VERINT.

Retail Choreography

Drive sales, loyalty, and productivity with a single solution that helps choreograph outstanding retail experiences.

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What Is Retail Choreography?

Today retail is less about pure transactions and more about experience and service. Customers expect more personalized shopping experiences and are more vocal than before. To protect your brand and build more enduring customer relationships, you need new ways to engage your customers and provide them with frictionless experiences.

Verint® Retail Choreography® helps retailers do exactly that. By better planning and controlling the movement of both your customers and store associates across channels (including in-store, online, and mobile), you can create more captivating omnichannel experiences.

Using Verint Retail Choreography software solutions, you can manage all your customer and associate activities and analyze what's going on in your stores. By enhancing customer experience and retail operations, these solutions can enable you to improve foot traffic, retention, spend, and productivity. Create powerful customer experiences, provide seamless operations, and capture data insights that empower smarter commercial decisions.

Verint Retail Choreography solutions include:
- Verint Appointment Booking
- Verint Queue Management
- Verint Event Management
- Verint Task Management

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Retailers Face New CX, Operations, and Data Challenges

Customer Experience

69%

of consumers said they had switched brands after just ONE bad experience.[1]

85%

of consumers walk out of stores if they have to wait in a line.[2]

52%

of consumers said multiple attempts to get an answer negatively impacted their experience.[3]

40%

of consumers find it very frustrating if their channel of choice isn't an option.[4]

Store Operations

The need for brands to create seamless experiences at every customer touchpoint puts intense pressure on store operations, making it hard to control costs. Choreographing associates' time and tasks can help you make the most out of your people and spaces, reducing idle time and increasing customer service time.

Data Insights

Retailers rarely know who visits their stores and what happens between the door and the point of sale. To enhance sales and profitability, retailers need to capture more data on their store operations and customer preferences. With real-time customer insights, you can get a true picture of the customer journey, implement changes to improve CX, and identify potential new products and services that your customers want.

[1]The 2023 State of Digital Customer Experience Report, Verint, 2023
[2]The Top Customer Insights to Help Unify Your Omnichannel Retail CX Strategy Webinar, 2023.
[3] The 2023 State of Digital Customer Experience Report, Verint, 2023
[4] The 2023 State of Digital Customer Experience Report, Verint, 2023

Verint Appointment Booking

Acquire Customers and Increase Conversion Rates

In the past few years, consumers have grown accustomed to the convenience and benefits of making in-store and virtual appointments with retailers. They expect to be able to easily book appointments from any channel at the times and places most convenient to them—especially for higher priced products.

With Verint Appointment Booking™, designed for the enterprise, it is easy for your customers to schedule appointments for personalized services, 24/7, from the communication channel of their choice. The solution increases appointment attendance by sending tailored reminders via email or SMS texts to customers' mobile devices. The solution also captures the customer's intent for the appointment, enabling you to offer a personalized service.

Specsavers, a multinational optical retail chain, increased sales and improved the in-store experience.

Read the success story here.

Verint Appointment Booking can help you:
- Drive store foot traffic and acquire new customers.
- Increase conversion and average transaction value for your in-store and virtual services.
- Improve customer experience, retention, and productivity.

Verint Queue Management

Retain Walk-ins and Increase Spend

Did you know that up to 85 percent of customers walk out of stores if they have to wait in a line?[5] Eighty-five percent! No business can afford to lose that much of their customer base, and the upside of retaining them is enormous.

Verint Queue Management™ can help you create a more relaxed and informed waiting experience by allowing your walk-in customers to join a virtual queue and providing them with their wait times and position in line. Customers can easily join the digital waitlist from a variety of channels, including your store host, a self-service tablet or kiosk, a smartphone, QR code, or SMS code.

You can also greet your customers more effectively by capturing the purpose of their visit and managing their expectations with updates while they wait in your virtual lobby. Learning more about your customers will help you offer more personalized service with tailored customer questions, easy follow-up bookings, post-visit messages, CRM integration, and more.

[5]The Top Customer Insights to Help Unify Your Omnichannel Retail CX Strategy Webinar, 2023.

