



Communicate. Collaborate. Connect.

Connecting teams through voice



vocovo.com



Upgrading and Improving

Are these on your 2020 agenda?



Efficiencies

Get a handle on known inefficiencies and discover new, underlying pinch points to drive operational change.



Customer Experience

Take out the friction from the customer journey to deliver memorable experiences worth talking about.



Theft

Equip teams for safe, effective theft prevention and security monitoring via discreet info-sharing.



Ending Tannoys

Communicate with who you need to, when you need to and eliminate disruptive tannoy broadcasts.



Upgrading Walkie Talkies

Hands-free team agility while eliminating loud, confidential message leaks.



Connected Teams

Make teams greater than the sum of their parts to become each other's eyes and ears.

2019 saw no slowdown in the relentless growth of online shopping.

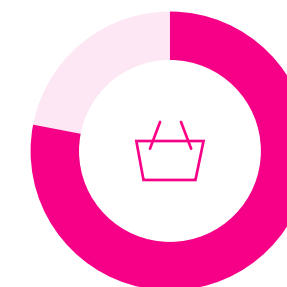
In 2020 high street retail has its work cut out if it's to stay relevant in a shifting market landscape prone to disruption. However, competition isn't always a bad thing. With big changes come big opportunities.

'Click-and-collect' markets are set to grow to almost £9bn by 2023 (Retail Gazette).

We clearly still want walk-in experiences. More and more, however, we want to 'click' first. Retailers that offer the right blend of online convenience and offline experience will reap the rewards. What's a 'click-and-collect' service if customers have to do anything other than 'click-and-collect'? Not much. Keep customer value flowing with fluid, queue-free pickups and they'll reward you with loyalty and word-of-mouth.

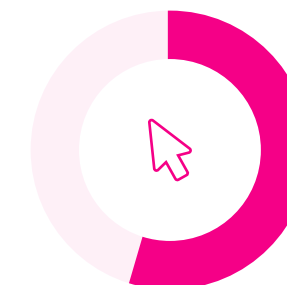
Your brand image lives in the customer perception...

and customers are pretty perceptive. They perceive how your teams behave and communicate and they'll make brand judgements based on those perceptions. When you connect teams to each other and to customers, they become brand advocates behaving and communicating in ways that customers remember for the right reasons.



78%

of buyers say an enjoyable in-store atmosphere plays a key factor in making a purchase

