

VocoVo

~~~~~ releasing the power of voice



# Are these on your 2020 agenda?



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



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



**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** Increase talk-time and hands-free team agility while eliminating loud, confidential message leaks into the customer environment.



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

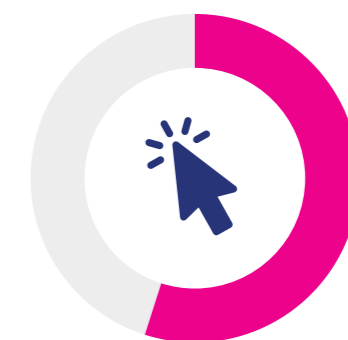
**2019 saw no slowdown in the relentless growth of online shopping.** In 2020 high street retail has its work cut out if it's to stay relevant in a shifting market landscape prone to disruption. However, competition isn't always a bad thing. With big changes come big opportunities.

**UK 'Click-and-collect' markets are set to grow to almost £10bn 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

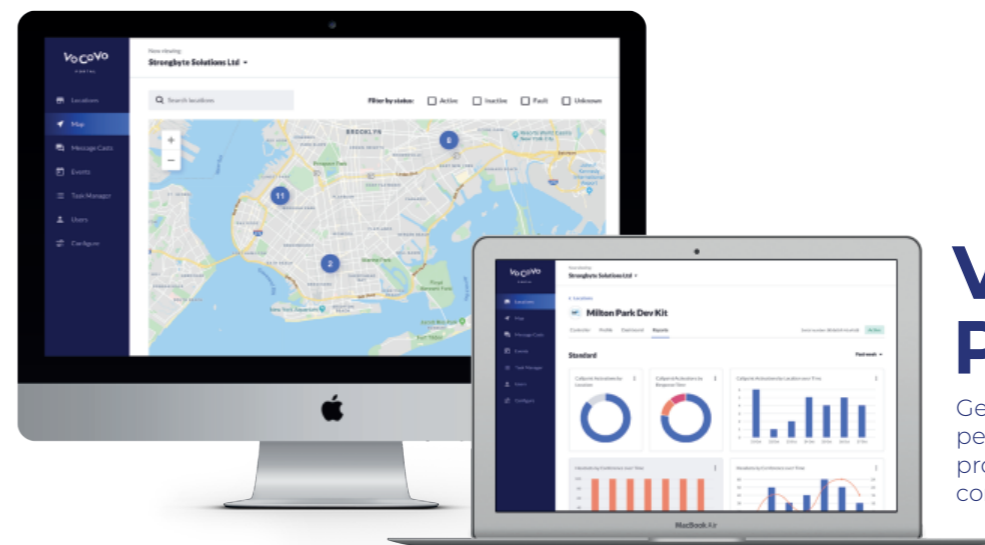


**57%**  
of consumers in 2019 bought direct from brands rather than mainstream retailers



## 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. They're also the ones who provide the fix when the flow of value breaks down. Empowered teams connected by 'voice' run agile to anticipate and meet customer needs with 'proactive' not, 'reactive' workflows that bring effortless efficiency to operations.



## VoCoVo Portal

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

# VoCoVo solution

## Headsets

Wireless communication headsets made simple. At the touch of a button, the whole team can talk, listen, and help.

- Two way conversations
- Integrates with telephony
- 48 hours use from a single charge



## 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



## Keypads

Push button paging allows checkout and ticket desk staff to have two-way conversations with colleagues.

- Customisable buttons
- Designed around your store
- Features Audio CallBack



## Callpoints

Customer service buttons can be placed around stores, within fitting rooms, at delivery points, or at click and collect desks.

- Assist customers quickly
- Record usage statistics
- Features Audio CallBack



### 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 for customers.



### 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.



### 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.



### Empower the customer

Deliver powerful customer experiences and put customers in control with smartly placed customer touchpoints-connected to team headsets-aimed at reducing obstacles to purchase.



### 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.



### Serve customers instantly

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



# 89%

of consumers have stopped doing business with a company after experiencing poor customer service



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



# 86%

of buyers will pay more for a better customer experience

but only

1%

of customers feel that vendors consistently meet their expectations



# 55%

of consumers would pay more for a better customer experience



# Super charging teams with ASDA

connecting teams in 375 Asda superstores

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.

*"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



## 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, productivity and customer awareness**



**Stronger security monitoring and theft prevention**



**Better brand-representation in a customer-facing environment**



**Faster, friction-free customer service processes**



# Our customers report the following results

 **198%**  
increase in how quickly colleagues are able to help with customer enquiries

 **87%**  
think they are better equipped for serving customers

 **70%**  
decrease in store theft

 **52%**  
increase in how safe colleagues feel at work

 **\$3.2 million**  
efficiency savings year on year

VoCoVo is installed over **4,000** individual locations and growing across the globe

 **400%**  
increase in how satisfied customers were with queuing time

**450** hours saved per store a year  
**TESCO**

**300%** increase in how quickly customers can be helped  
**pets at home**

## 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 a 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.

# Vocovo



THE FRIDAYS



TESCO

HOMEBASE

halfords

*Cath Kidston*



THE SUSSEX EXCHANGE

ASDA  
part of the Walmart family

Wickes

Morrisons

JACK'S

PRIMARK

M&S  
EST 1884

*Boots*



fosseway  
garden centre

BAUHAUS

Waitrose



The Midcounties  
Co-operative




Auchan

## Contact us

7 Wychwood Business Centre, Milton Road  
Shipton-Under-Wychwood Oxfordshire, OX7 6XU  
England, United Kingdom

 [vocovo.com](http://vocovo.com)

 +44 (0) 3301 373789

 [sales@vocovo.com](mailto:sales@vocovo.com)