

Intro

2019

2022

2025

2028

2031



O₂
business

Retail:
people powered



A note from Dom O'Connor, O₂ Managing Partner for Retail

Like thousands of people in the UK, I started my career on the shop floor. It was jobs at Purley's Tesco and Croydon's IKEA that taught me the ins and outs of the working life – and sparked my interest in the retail industry.

Some people I speak with think of a retail job as a starting point, but I know it can be more than that. It can be a springboard into a rewarding, inspiring, and illustrious career.

As retailers, we have an opportunity to use the technology that shapes the retail world today to make working life more exciting and fulfilling for our employees. We can get the people who think of their weekend job as a source of extra pocket money to start thinking of it as the beginning of a career – and transform the customer experience in the process.

With that in mind, we've put together our vision of tomorrow's retail career, **from the shop floor to the boardroom.**



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2019

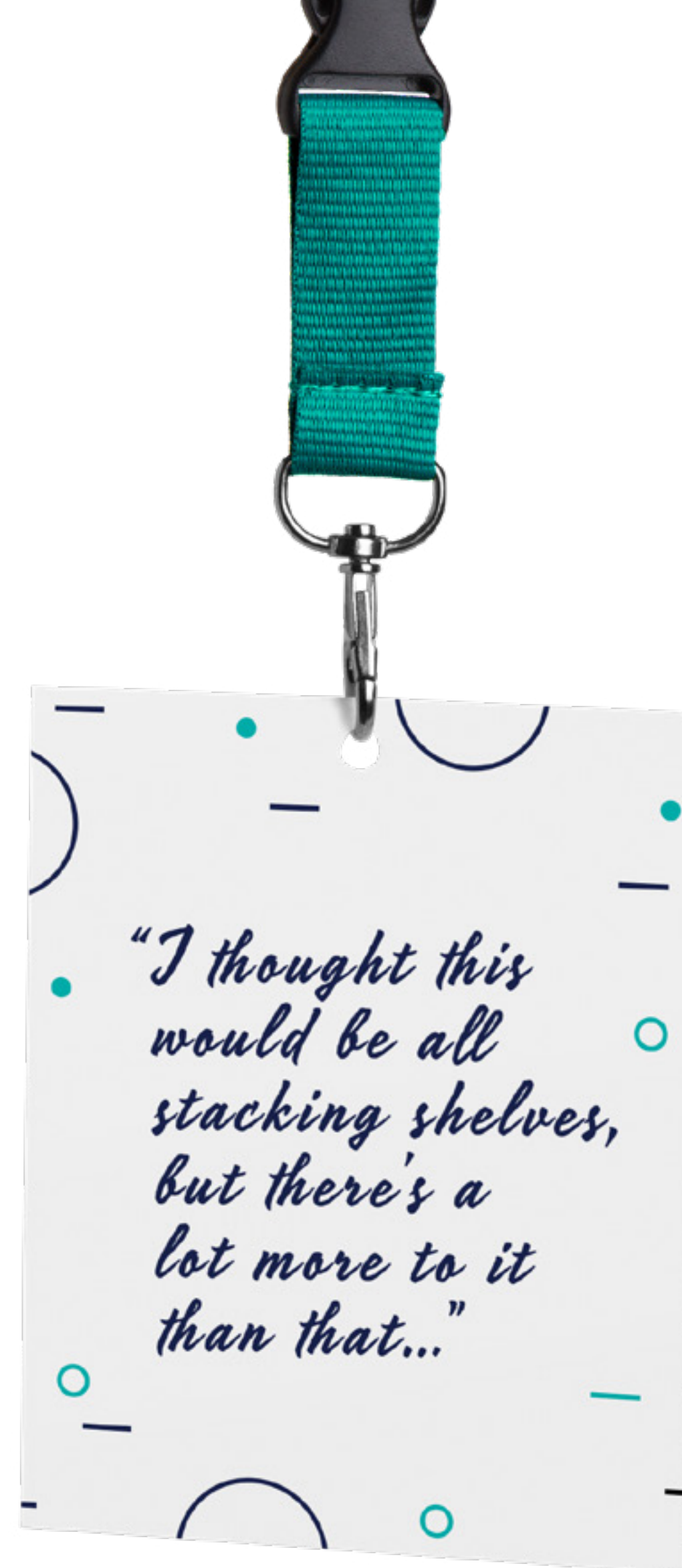
Customer
assistant

2022

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2019: From the shop floor, up