Virgin Media O2 reduced walkouts by 67% and increased staff efficiency by 27%.

Watch the success story here.

Verint Queue Management can help you:
- Retain customers and increase sales with better waiting experiences.
- Increase customer satisfaction and loyalty.
- Improve productivity with a less stressed and more efficient workforce.
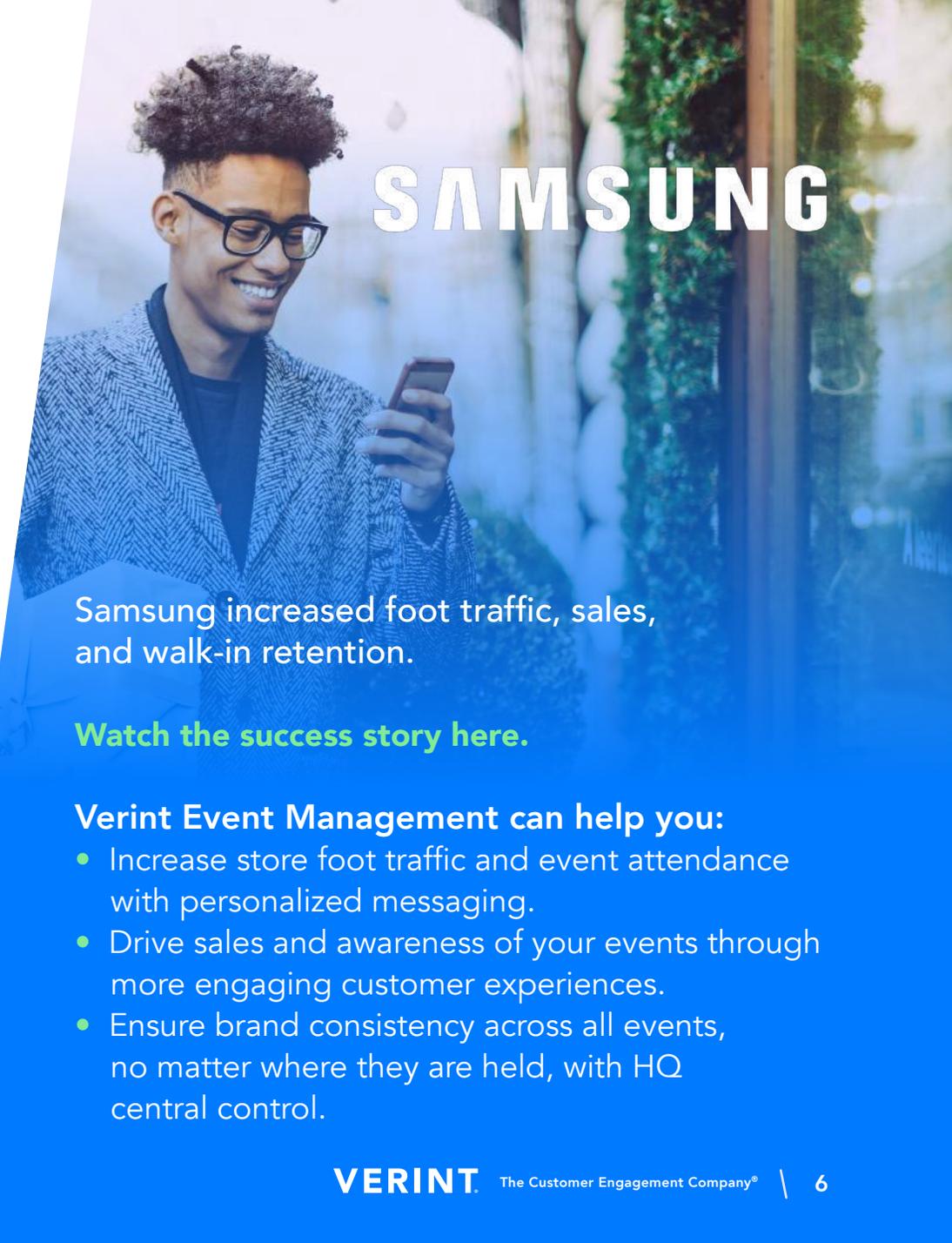
Verint Event Management

Boost Brand Loyalty

To respond to customer demand for entertainment and educational experiences, many brands host in-store and virtual events, classes, and workshops. Event booking systems are the foundation of offering these experiences and building meaningful and enduring customer relationships.

