Vodafone Business industry spotlight on retail

How Vodafone Business supports retail and wholesale organisations with cutting-edge connectivity and innovation

vodafone business

Sizing up today's consumers

Times are changing for retail, with customers expecting more from their shopping experiences than ever before. To stay competitive, retailers must leverage their brand, people and systems to provide a truly omnichannel experience. Those who adapt will reap the rewards.

39% — 39% of UK adults shop online at least once a week[1]

43% — 43% of consumers plan to increase online shopping in the next six months[2]

64% — 64% of UK consumers have bought clothing, footwear or accessories online in the last 12 months[1]

52% — 52% of online shoppers will leave a website if they have to wait more than six seconds for a page to load[3]

50k — 50,000 stores disappeared from Britain's high streets between 2010 & 2020[4]

50% — 50% of consumers expect to continue shopping in physical stores over the next 6 months[2]

[1] Mintel, 2022 (https://store.mintel.com/report/uk-online-retailing-market-report)
[2] PwC, 2023 (https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey.html)
[3] Digital.com, 2022 (https://digital.com/1-in-2-visitors-abandon-a-website-that-takes-more-than-6-seconds-to-load/)
[4] The Economist, 2021 (https://www.economist.com/britain/2021/06/19/retail-parks-are-well-placed-to-weather-lockdowns)

What challenges do retailers face today?

In our conversations with our retail and wholesale customers, it's clear that developing the customer experience is key for not just surviving, but also driving growth.

Nearly 90% of companies compete mostly on the basis of customer experience. But while 80% of companies think they deliver a superior customer experience, just 8% of customers agree[1]. There are a number of factors that prevent companies being able to deliver a great customer experience – and the dynamic nature of the industry means changes are rapid, creating great uncertainty.

Here are seven key challenges that can impact the customer experience and are top of mind for retailers today.

Cost of living and trading

Purchase channel behaviours

Staffing shortages

Supply chain

Legacy infrastructure

Big data

Cyber security

[1] https://www.publicissapient.com/industries/retail/journey-reinvention-solution

Today's key challenges

Click through the challenges
below to read more >

How can Vodafone Business provide support?

Identifying where and how we can help retailers build their customer experience and overcome their challenges.

Vodafone Business has extensive experience in offering the connectivity and services businesses need to overcome the challenges of today while future-proofing for an unpredictable tomorrow. Our solutions can help retailers build a great customer experience for their consumers – so we've outlined some of the areas that we can help with.

Building a reliable, secure and resilient operation is the key foundation for good customer experience – alongside ensuring the business is protected from increased data security attacks. The ability to develop connected store experiences that provide convenience and add engagement helps to enhance the overall experience a customer has with a retail brand.

Connected stores

Creating engaging digital experiences in store to enhance customer experience, increase customer loyalty and improve store ROI.

Business challenges overcome:

- ⊘ Staffing shortages
- ⊘ Purchase channel behaviours

The goal for many businesses over the next two years is right-sizing, automation and upskilling staff into shortage areas. Retailers need to encourage customers into physical stores with interactive experiences.

At Vodafone Business, we provide the flexible and reliable connectivity retailers need to optimise resource more effectively, enable innovations like digital sales advisors, and support enjoyable employee experiences that reduce staff attrition. We can build engaging in-store experiences utilising digital signage, and by improving online and store-based touch points we can ensure the customer experience is seamless.

SUPERMARKET

ADVERT

ENTRANCE

CHECKOUT

EXIT

Retail security solutions

Giving your business better control by providing protection for your network, cloud and apps, operations and devices when it matters most.

Business challenges overcome:

- ⊘ Cyber security

Data collection and analytics might be helping to keep costs low and better forecast demand, but it increases challenges in terms of data security for both customer and supplier data. In a world with an increasing number of cyber attacks, this issue needs addressing.