When Alice walks through the doors every morning, she's doing more than stacking shelves. She's using technology to curate experiences for customers, flicking between tablets, tills and interactive displays as the need arises. The technology makes the job more interesting, and she can see that it makes a huge difference for customers. She's given opportunities to add value at every stage of the process.

She's always been interested in computers, and now she's fascinated by the technology that sits behind a great customer experience.

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Store manager

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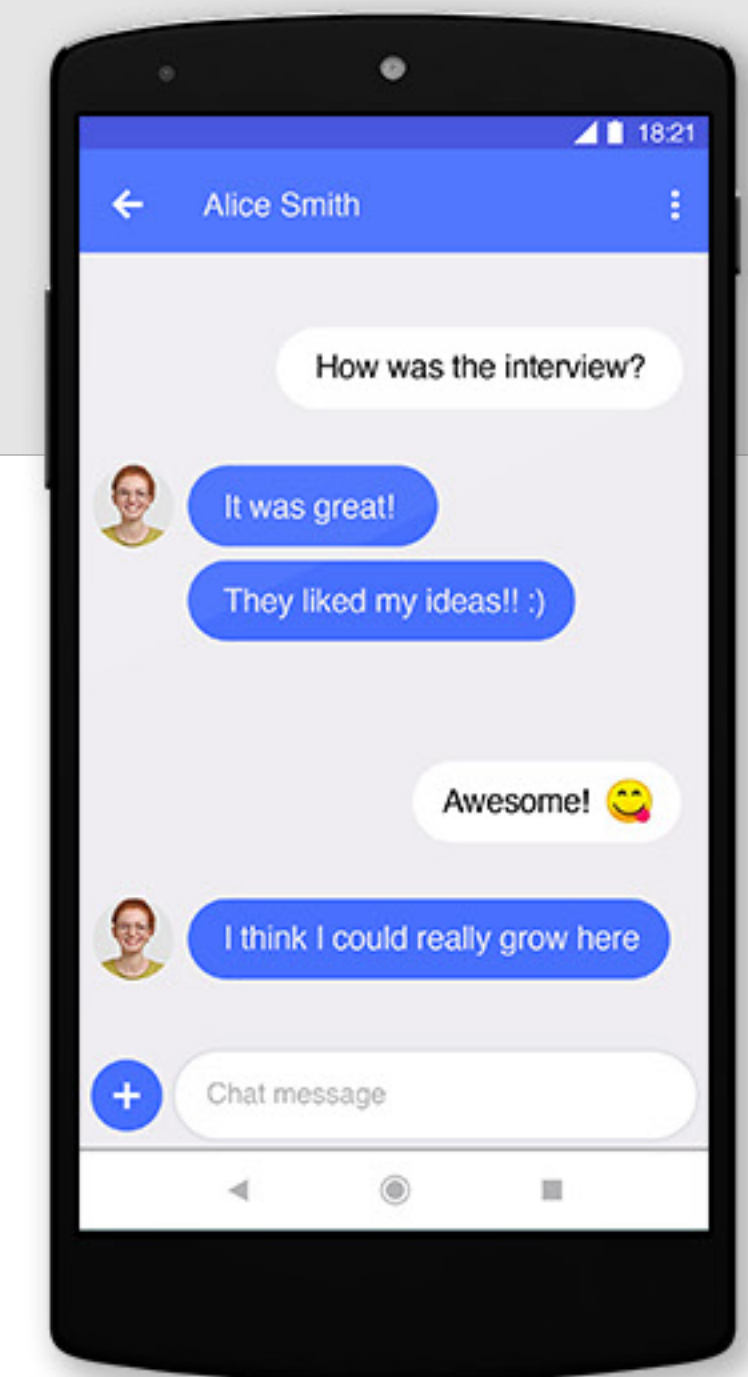
2022: Taking the next step

Honestly, she'd never planned to stay in retail for long. But over the last couple of years, she's started to see her path to success coming into focus. She thinks she's ready for management. In fact, she knows she is.