With Verint Event Management™, you can help your customers easily find and register for your various events. Drive brand loyalty by creating engaging experiences through hosting events and activities at fixed times that multiple customers join.

"Across all of our channels, either through .com or walking in store, the customer journey is very clean and efficient. The customer's expectation when they come into the store is to have an amazing experience and when we have a tool like [Verint Event Management] that only really enforces that experience."
Leader, Samsung CX

Samsung increased foot traffic, sales, and walk-in retention.

Watch the success story here.

Verint Event Management can help you:
- Increase store foot traffic and event attendance with personalized messaging.
- Drive sales and awareness of your events through more engaging customer experiences.
- Ensure brand consistency across all events, no matter where they are held, with HQ central control.

Verint Task Management

Drive Store Associate Productivity

Exceptional customer experience starts with operational excellence. Being able to send tasks, learning materials, and communications to your stores is key to keeping workforce productivity and collaboration at its peak.

Verint Task Management™ can enable you to improve the utilization of resources by better supervising the workload across all your stores. You can easily manage tasks on any device and monitor their progress with real-time notifications.

Your head office teams, regional managers, and store teams can also seamlessly participate in task management. They can set recurring tasks, create checklists, schedule task deadlines, and share images and helpful information. Your store managers can also track staff availability, breaks, appointments, and walk-ins all in one place.

Verint Task Management can help you:
- Increase productivity and utilization of resources.
- Encourage collaboration.
- Drive operational efficiency with real-time visibility of tasks.

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Data Insights

Capture Rich Data Analytics and AI-driven Insights in a Single Platform

Most retailers know only their footfall, shift, and sales data. But what happens between the door and the till? How do store teams use their time? This data is all too often unknown. Retailers that best leverage data will be better positioned to outsmart their competition.

Verint Retail Choreography unlocks data insights that can help you get to know your customers and store operations better to increase profitability and brand relevance. By capturing customer intent for scheduled appointments, walk-in visitors who enter a queue, and special events, and combining that data with your CRM data and the outcomes of the given service, you can create a rich, centralized source of insights.
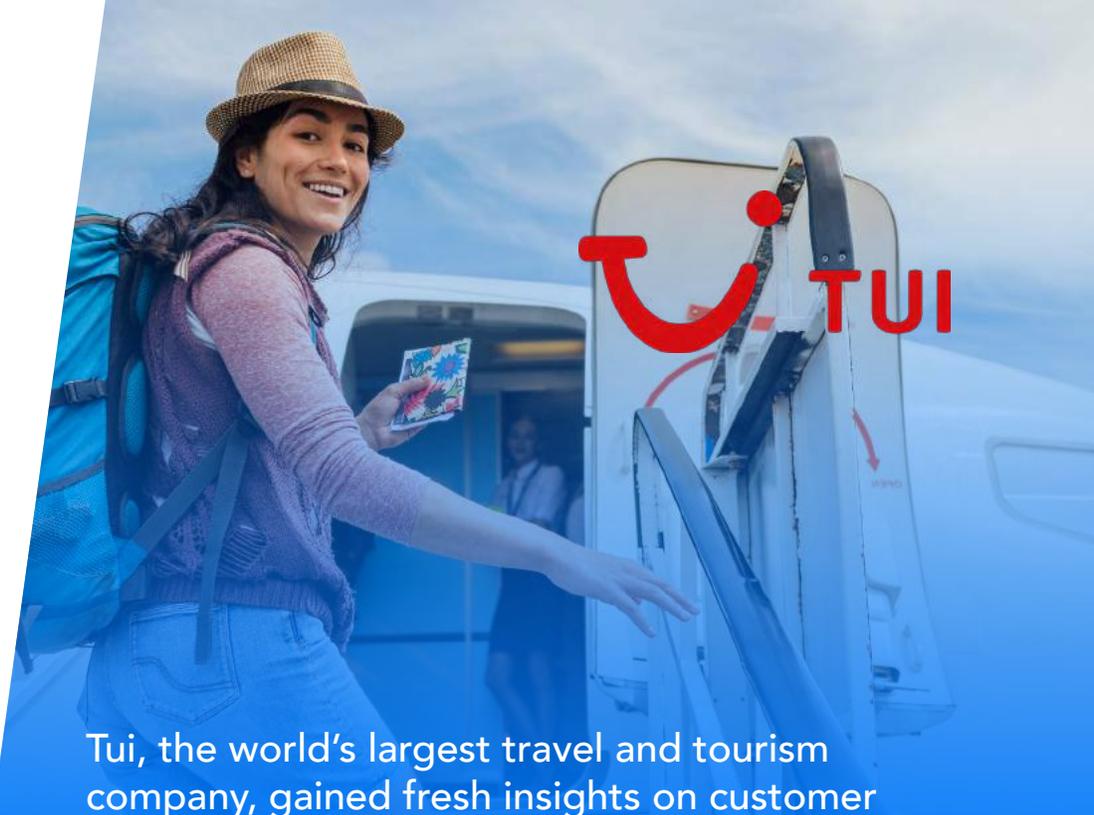
Tui, the world's largest travel and tourism company, gained fresh insights on customer activity and intention, which is helping to drive marketing and operational decisions.

