



FROM IN-STORE WIFI TO TELEPHONY: SUPPORTING A GLOBAL DIGITAL STRATEGY

THE BACKGROUND

A global multi-channel retailer specialising in products for expectant parents and parents with young children, with two iconic brands, a much-loved presence on the UK high street and a network of franchise partners in more than 50 countries worldwide.

In response to the needs of its core customers, many of whom are tech-savvy 25-35 year-olds with an active social media presence, the organisation's strategy is focussed on creating a cutting-edge, digitally-led retail offering with a truly stand-out customer experience. This means extending its world-class UK online capability into all franchise markets, complemented by a modern, digitally-empowered retail estate and a truly personalised approach to engaging with in-store customers.

Key priorities to achieve this vision are the optimisation of CRM, the leveraging of in-store WiFi technology and the effective capture of customer data to drive both retention and personalisation. The aim is to achieve a streamlined buyer experience, enabled globally across digital and traditional channels.

THE CHALLENGE

The partnership with Daisy spans over a decade, beginning with a simple break-fix service to the company's head-office IT system in 2006. The relationship has broadened steadily to encompass vital business continuity and disaster recovery activities that ensure the service to customers is maintained come what may. Over time, the Daisy team have helped the company make better use of IT services, with the hosting of key applications migrating to a bespoke, secure and highly resilient dual data centre solution.

In recent years, as the business' global digital strategy has gathered pace, Daisy's role has evolved from reactive to proactive. A key goal has been to apply an integrated approach to technology throughout the company's entire communications strategy: consolidating lines and calls, transforming the customer experience with ultra-sophisticated WiFi, and optimising connectivity with a range of local and wide area network (WAN) solutions.

📌 AT A GLANCE

Company: British retailer

Industry: Retail

Sites: 169 UK stores

Employees: 1,001-5,000

Objectives:

- Optimise CRM
- Leverage in-store WiFi to capture customer data and drive retention and personalisation

Solutions:

- Managed Services
- Lines and Calls
- WiFi
- Connectivity
- UC&C
- Security
- Business Continuity
- Cloud & Hosting
- Supply Chain Services

Results:

- Enhanced resilience of communications infrastructure
- Transformed the customer experience
- Supported revenue growth

THE SOLUTION

Daisy places a dedicated relationship team at the business' disposal, led by an account director who has held the role since the earliest days of the partnership. A deep understanding exists between client and supplier, giving Daisy a holistic view of the business and enabling the proactive planning of service improvements.

In 2016, Daisy built a new wide area network, encompassing sites in the Far East and India. The flexible, reliable design allows the choosing of carriers and service levels to suit its business requirements and budget.

Sophisticated in-store WiFi is also being rolled out, using Cisco Meraki and the Daisy Engage captive portal design and incorporating customer data capture, live analytics and integration with CRM to allow a profoundly personalised interaction with each customer.

As well as providing hardware, cabling, LAN redesign and trusted technical advice for both projects, Daisy also manages lines and calls, including an inbound call centre. In 2017, the head office was refitted with a hosted Mitel platform that serves 600 employees.

THE RESULT

Over time, this close-knit partnership has allowed the retailer to benefit from a wide spectrum of Daisy's capabilities, enhancing the resilience of its communications infrastructure, transforming the customer experience and supporting revenue growth.

Customers who use Daisy-enabled, in-store WiFi will now enjoy a range of advantages, including their own personalised account, bespoke discounts, email and SMS offers, as well as instant recognition by sales staff and even digital signage. This is facilitated by the capture of key data, including the due-dates of babies and individual customers' social media preferences.

Meanwhile, parallel projects have been tasked to look at NetApp storage and the ever-present issue of system security, via a state-of-the-art protective infrastructure that enhances the retailer's ability to withstand cyberthreats. Regular maintenance and updates to servers, systems and applications are combined with trusted on-tap advice from a team of system architects.

Daisy is committed to total flexibility in its service to the leading retailer, providing agility, breadth and responsiveness via its dedicated team to aid digital transformation and continuously improve services to support revenue growth. The account director and service manager are present each week at the client site, and the customer design architect is in daily contact with the retailer's IT head to ensure each task progresses in line with company strategy. Having this dedicated resource allows the team to maintain a leaner headcount while keeping the digital vision on track. It also allows Daisy to play a leading role in developing and implementing the global roadmap.

Thanks to this highly collaborative relationship style, Daisy and its long-standing client can grow alongside each other, creating a robust alliance with the needs of retail customers firmly at its heart.

“Daisy proved to us its capability, expertise and heritage in delivering retail WiFi solutions. Daisy met with our digital and customer loyalty teams and they were specifically focused on the Daisy Engage platform with its real-time analytics. As we begin our development of consumer WiFi in our stores, we can see how Daisy will be underpinning those customer opportunities and how they can help our customers gain a more personalised journey and experience with us. The members of the team were clearly expert, having done this with other retailers multiple times before.”

Spokesperson at the leading British retailer specialising in products for expectant parents

NEXT STEPS

Contact Daisy today to discover more. Our team will be glad to help.

 **0344 863 3000**  **enquiry.dcs@daisygroup.com**

Or if you're an existing customer, get in touch with your account manager directly.

we are daisy.
www.daisygroup.com