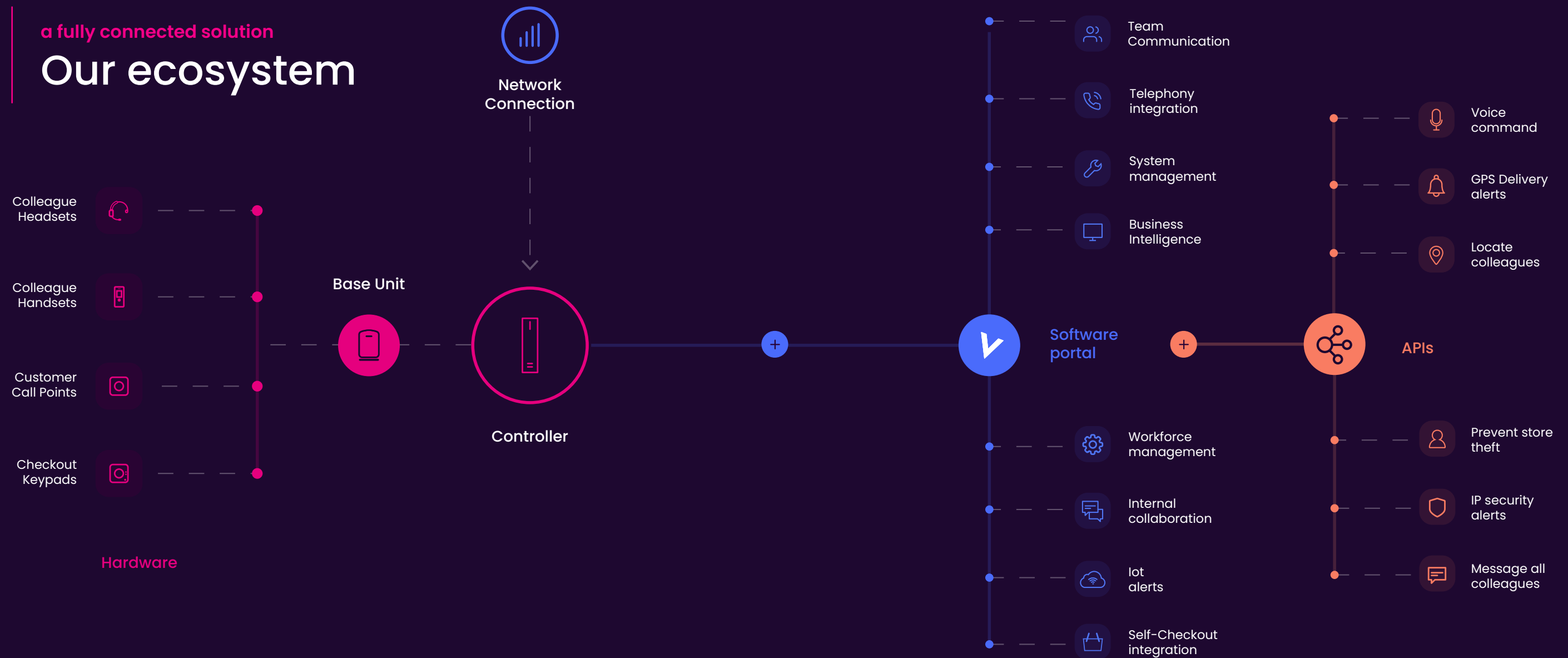


57%

of consumers in 2019 bought direct from brands rather than mainstream retailers

a fully connected solution

Our ecosystem



The future of retail

The connected employee

What's your greatest store asset?

Probably the people who dedicate time and energy in building operational excellence by ensuring customer value keeps flowing.

Empowered teams connected by VoCoVo's intelligent voice solution run agile to anticipate and meet customer needs with 'proactive' not, 'reactive' workflows that bring effortless efficiency to operations.



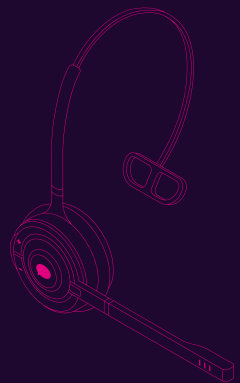
Business Intelligence

VoCoVo Portal

Get better insights into your business performance. VoCoVo Business Intelligence provides a deep understanding of your company performance across stores.

Our Hardware

VoCoVo Solution



VCV2910

Headsets

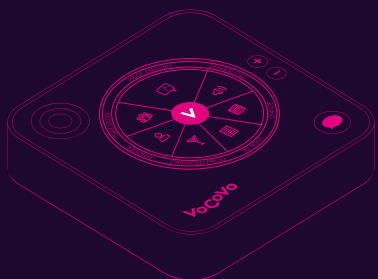
Wireless communication Headsets made simple. At the touch of a button, the whole team can talk, listen, and help. Two way conversations, Intergrates with telephony, 48 hours use from a single charge.



VCV2362

Handsets

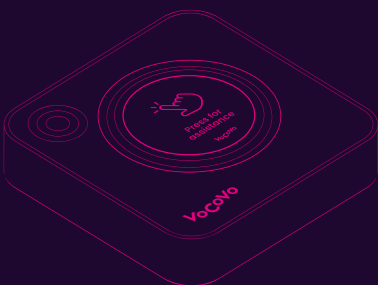
Wireless Handsets kickstart more flexible ways of working. Integrate with telephony to allow employees to take calls out of the office. Hardwearing design, Highly scalable. One device, three ways to talk.



VCV3320

Keypads

Push button paging allows checkout and ticket desk staff to have two-way conversations with colleagues. Featuring customizable buttons, designed around your store. Two way conversations.



VCV3310

Call Points

Customer service buttons can be placed around stores, within fitting rooms, at delivery points, or at click and collection desks. Assist customers quickly, Record usage statistics. Two way conversations.



Empower Employees

Teams and individuals excel when they have the right tools to do more with less. Provide those tools and watch them go above and beyond.



Serve Customers Instantly

From store entry to purchase—eliminate unnecessary waiting, inconvenience and obstacles that lead to empty-handed walkouts



Improve Productivity

Integrate workflows and take the fuss and friction out of front and back-end process to reduce team 'milage' while freeing up bandwidth to keep customer value flowing.



Empower The Customer

Deliver powerful customer experiences and put customers in control with customer touchpoints connected to team headsets, reducing any obstacles.



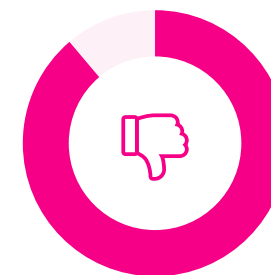
Improve Safety

Nightshift colleagues, teams in isolated locations and individuals opening or closing stores alone feel safer and are safer when connected by 'voice' to nearby teams and colleagues.

