

Experience the latest technologies transforming retail today

DXC Experience Center for Retail

Showcasing next-generation solutions built on Microsoft Dynamics

Find out what is possible today and redefine customer engagement to take your business to the next level.



From mobile and social to analytics, the Internet of Things (IoT) and cloud, DXC Experience Center for Retail showcases next-generation solutions, built on Microsoft Dynamics, from both the retailer and consumer perspectives. DXC Eclipse offers intelligent solutions designed to help retailers empower employees, engage customers and optimize operations.

During the tour, retailers can walk through real-life retail scenarios, including:

- **Social listening and engagement:** Monitoring social media channels for mentions of brand, competitors, product and relevant topics combined with the ability to engage and respond to customers quickly and effectively.
- **Customer relationship and marketing management:** Managing and analyzing customer interactions and data as well as providing relevant campaigns and content throughout

the customer lifecycle, driving customer loyalty and sales growth.

- **Personalization:** Providing personalized, relevant, timely offers and information to customers while scaling capabilities across the business.
- **Omni-channel customer experience:** Ensuring consistency in service, inventory, pricing, purchasing and returns across all channels for seamless interactions and enhanced customer experiences.
- **In-store customer engagement:** Understanding in-store shopping behavior while enabling access to enhanced engagement in the store to drive sales and repeat purchases.
- **IoT and in-store devices:** Leveraging connected technology including sensors, beacons, smart shelves, digital price tags and more to engage customers, as well as drive and enhance in-store experiences.

- **POS device and deployment footprint:** Offering flexible POS deployment in the cloud or a hybrid solution for various retail subvertical footprints.
- **Intelligent customer service:** Enabling data-driven, personalized and automated interactions for enhanced, scalable service and problem resolution.
- **Retail back-office operation:** Connecting data and processes across the entire organization with an integrated Enterprise Resource Planning (ERP) solution to optimize cross-functional capabilities throughout the business.
- **Merchandise planning and execution:** Delivering visibility into critical data for more accurate forecasting, inventory planning and allocation to meet customer demands at the right time and place.
- **Purpose-built business intelligence (BI) and analytics:** Creating a 360-degree view of the customer and the business - turning data into actionable insight for better, faster decision-making.

Take a tour and experience real-life retail scenarios

During the tour of the DXC Experience Center for Retail, you can walk through specific scenarios at the DXC Retail store.

Focusing on a customer looking to make an apparel purchase, the tour walks visitors through the customer's in-store experience that includes a self-service kiosk and requesting assistance from a store associate, as well as a clienteling associate-assisted sale.

The customer has opted in and downloaded the consumer-facing application, enabling location-based services to automatically push an alert notification to the customer's phone welcoming him or her while walking into the store. As the customer approaches the apparel zone, he or she receives another promotional message offering a discount scannable at the register or for use online.

The experience concludes with the check out at the register where the customer scans a loyalty card and in-store discount received on their mobile device. The customer then carries out one item and ships home a large quantity of t-shirts, paying with credit card or form of frictionless payment, all on one transaction—rounding out the positive end-to-end consumer experience.

Throughout the customer's journey, the tour highlights various integrated technologies that help retailers increase in-store revenue and elevate customer engagement. These technologies include high resolution and holographic intelligent displays, augmented reality technologies such as Light Array scanning for connected light sources to promotional information, RFID inventory management and localization as well as the efficiency of the back office mobile picking and shipping operations—allowing for speed, agility and efficiency in the omnichannel fulfillment process.

The tour offers an overview of DXC Action Analytics for Retail and Power BI dashboards highlighting in-store transaction results from the just completed transaction in near real time. The retail purpose-driven data model and collection of retail-focused dashboards and reports demonstrates

how retailers can be empowered to make critical business decisions with clarity, speed and accuracy and monetize data gathered from the customer experience.

The tour also includes customer segmentation models, churn analytics as well as next-best offer actions based on DXC machine learning algorithms that allow retailers to optimize revenue and increase customer loyalty.

Once the tour is complete, we will review current capabilities, specific needs and how we can deliver a vision of the art of the possible into your organization.

Why DXC Eclipse

DXC Eclipse, a practice within DXC Technology, helps enterprise and mid-market companies accelerate digital transformation, solve business challenges and deliver intelligent solutions that make a difference for clients, employees and partners. We believe in delivering expertise, project transparency and excellent customer service in every engagement.

With team members in North America, EMEA, Asia and Australia-New Zealand, we are uniquely positioned to deliver Microsoft Dynamics 365, ERP, CRM, business process, analytics and collaboration solutions to clients across the globe. The largest independent Microsoft Dynamics partner in the world, DXC Eclipse serves more than 5,500 clients across multiple industries. Our practice delivers services and solutions that positively impact our world today and into the future.

 **Get the insights that matter.**
www.dxc.technology/optin



About DXC Technology

DXC Technology (DXC: NYSE) is the world's leading independent, end-to-end IT services company, serving nearly 6,000 private and public-sector clients from a diverse array of industries across 70 countries. The company's technology independence, global talent and extensive partner network deliver transformative digital offerings and solutions that help clients harness the power of innovation to thrive on change. DXC Technology is recognized among the best corporate citizens globally. For more information, visit dxc.technology.