

Give your shoppers a digital customer experience

DXC Mobile Enterprise Services – Retail

Mobility in retail is transforming the customer shopping experience with meaningful mobile interactions.

Benefits

- Deliver an omnichannel customer shopping experience in a digital world
- Rethink the in-store experience with personalized services and guided shopping experiences
- Use contextual awareness to deliver an enriched user experience for customers visiting your retail stores



Retail merchants are facing changes in buying behaviors from empowered consumers. The game is on — and the customer is the prize. How will you stand out and keep your customers loyal against intense competition?

Creating meaningful customer interactions based on actionable customer insights is the new paradigm for the digital customer experience.

Mobile solutions are changing the interaction model and engaging customers with a more seamless approach to a differentiated shopping experience.

Mobility in retail is not just for customer engagement; employees are also realizing the productivity benefits of mobility in store operations.

Enable enterprise mobility

Transform your retail operations with DXC Technology Mobile Enterprise Services – Retail. Our innovative solutions cover the complete mobile environment, including:

- **Mobile applications (apps)** — mobile customer engagement apps and employee productivity apps
- **Mobile devices** — device life cycle management services, including Unified Endpoint Management (UEM)
- **Mobile networks** — unified wired and wireless networking solutions
- **Mobile services** — consulting, development, testing and mobile management services
- **Mobile security** — security solutions across every layer of your mobile environment

Enhance the shopping experience

Today, more and more consumers are empowered throughout the buying process, being heavily influenced by mobile commerce and social media solutions.

Retailers are rethinking the in-store experience to deliver unique, more personalized services and guided shopping experiences.

The DXC Smart Shopper solution delivers an enriched user experience to customers visiting your retail stores. The solution combines accurate indoor location positioning with rich subscriber profile management, enriched content, and personalized promotions directly to the customer's mobile device.

Improve store operations

Mobility is redefining age-old processes with optimized operations that can react to long checkout lines, improve point of sale and build brand loyalty among your shoppers.

Our mobile store assistant can enhance your merchandising and inventory tasks, such as replenishment and price tag printing, leading to increased employee productivity and optimized operations.

Whether it's a mobile point-of-sale solution or a mobile store assistant app, DXC can help you redesign your processes while integrating your new mobile store operations with your legacy store systems.

Use innovation to improve customer engagement

Technology is helping innovative retail merchants to stand out above the competition.

Augmented reality is being used in retail for virtually trying on a product (virtual fitting room) or for seeing a product in a real home environment before actually purchasing it.

Now you can rise above the competition and create innovative and exciting sales initiatives that leverage the latest in positioning technology, augmented reality and mobile customer experiences.

Empower your mobile sales force

Consumer products can also empower sales teams to accelerate sales orders into retail channels.

Mobility enables salespeople to gain insight into product performance at the individual store level with mobile store intelligence solutions.

Ensure your salespeople are armed with the latest product information, sent direct to their preferred mobile device. Now your sales teams can manage customer relationships and actively oversee the supply chain through to retail stores, with mobile-enabled business solutions.

Mobile sales and customer relationship management apps give your sales team anywhere, anytime access to the

detailed customer information they need to increase sales performance across retail channels.

Get experience – at your service

DXC develops mobile store solutions for the retail industry. These solutions feature the core elements of mobility, cloud, testing and security required to enable enterprise mobility across your retail organization.

- **Mobility** — retail mobile apps, tablet support, innovative customer experiences, development tools and accelerators, and managed mobility services from a market leader — DXC Mobile Enterprise Services
- **Cloud** — secure, scalable mobile platforms on industry-leading cloud platforms from HPE, Amazon, Microsoft and others
- **Testing** — unique, consumption-driven mobile testing as a service on real devices using the industry's leading software quality testing tools
- **Security** — services across every layer of your mobile solution, from DXC, an expert in security services

Benefit from the DXC difference

Transform your customers' shopping experience with meaningful mobile interactions. Find out more about DXC Mobile Enterprise Services for Retail.

Learn more at [dxc.technology/mobilebiz](https://www.dxc.technology/mobilebiz)**About DXC Technology**

As the world's leading independent, end-to-end IT services company, DXC Technology (NYSE: DXC) leads digital transformations for clients by modernizing and integrating their mainstream IT, and by deploying digital solutions at scale to produce better business outcomes. The company's technology independence, global talent, and extensive partner network enable 6,000 private and public-sector clients in 70 countries to thrive on change. DXC is a recognized leader in corporate responsibility. For more information, visit www.dxc.technology and explore [thrive.dxc.technology](https://www.dxc.technology/thrive), DXC's digital destination for changemakers and innovators.