She's going into the interview armed with big ideas. Data from their in-store footfall analytics programme, O₂ Motion, highlight something interesting: a local tour route finishes outside the store at 12:00pm every Wednesday. And their customer demographic tool, Instore Insights, shows 20-30 international customers flood into the store at 12:15pm.

She suggests running some foreign language ads on the store's adaptable digital signage, Spotsign, around that time every day.

Unsurprisingly, she gets the promotion.



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Operations
manager

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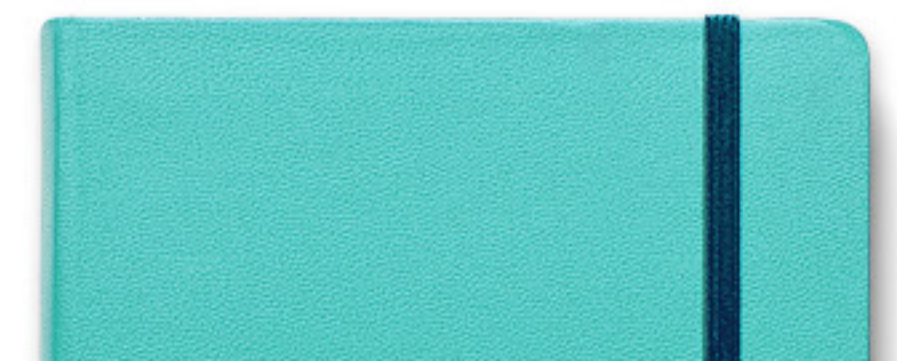
2025: Heading to HQ

If Alice has learned one thing in the last six years, it's that retailers flourish when they commit to one ethos: the best idea always wins.

And she's become an expert at getting the best ideas out of the people she's managing. It's not long before she's shaping and implementing the company's innovation strategy at head office.

She's overseeing an overhaul of their distribution process. Faster, more detailed vehicle tracking and monitoring with O₂ Smart Vehicle is changing the way they do business, unlocking new efficiencies and changing the way their warehouses work forever.

And she never forgets that it's their people who make or break their success. Confusing or counter-intuitive technology just doesn't cut it. She's making sure they only invest in tech that works the way people work on the frontlines.