Verint Appointment Booking and Queue Management helped Tui:

- Increase appointment conversion rates by 48%.
- Reduce wait times by 57%.
- Reduce customer walkouts by 65%.

Read the success story here.

Answer Your Most Pressing Questions

Customer Experience Insights

- Who visits your stores and why
- Which channels your customers used and where they came from
- Who served them and how long the service took
- Who is canceling or walking out and what their feedback was
- Which customers made a purchase or booked a follow-up

Operational Insights

- How staff use their time across customers, breaks, tasks, and idle time
- Staff performance during customer service interactions and task productivity
- Customer experience insights into wait times, show and cancel rates, topics of appointments and interest, and more
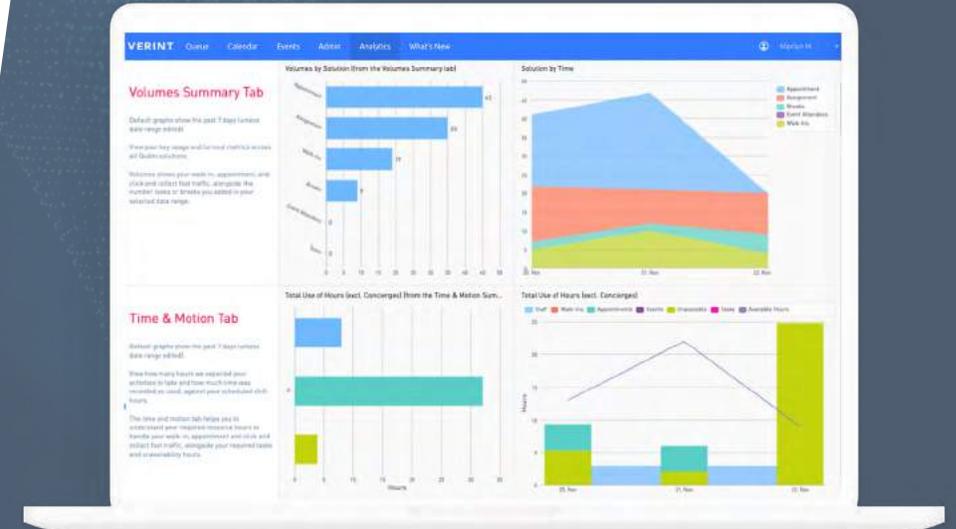
Key ROI Drivers for Retail Choreography for Retailers

Verint Retail Choreography solutions can help you achieve your sales, service, and productivity goals. Optimizing your retail business across experience, operations, and data can empower you to increase profitability and brand relevance.

Increase Sales
- Leverage digital appointment booking to promote services and drive customer acquisition and sales. Customers with scheduled appointments are 48 percent more likely to convert and close a sale.[6]
- Drive foot traffic, customer retention, and transaction value with informed queues.

