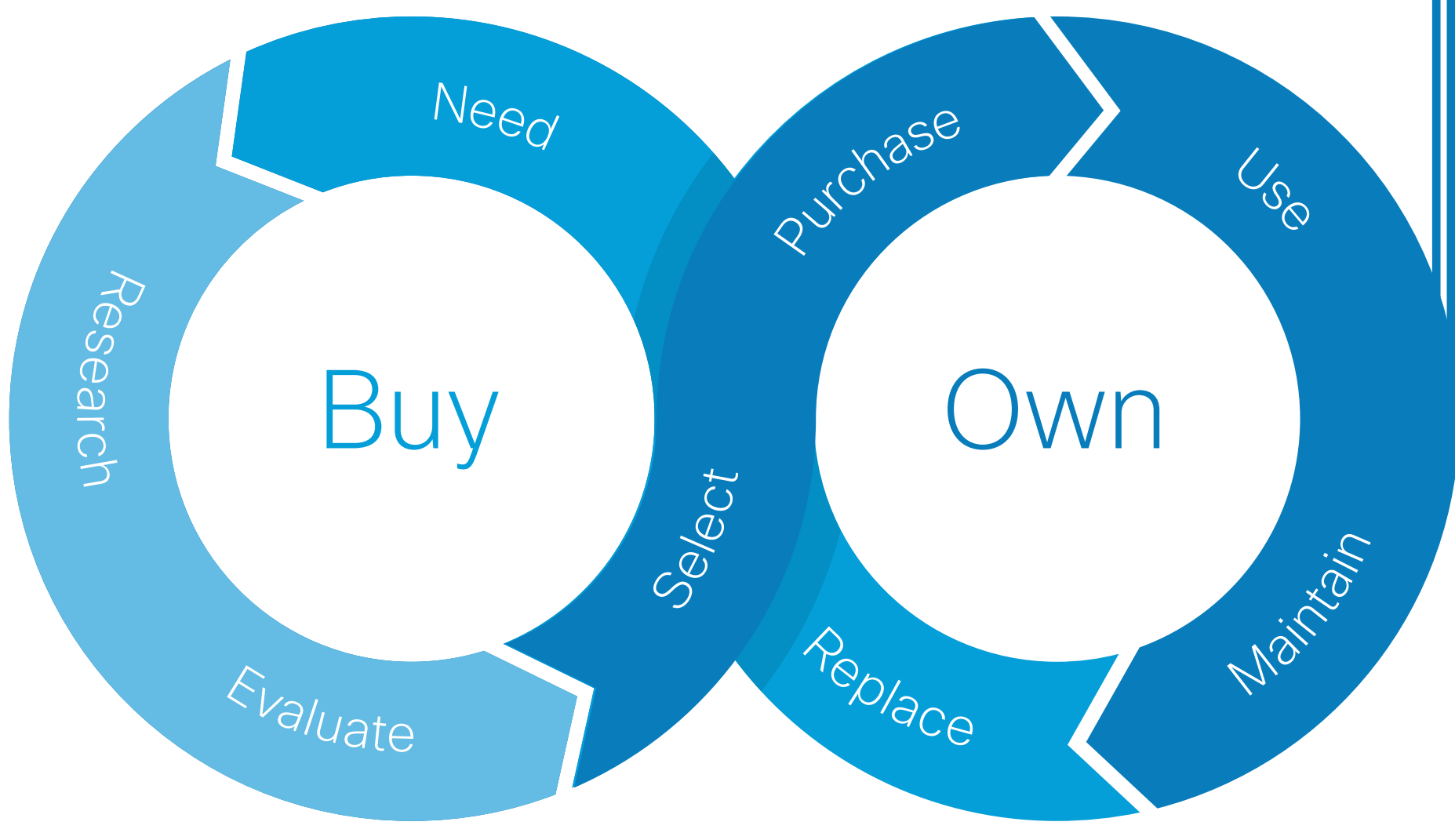
90% of all sales transacted are at a physical store.

Agent knowledge will become a core requirement for outstanding service.

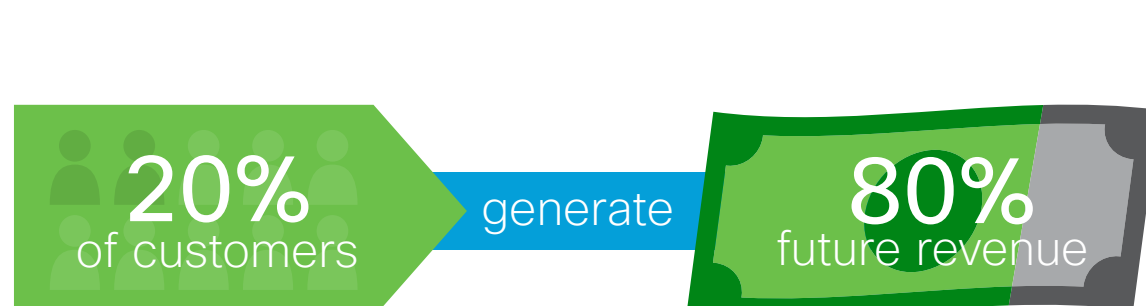
Solutions
Cisco Virtual Expertise
Cisco Mobile Experience



5 Customer Loyalty After Purchase



An exceptional experience creates loyalty throughout the customer lifecycle.



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

Solutions
Cisco Virtual Expertise
Cisco Integrated Contact Center

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 XXXCisco.com

