Intelligent Systems

Intelligent Converged Retailing Solution Delivers Consistent Customer Experience

Multi-channel integration software allows retailers to seamlessly conduct sales transactions across channels.

Customers expect a seamless and consistent shopping experience even when they cross channels, like buying an item online and picking it up at a physical store, or buying an item online and then returning it to a physical store. For them, it's just one retail brand; although behind the scenes it may be a different story, especially when each channel has unique business processes and infrastructure. For that reason, NCR* provides a solution that enables retailers to conduct sales transactions across channels in a way that ensures prices, promotions and inventory views are the same regardless of the shopping mode. Multichannel retailers can now offer customers a more flexible and seamless shopping experience, including In-Store Pickup, Ship-from Store, Ship-to Store, Buy Online/Return-to Store and traditional Direct-to-Customer fulfillment from warehouses.

This is achieved with point-of-sale (POS) terminals, kiosks and servers based on Intel® processors, which deliver the computing performance needed to quickly carry out transactions.

Improve customer service

Customers will appreciate the time savings from a more convenient shopping experience that provides additional fulfillment options (i.e., In-Store Pickup, Ship-from Store, Ship-to Store and Buy Online/Return to Store), enabling them to get their merchandise sooner and possibly reduce shipping charges. They can also take advantage of a broader product selection representing all the products in the retailer's network, resulting in sales uplift.

Eliminate data inconsistencies

The solution enforces uniform inventory data corporate-wide, so that customers see consistent inventory and pricing information across channels. As a result, the inventory stated on the Web site accurately reflects what's available in stores, and unintended differences in online and in-store prices are eliminated.

Simplify transactions

By integrating cross-channel transactions into a standard POS terminal in a logical manner, retail personnel in physical stores can perform all the necessary transactions using a single POS terminal, without having to maneuver around numerous application screens.

Keep inventory balanced

The converged retailing solution helps address unbalanced inventory situations that contribute to inventory distortion. The solution increases product availability to customers independent of the shopping channel and extends the selling of merchandise located in physical stores to 24x7, 365 days per year. This capability can increase retailer profitability by lowering inventory carrying costs and minimizing price reductions on overstocked items. For instance, it's possible to evenly disperse end-of-season merchandise across locations and possibly avoid discounted sales.

Learn more

To get more details about this solution, download a full length Solution Blueprint at
http://www.intel.com/content/www/us/en/retail/intelligent-converged-retailing-solution-blueprint.html.

For more information on intelligent retail solutions, visit Intel's Intelligent Retail Web site: intel.com/retailsolutions.
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