

# OPTIMIZING TECHNOLOGY

Providing a Superior Customer Experience for Retail & Hospitality customers by empowering associates with knowledge and support to utilize new technologies

TECH TRENDS TO WATCH IN 2015

IMPROVING CUSTOMER EXPERIENCE

PERSONALIZATION

MOBILITY

Utilizing technologies that satisfy customer demands for improved security, deliver a more personalized experience and boost empowerment will help retail and hospitality companies stay ahead of the competition in the coming years.

## CUSTOMERS DEMAND A PERSONAL EXPERIENCE

Harnessing customer information allows companies to create relevant, targeted and memorable promotions that boost customer engagement and foster loyalty.<sup>1</sup>



**4 of 10 travelers** are willing to share data in the interest of personalization.

**50% of retailers** rank personalization among top 3 reasons for using big data.

**53% of restaurateurs'** align their technology strategies to create better customer engagement, guest loyalty.

## USING ALL CHANNELS FOR THE BEST EXPERIENCE

Omni-channel capabilities allow store, hotel and restaurant guests more ways to engage—from home, on the go, or in person—providing a holistic experience for their digitally empowered guests.<sup>2</sup>



**80% researched a product online** using their PC before buying.

**55% of retailers list Omni-Channel integration** as top store priority in 2015

**75% of retailers will use their stores as a delivery hub** for online orders by 2015

## MOBILE PAYMENT OPTIONS

Mobile technology incl. POS, touchscreen kiosks, tablets, self-checkout options - all give associates more one-on-one time to personalize guest's experiences.<sup>3</sup>



**58% favor convenience** are willing to share data in the interest of personalization.

**70%+ of retailers have deployed mobile POS units** or plan to do so.

**20% of hoteliers plan to add front-desk tablets** in the next 18 months to enhance mobile engagement for guests.

**29% of restaurants plan tableside payment devices**

## DATA SECURITY AND EMV COMPLIANCE

Data breaches and new counterfeit transaction liability rules coming in 2015, have companies looking to improve data security including upgrading systems to support EMV technologies (the global standard for secure chip card transactions).<sup>4</sup>



**77% of CIOs ranked "Strengthen our monitoring and security"** to protect customer credit card and personal data" as one of three top business priorities in 2015.

**Only 25% of restaurants say they won't be ready** when the October 2015 liability shift takes place.

**23% of hotels planning to upgrade POS systems within 18 months** are prepping for the switch to EMV.

## THE 'CONNECTED GUEST' EXPERIENCE

Connecting guests' mobile devices through Bluetooth®, Smart and Wi-Fi location awareness technologies can provide a more streamlined and personalized experience.<sup>5</sup>



**69% expect store associates to carry a mobile device** to perform tasks such as checking item info, inventory.

**19% of hoteliers now use next-gen room locks** allowing guests to open doors with smart phones; **22% more will add these locks in the next 18 months.**

**37% of restaurants plan to offer mobile wallet** to guests as a payment option.

**42% of retailers now offer or plan to use beacons/location tracking technology** in the next 12 months.

## ASSOCIATES: CUSTOMER EXPERIENCE AMBASSADORS

To create more loyal customers, companies are turning to their workforce to help re-imagine shops, hotels and restaurants as omni-channel destinations providing personalized customer service and memorable experiences.<sup>6</sup>



How retail companies describe associates and the role they play in store success:

**48.0%** are a competitive advantage

**46.3%** play a key role in omni-channel success

**46.3%** say happy associates = satisfied customers

**43.9%** are flexible assets and resources

**41.5%** require investment to drive growth

## HOW CGS CAN HELP

**CGS Learning:** CGS can help companies maximizing technology investments by creating engaging training programs that ensure associates have the knowledge and support they need to utilize new technologies to provide a more personalized and engaging customer experience.

**CGS Call Center outsourcing:** CGS is an award-winning provider of help desk and customer care services. We support a variety of devices from touch screens, POS terminals, handhelds, tablets, kiosks, chip & pin devices, to tableside or room side mobile ordering devices, to kitchen displays, loyalty systems, to mobile check-in devices. We empower employees and care for your customers so you can build long-lasting relationships.



CGS handles 100% of Tech Support Calls for one of the world's TOP 3 Worldwide Hotel Groups and one of Forbes' 5 Largest Retailers 2014

Sources

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4) NATIONAL RETAIL FEDERATION: RETAIL CIO DOWNLOAD "AGENDA 2015: Secure & Innovate" HOSPITALITY TECHNOLOGY, 2015 Restaurant Technology Study. HOSPITALITY TECHNOLOGY, 2015 Lodging Technology Study.

5) Forrester commissioned study, "Consumer Desires Vs. Retailer Capabilities: Minding the Omni-Channel Commerce Gap"

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6) RETAIL INFO SYSTEMS NEWS: "Revitalizing the Store," January 2015