

THE CUSTOMER EXPERIENCE CHECKLIST

MEET YOUR BUSINESS TARGETS WITH SMART TECHNOLOGY



You want to...

So your retail technology needs to...

1. Provide a consistent experience across multiple channels



- Create an engaging and dynamic customer experience online, via mobile devices, and in person
- Make use of customers' personal preferences and habits, for a more intuitive service
- Mobilise staff and improve customer interaction using mobile POS devices

2. Optimise the ROI of your technology investments



- Deliver clear and measurable return on investment from day one
- Offer long-lasting product quality and ongoing value
- Free up time by streamlining essential processes

3. Improve the efficiency of both your processes, and your staff



- Reduce administration time to free staff for new transaction opportunities and shorter queues
- Securely handle the flow of confidential data
- Increase mobile reliability with extended battery life on portable POS devices

4. Introduce technology that is kinder to the environment



- Reduce the frequency of ordering supplies, cutting the environmental impact of packaging and delivery
- Reduce your carbon footprint with environmentally responsible printing*
- Optimise multiple tasks, and require less floor space

5. Increase profits, and improve your business as a whole



- Generate additional sales through informative communications and displays
- Encourage repeat visits and boost customer loyalty
- Speed up transaction times and increase footfall

Epson's reputation for creating reliable and quality retail solutions allows us to help you provide a rich customer experience across multiple channels – and keep more people connected to your brand.



Enable tablet-based POS solutions



Make smart printing mobile



Build customer loyalty with colour coupons



Reduce printing costs



Create big impressions with in-store promotions



Bring visual merchandising to life

Redefine the customer experience with Epson.

Discover more at:

www.epson.eu/blog

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*For more information visit www.epson.eu/inkjetsaving

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