Our comprehensive retail security solutions ensure customer data is safe across the entire organisation. We support retailers with comprehensive physical, device, network and data security – along with protection for cloud apps – to help maintain resilient and secure operations.
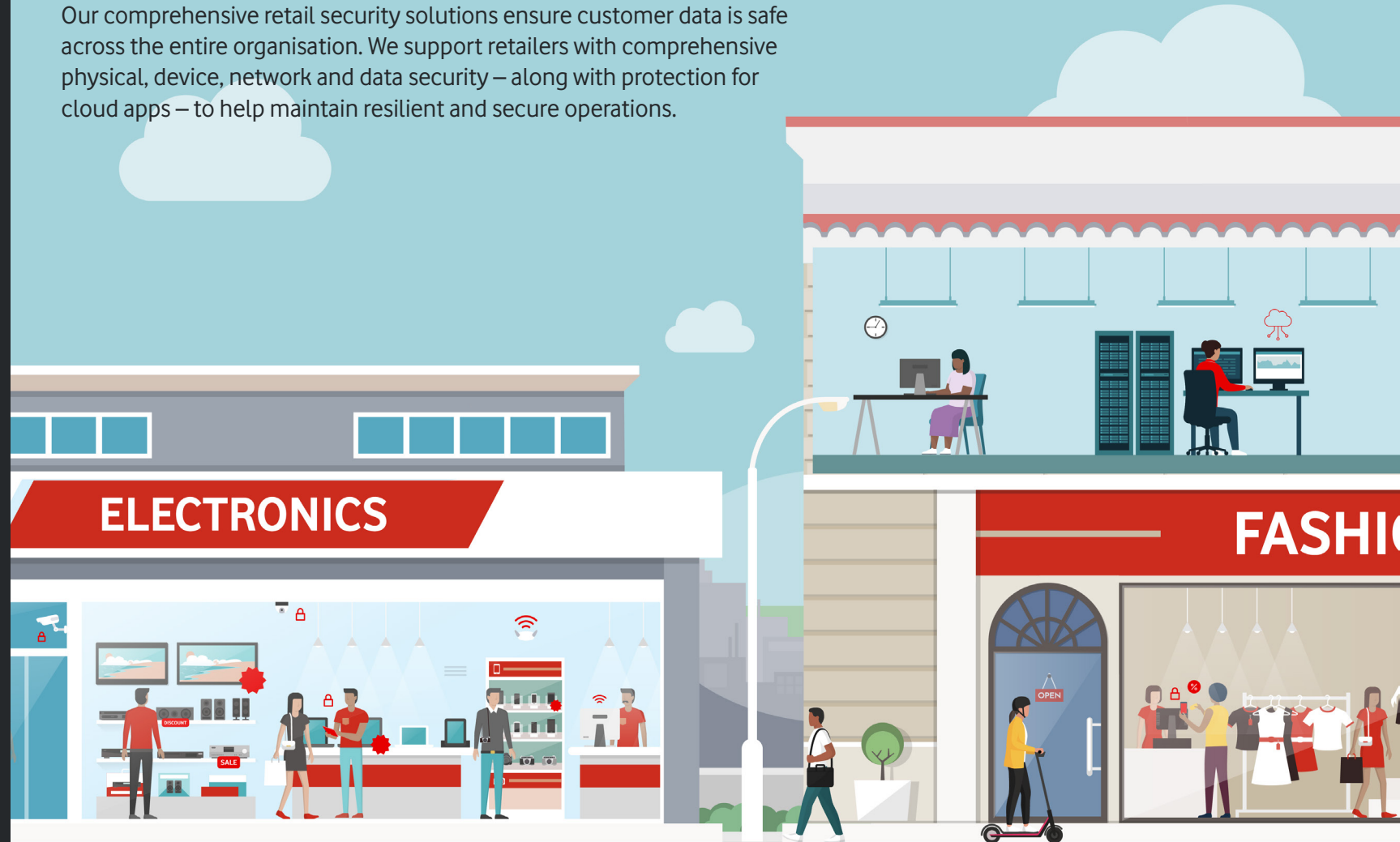
Smart retail operations

Setting the foundation to deliver enhanced connected experiences in store, along with reliable and resilient operations.