Improve Customer Loyalty
- The ability to schedule appointments online or through a mobile application meets customers' desire for convenience and "in the moment" responses.
- Integrating online and mobile convenience with in-store experiences creates a more seamless customer journey, which can result in higher Net Promoter Scores and higher customer lifetime value.

Boost Store Associate Productivity
- Improve resource utilization by reducing store associate idle time.
- Increase workforce productivity by enabling better customer service.

[6]Supercharge Bank Branches: Maximize Appointment Booking, Verint, 2023.

Retail Choreography

Sample results from top retailers:

10% increase in sales conversion rates

60% increase in new customer acquisitions

33% increase in average transaction value

**33%** reduction in walk-out rates

Retail Choreography Is Part of Verint Open Platform

Verint Open Platform helps the world's most iconic brands elevate CX and reduce operating costs.

Our solutions for customer engagement incorporate the latest in CX automation, artificial intelligence, and an open cloud architecture to help brands close the gap created when customers' expectations for engagement exceed an organization's ability to meet them. By closing this Engagement Capacity Gap™, brands can eliminate the inefficiencies created by organizational and data silos and deliver differentiated experiences across every interaction, consistently and cost effectively.

CX automation, like Retail Choreography, helps ensure that in-store customer experiences are fully integrated with your other service channels to create a holistic, seamless, and exceptional customer journey.

Learn more about Verint Retail Choreography Solutions.
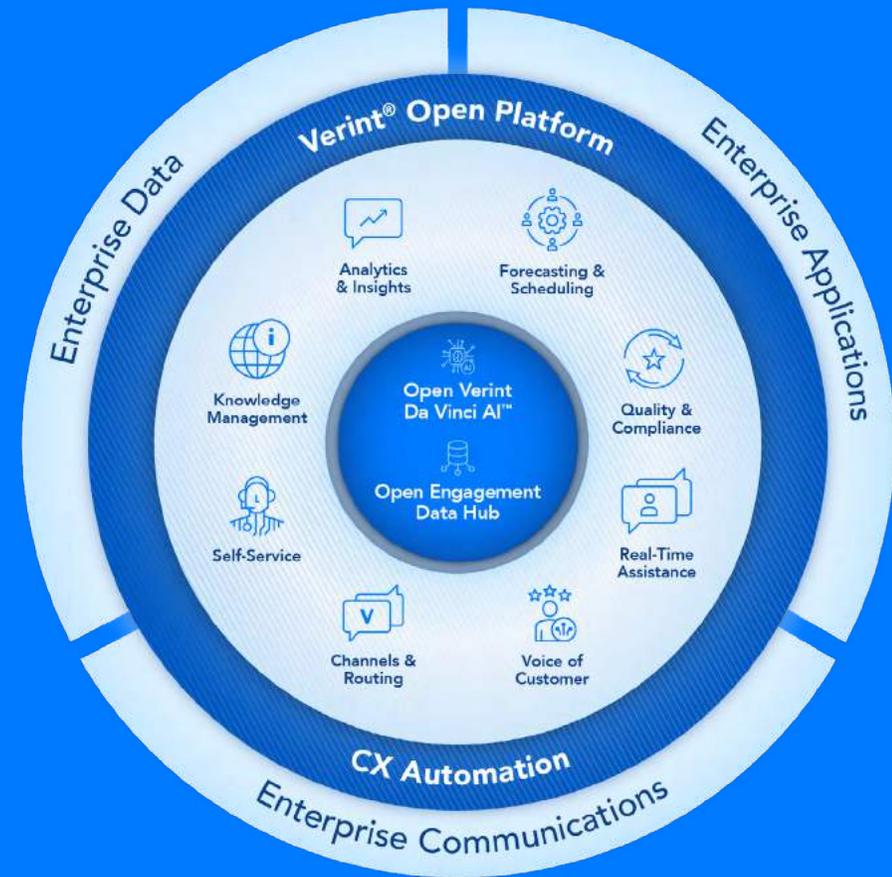
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