



# O<sub>2</sub> Retail: the revolution starts here

**We're working to create a complete omnichannel shopping experience. The next step of our journey is now underway: consolidating the services in our UK stores through O<sub>2</sub> Gateway connectivity.**

Every year we serve over 26 million customers a day, and that gives us a front row seat when it comes to understanding the challenges that all retailers face.

That's why we're making a multi-million-pound investment across our retail estate over the next two years; changing how we use our stores and turning them into an experience that allows customers to fully immerse themselves in our brand.

It's about improving on our great service record, delighting our customers and creating cost efficiencies for our business at the same time.

## O<sub>2</sub> Gateway: what the future is built on

"Our approach to transforming our stores and the experiences they deliver is not really about what they will do, or even how they do it, but more about how people feel," says Gareth Turpin, Sales director, Telefónica UK. "We want them to feel that they've had a great experience."

To make that happen, we need to make sure customers and store teams can connect, work and shop seamlessly in-store. Using O<sub>2</sub> Gateway, we can deliver multiple connectivity services – from wifi to managed WAN and cloud services – through one integrated network.

It's a more robust system that keeps our data secure and, thanks to a single SLA, it's easier to manage, too.

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O<sub>2</sub> Gateway gives us a platform to build on that's as scalable as it's future-proof. With it, we'll have no restrictions on the experiences and services we can deliver.

Adam Fordham,  
Managing architect,  
O<sub>2</sub> UK

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## Connectivity that makes anything possible

O<sub>2</sub> Gateway is about unlocking future possibilities, and giving companies the infrastructure they need to maximise those opportunities. The ability to use immersive technology to explore services in more depth. The bandwidth to exploit 5G. Ensuring there's dedicated connectivity for our customers and, crucially, for our people too. And that possibility allows us to build a sustainable business that's able to respond to market conditions as they change.

**"In our bigger stores we're already planning to use it to livestream events direct from our O<sub>2</sub> venues, turning the store into a destination,"** says Bridget Lea, Director of retail & online, multichannel, sales & service at O<sub>2</sub> UK. That's one idea to increase footfall and dwell times. And is relevant to all types of retailers. Fashionistas could watch the latest catwalk creations as the shows are streamed directly to their nearest high street store, for instance. Gamers could come together on multi-platform challenges. Music fans could visit their local record store for exclusive band content.

"We're also going to use O<sub>2</sub> Gateway to help our customers try different services, such as movie and music streaming, or moving data between devices," she adds. "So, they know whatever decision they make is going to match exactly what they want to do when they leave the store."

As far as our own 2,500 store team members are concerned, the level of connectivity delivered by O<sub>2</sub> Gateway will also allow us to automate many of the non-value tasks they currently fulfil, like paper form filling and stock/supply-chain management. We'll get data to them quicker, allowing them to make real-time price changes. And that of course means they can then concentrate on spending more time with customers, helping them experience the full brand (rather than just making a purchase).

"This step is the biggest thing that's happening to us this year and will give us the capability to do everything we ever wanted to do," says Alistair Stewart, Head of operations, O<sub>2</sub> UK.

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**Bridget Lea, Director of retail & online, multichannel, sales & service at O<sub>2</sub> UK**

## O<sub>2</sub> Gateway at-a-glance:

- **Connect seamlessly** via wifi, mobile or a fixed connection through one service, with all the bandwidth your stores need to provide customers with the best service. And, help you make the most of services like wifi, unified communications, managed WAN and cloud services.
- **Greater insight** into where customers and non-customers go, the apps they use and their buying preferences, so you can better tailor and improve their experience.
- **Easy management** with one end-to-end SLA – reducing management time and giving you just one partner for all your connectivity.
- **Scale as you need** – allowing you to add new services and products, like O<sub>2</sub> Smart Steps or O<sub>2</sub> Messaging Services for instance, to improve customer and employee experiences. Just choose one service and you're automatically on O<sub>2</sub> Gateway, allowing you to add more as and when you need.
- **Enhanced security** – with employee and customer connectivity provided with different levels of protection and policies, so your sensitive corporate data stays secure and never travels over the public internet.

As we roll out across 2018, we'll be talking further about new developments, the cost reductions a converged network will deliver. And the refinements we'll make.

In the meantime, if you would like to learn more about what O<sub>2</sub> Gateway can do for your business, email us at [O2gateway@businessO2.co.uk](mailto:O2gateway@businessO2.co.uk) or call **01235 433 507**.

Read more customer stories at:  
[www.o2.co.uk/enterprise/insights](http://www.o2.co.uk/enterprise/insights)

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