Business challenges overcome:

- Big data
- Legacy infrastructure
- Supply chain disruption
- Cost of living and trading

With today's rising costs and pressure to optimise operations, retailers face a number of key challenges that we can help to address. Whether it's overcoming a dependency on complex legacy systems; dealing with vast volumes of customer data; or managing supply chain disruption caused by an over-reliance on the just-in-time approach, Vodafone Business has the right answers.

As a global leader in fixed and mobile connectivity, we support retailers of all sizes with a suite of proven connectivity and operations solutions. Our enterprise connectivity, cloud computing security, IoT and collaboration services work seamlessly together to provide a foundation for modern retailers.

Customer use cases

Click through the use cases to read more >

Retail solutions portfolio

Smart Retail Operations				Retail Security Solutions	Connected Store Solutions		
Digital technologies to support smart and resilient stores				Comprehensive Retail security solutions to ensure customer data is safe across the entire organisation	Create engaging digital experiences in store to enhance customer experience, increase customer loyalty and improve store ROI		
Connectivity	**Cloud**	**IOT**	**Collaboration**	**Security**	**Digital Signage**	**Devices**	**IoT**
SD WAN >	Private Cloud >	Fleet Analytics >	Avaya Contact Centre >	Firewall Management >	IoT >	Device Lifecycle Management >	IoT.nxt >
5G >	Public Cloud >	Smart Spaces >	Vodafone storm® >	Network Security and Testing Services >		Device as a Service >	IoT Connectivity >
Mobile Private Networks >	MEC >	Smart Wireless Cameras >	Vodafone Business UC>	Cloud Security Management and Monitoring >		Vodafone Business Managed Laptops >	Narrowband IoT >
IP VPN >	Vodafone Analytics >		Microsoft 365 >	Cloud Security and Testing Services >			
Wired & Wireless (Wi-Fi LAN) >				Threat Intelligence, Monitoring, Detection and Analysis >			
Dedicated Internet Access >				Incident Response and Management >			
Gigacube >				Awareness and Education >			
				Secure Communications >			
				Mobile Threat Defence >			
				Endpoint Protection Platform >			
				Unified Endpoint Management >			
				Device Enrolment >			

Why Vodafone Business for retail?

Retail's in our DNA

Vodafone Business is uniquely placed to empower retailers with technology that enables everything and everyone in an organisation to be better connected. We provide the networks, technology and solutions that help retail businesses gain a competitive advantage today, and position themselves to utilise the new opportunities of tomorrow.

With more than 15,500 stores and 50,000 retail managers, we have deep understanding and experience of running a successful retail enterprise in a fast-moving, always-on market – both online and in-store.

Embracing the transformation of work

As the world undergoes significant economic, social and political change on a frequent and global scale, we continuously evolve the way we support our retail customers. We're helping businesses to **enable seamless hybrid experiences, create intelligent workspaces and gain better business control**, so they can effectively support their employees, and maintain efficient operations through a period of disruption and uncertainty.

Leading the way in global connectivity

We are pioneers of a hyperconnected future and have access to a curated best-of-breed partner ecosystem. We are at the **forefront of 5G, MPN, MEC and IoT** – enabling technologies that provide retailers with engaging product and service experiences and underpin memorable customer journeys – built with future-compatible technology.

We're global experts in communications across mobile and digital touchpoints, currently **connecting 450 million customers around the world**.

Leader
Gartner Magic Quadrant Managed IoT Connectivity Services Worldwide 2023

Leader
Gartner Magic Quadrant for Network Services Global 2022

Unified Comms
Frost & Sulivan positions Vodafone Business as strongest Telco in the Frost Radar™: European UCaaS Market, 2021

Click here to read more about our awards and accreditations