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Re-training

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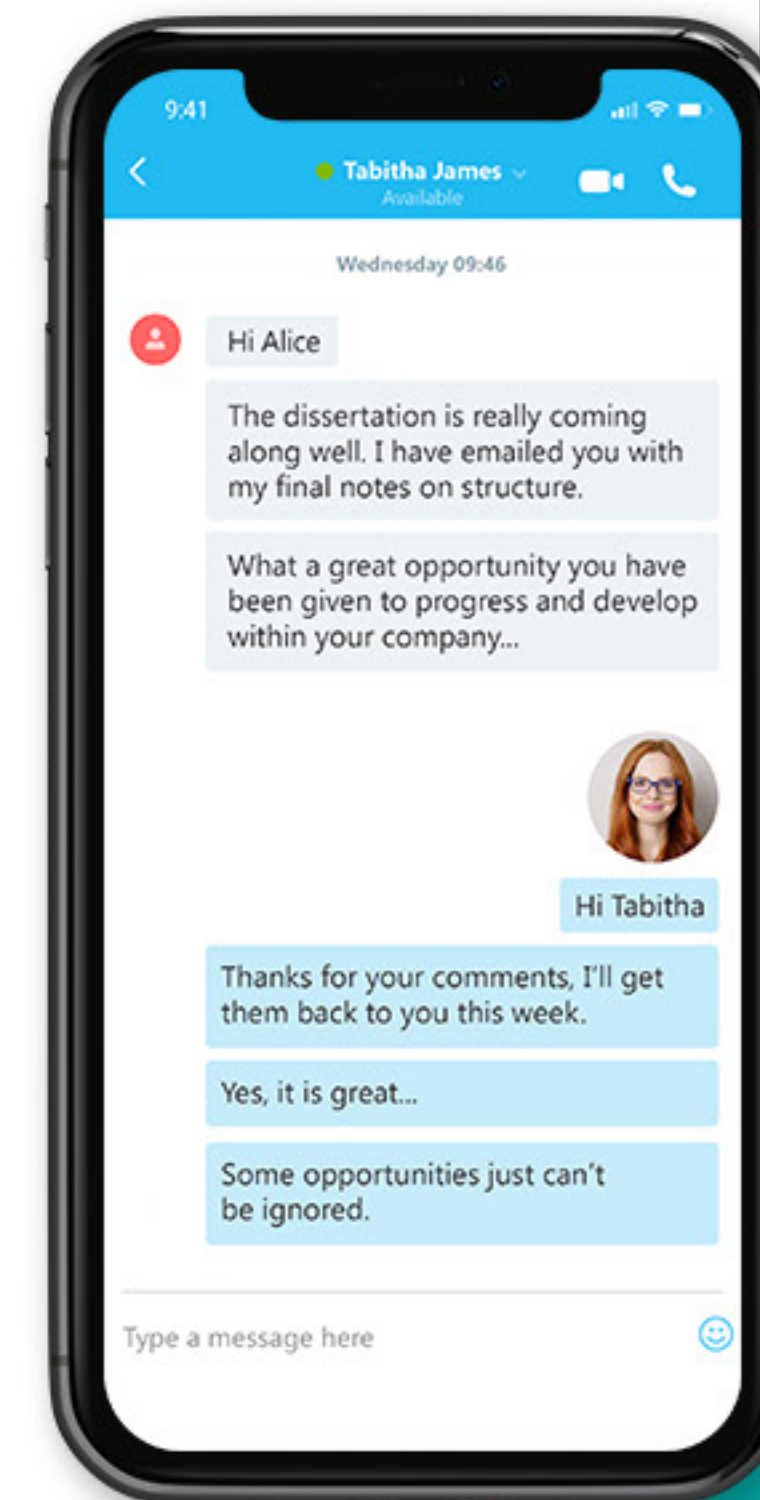
2028: Retraining

She's delving ever deeper into the technical aspects of her job, but she's going to need some training if she wants to take the next step.

She starts to study for a qualification in Computer Science and AI.

At first, she's nervous about juggling working and studying. But, as it turns out, the communication technology she's been championing for the last five years makes it more than possible to thrive in the office and in the classroom.

Attending a seminar or meeting her lecturer to discuss her dissertation? She can Skype, message, and email from the train, from home, or from the squishy armchairs at the local coffee shop.