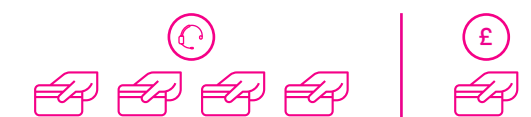


Memorable Customer Service

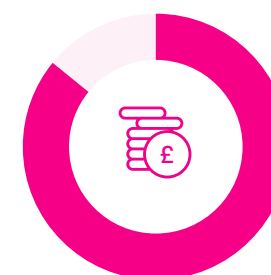
Customers remember how you make them feel—and they talk about it. Provide standout store innovations that give service an efficient shine and they'll come back with friends and family.



of buyers say an enjoyable in-store atmosphere plays a key factor in making a purchase



A customer is 4 times more likely to buy from a competitor if the problem is service related vs price or product related



of buyers say an enjoyable in-store atmosphere plays a key factor in making a purchase



of buyers say an enjoyable in-store atmosphere plays a key factor in making a purchase



Super charging teams at ASDA

part of the **Walmart**  family

As part of broader plans for a tech overhaul into 375 stores, ASDA approached VoCoVo with an appetite for innovations capable of generating efficiencies at scale that would enhance staff ‘way of walking’ to impact multiple operational functions at once, while also empowering customers to decide on potential purchases across vast product ranges and floor spaces.

With growth and scale comes creeping inefficiency that can be hard to spot. ASDA were aware that the ‘George’ clothes sections of stores, although not always as busy as the rest of the store, occasionally produced more need for assistance and consultation to enable purchases—a new way of monitoring and seeing to customers’ needs had to be developed.

Besides this core requirement, ASDA were also seeking other general perks in team morale and productivity plus other efficiencies that naturally result from a connected, motivated team—like speed of query resolution, incoming telephone call capture and overall enhancements in customer experience.

ASDA

“Each checkout has a new Vocovo keypad installed which links up to the headsets allowing for 2 way communication between checkout colleague and Service Hosts, who have really embraced the new technology and are promoting this through social media. ASDA are already identifying additional users for this new technology across the store”

Steve Edwards – Senior Manager
Central Retail Operations

Our impact

What did VoCoVo do?






We installed our most capable system powered by a controller unit for headset telephony integration and separate conference audio channels plus base units to provide ample signal coverage to all VoCoVo hardware. With a 1000 headset capacity, we were confident the setup would be robust enough even under a heavy load and demand during peak times.

This setup, trialled initially across 3 stores, then extended to 20, was in replacement of the cumbersome colleague handsets to add ‘on-the-go’ call answering and transfer while creating separate audio channels through which different communication workflows could operate to keep things separate and relevant.

Keypads were mounted beside checkout tills to open up a two-way link between checkout colleagues and Service Hosts out on the store floor. This was intended to improve team coordination and connectedness while improving customer experience by minimising or eliminating the need for disruptive tannoy announcements not intended for customers.

The outcome

ASDA report effortless uptake of the new team-comms configuration with colleagues embracing their new tools with enthusiasm. Colleagues’ morale, sense of safety and unity, plus ability to discreetly spot or prevent theft have all increased and they’re now able to do more with less time and energy used to ensure the customer stays at the centre of operations.

- | | | | |
|---|--|---|---|
|  | Decrease in missed calls (answered on-the-go) |  | Increased team-agility and efficiencies |
|  | Stronger security monitoring and theft prevention |  | Better brand image in a customer relations |
|  | Faster, friction-free customer service processes |  | Improved team morale and safety during nightshifts |



VoCoVo Results

Our customers report the following results



198%

Increase in how quickly colleagues are able to help with customer enquiries



87%

Of colleagues think they are better equipped to serve customers with VoCoVo



400%

Increase in how satisfied customers were with the queuing time in store



52%

Increase in how safe colleagues now feel at work since VoCoVo's install

ASDA's 2020 vision

VoCoVo's aid in ASDA's 2020 Goals

Such has been the impact on operations of the current setup, ASDA have plans to build out their VoCoVo real estate in 2020 to include VoCoVo CallPoints placed near weighing scales. As part of their 'single-use-plastic' reduction incentives, customers will bring their own reusable plastic containers to weigh and purchase loose, unpackaged pasta, rice and other grains, even shampoo refills. CallPoints will connect customers with Service Hosts hailed via a simple button push transmitted as voice messages in colleague headsets.

Friction-free 'Click-and-Collect'

What's a 'click-and-collect' service if you have to queue with walk-in customers to 'collect' once you've 'clicked'? To remove friction in the workflow and avoid discouraging people from becoming regular 'click-and-collect' customers, further CallPoints are to be introduced that tune into a specific conference channel accessed via headset by specific Service Hosts committed to fulfilling 'click-and-collect' orders. Workflows will remain free from overlap so that 'click-and-collect' customers can enjoy the convenience the service promises.



83,000

Users



6,000

Locations



21

Countries



300%

Increase in how quickly customers can be assisted



450 hours

Saved per store year on year



About VoCoVo

Established in 2016, VoCoVo enables businesses to release the power of voice. Currently used by 30 tier 1 global retailers and active in 6,000 stores with 83,000 users, VoCoVo's solutions drive actionable insights that empower retailers to improve employee communication and make better decisions that enhance customer experience and drive profitability.

VoCoVo is growing fast with customers across the UK, Europe, Australia, Canada and America. In 2019 the company became a winner of the Deloitte Technology Fast 50 Award and a finalist in the Santander Growing Business of the Year Award.

