

# SMART RETAIL

## ADAPT

your physical store  
to the new buyer  
profile



Users are increasingly  
**digital** and used to the  
convenience, speed and  
operability of online  
purchases



## ATTRACTION

Increase  
store  
traffic



## EFFICIENCY

Reduce costs  
and improve  
operational  
efficiency

ADDRESS THE  
**NEEDS**  
THAT CONCERN  
YOU MOST



## SALES

Increase sales  
conversion and  
the average  
ticket value



## LOYALTY

Reinforce  
purchaser's  
loyalty:  
encourage buyers  
to repeat and  
recommend

## OMNICHANNEL

Create a **coherent, aligned**  
customer experience across all  
communication channels

## DIGITISE YOUR SPACE WITH TELEFÓNICA

Integrate all your store's  
**technological solutions**  
to invest your time in what  
is really important:

**Optimise  
the experience  
of your customers**

## Telefónica's Platform SMART RETAIL

It provides support and integrates all the  
technological solutions available to  
transform a conventional physical store  
into an **interactive point of sale**.

It provides you, **in a unified manner,**  
**with all the tools required to digitise**  
**your space**, obtain detailed knowledge  
of your customers and your business,  
increase sales and improve your  
operating processes.

## KEY ASPECTS

- MULTISERVICE**  
A **single platform** to facilitate  
the management and daily  
operation of your points of sale.
- ADAPTATIVE INTELLIGENCE**  
It allows you **to adapt the  
shopping experience**  
according to context and  
consumers' behaviour.
- FLEXIBLE**  
**Easy integration** with the  
retailer's **data** sources or with  
external data sources.

- ANALYTICS**  
Collection of relevant data  
from all services to make  
in-depth analysis and  
**obtain customer  
insight** in real time.
- CONNECTED TO  
TELEFÓNICA'S BIG DATA  
PLATFORM**  
It provides **customer  
profiling** on an  
aggregated and  
anonymized basis.

## 360° STRATEGY: WE MEASURE CONTEXT AND ADAPT THE EXPERIENCE

### BEHAVIOUR

Solutions that provide knowledge about  
the consumers' behaviour and the context  
of the store at any time.

### EXPERIENCE

Solutions that allow you to create a  
unique in-store experience adapted to  
each of your customers.