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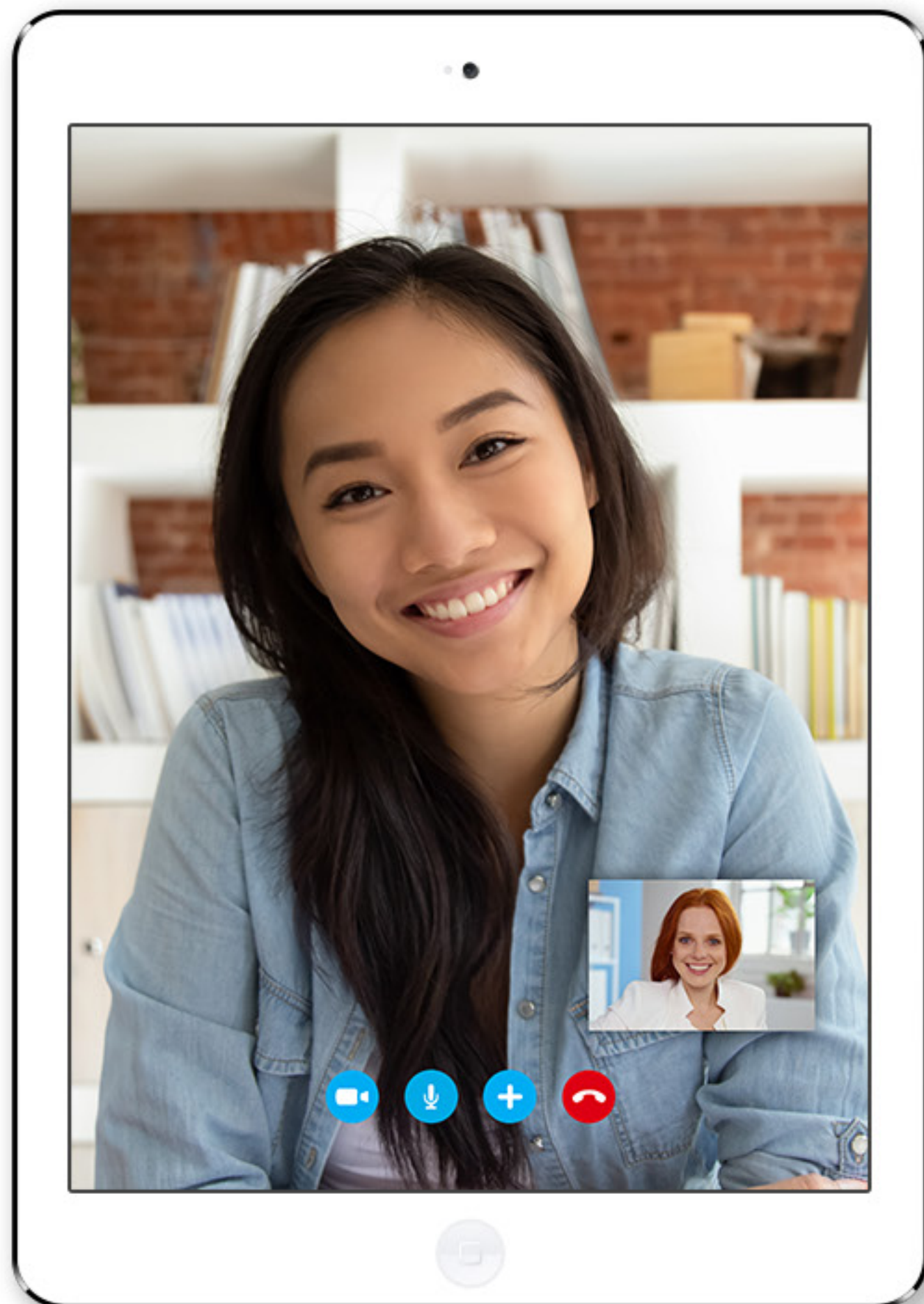
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Head of
Innovation



2031: Head of Innovation

With those new qualifications under her belt, she feels confident putting herself forward for a newly-created position: **Head of Innovation**.

Now, she's not just offering ideas; she's shaping strategy. She's making sure that the best idea still wins, and the company keeps moving forward.

She's ensuring that, whether they're working for an hourly wage or brainstorming in the boardroom, employees are engaged. Because she knows that engaged employees make memorable customer experiences.

As a senior woman in tech, she's inspiring others, too. She's speaking at conferences, visiting schools, and working to get young women into STEM through O₂'s Go Think Big programme. O₂ have provided the company with a special tariff and devices package, too, so she can mentor young women, stay in touch with the family, and check in with the office wherever she is.



Let's put people first in retail

This is what we want retail work to look like. It's the dream we're chasing for our customers, and for workers in all of our own retail stores.

It's a chain reaction: technology makes working life smoother and more exciting. It empowers employees to engage, adapt to customer needs, and make their voices heard. And empowered, engaged employees create unparalleled customer experiences.

Let's discuss what work could look like for your employees – in 2020, and in 2031. Get in touch with Dom O'Connor, Managing Partner for Retail, and his team using the details below.

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