

**THE
BIG
ASK** ?

Delivering better efficiencies

How to meet your customers' needs, fast



O₂
business

These days, we all want a little bit more

With online shopping, it's never been easier for your customers to pick and choose exactly what they want. But then again, neither has the option to send back returns or leave bad reviews, which can be expensive for businesses. Returns alone cost the UK retail industry up to £60bn every year.

Which is why, from the moment a product arrives in your warehouse, to when it's delivered and lands at your customers' feet, retailers need to make sure that the delivery process is as smooth as possible.

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The Big Ask report looked at how, if retailers made even one or two processes smoother, customers would be more willing to part with more of their hard-earned cash.

We can help make these changes. Follow the journey of our bedding set, to see how O₂ tech makes each step easier.

Follow Zach's
bedding order
and how you
can improve
his homeware
delivery.



Help your customers rest easy Ensure they have the right bedspread

We all know that nothing beats the feeling of clean, fresh bedsheets. Making sure your customers can easily pick the right bedding set can make the difference between a good night's sleep and a night of tossing and turning.

Meet Zach. He and his partner have decided to replace their old double bed for a new king size one. They need a completely new set of bedding to fit, so Zach has looked online and purchased a new duvet set, ready to arrive a few days before the new bed.

Our tech can help make sure that Zach and his partner get a good night's sleep and his delivery arrives on time.



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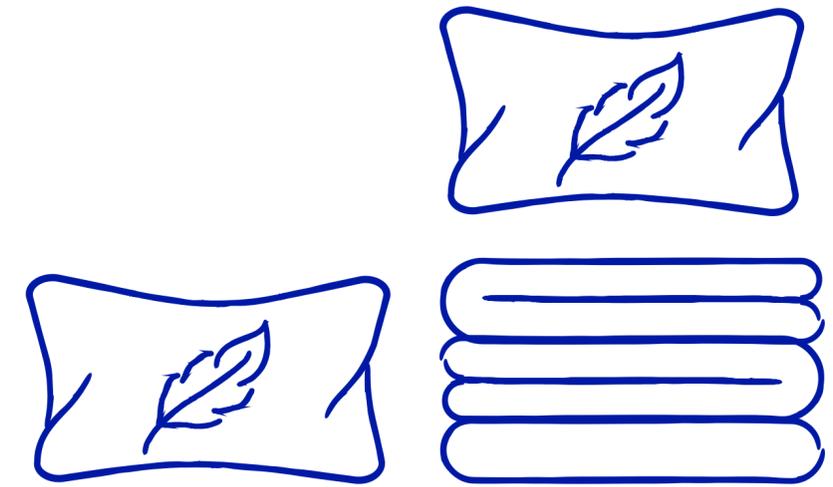
Want to know more?

our Big Ask report here for an in-depth look.

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Stage 1: central warehouse

Zach's order has come through to the company's central warehouse, which usually picks and delivers homeware in his area. The warehouse manager needs to know if there is stock available, where it is and if there are any new deliveries due in that day.



Know when stock arrives for distribution

With IoT (Internet of Things) tags, it's easy for the warehouse manager to track when boxes containing bedding arrive at the central warehouse. They know where duvet sets are and what size they are. This way, they can let your customers know what's in stock, ready to be delivered.

Faster, more accurate orders

Once Zach has found his new bedspread online, 5G-powered robotic pickers can quickly and correctly select and sort bedding sets into separate store, click-and-collect, and home deliveries. This helps run a more efficient warehouse that gets products to customers faster.

Safe storage, less waste

With Enerbrain, the warehouse manager can easily monitor warehouse temperature and humidity levels, and then adjust heating and air conditioner systems to suit. This ensures that stock is safe and staff are comfortable – and can also reduce CO₂ emissions from the warehouse.

Keep things moving

With predictive maintenance tools, the warehouse manager can easily monitor caterpillar belts (like those used to move Zach's bedding to the online orders sorting area) much more closely. Any potential issues can then be fixed before they become bigger problems and stall the movement of products.

Stage 2: home deliveries

Good news! Zach's chosen bedding is in stock and ready to be delivered. The warehouse manager has got teams working on fulfilling all orders in Zach's area, to make sure they are packed and loaded on time.

Load up your vans

5G can remotely connect teams to lists of online orders and make sure Zach's right bedding is packed and organised. With strong 5G connectivity throughout whole warehouses, teams know what items need to be packed, wherever they are.

Faster, more reliable deliveries

Once vans are loaded with Zach's bedding and out on the road, delivery managers can use O₂ Smart Vehicle to easily monitor their entire fleet. They'll know where drivers are, how vehicles are performing and ensure they stay on schedule for reliable deliveries.

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Keep an eye on the traffic

Roadworks, traffic jams and diversions can all have an impact on how often deliveries are made on time – and if Zach is in danger of having a new bed with no covers. With O₂ Motion, the driver can get real-time traffic info to navigate around these issues and select the best delivery routes. Or update Zach of unavoidable issues.

Keep customers updated

As the driver gets closer to their destination, our Business Messaging service can be triggered to send alerts to Zach to let him know. He can then in turn message back if he isn't home or inform the driver of specific details (e.g. doorbell is broken, so please knock).

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Stage 3: customer service

The driver has arrived and is ready to hand over Zach's delivery. However, Zach left his flat to walk the dog so has left instructions, asking for the bedding to be left in a safe place.



Safer in-home deliveries

As Zach has asked the driver to leave the parcel behind his bin, the driver's body-worn camera can help give him extra reassurance. With a full audit trail of the route taken, as well as where and what condition the parcel was left in, the delivery manager can monitor the driver's behaviour for better customer experiences.

Easily arrange exchanges

Zach has arrived home to find his new bedding in his safe place. Unfortunately, after years in a double bed, he realises he ordered the wrong size for his new king size bed. As he needs to arrange an exchange, he calls the customer helpline. With O₂ telephony services, the call centre manager can ensure Zach is looked after when he rings. Our system shows call centre assistants all of his order details so they can quickly get a new bedding set sent out to him. And avoid costly refund claims.

Always have teams ready to answer calls

The call centre manager is able to keep Zach's call waiting time down by making sure they have a fully staffed call centre. Rotageek has helped plan team schedules for the week ahead, and ensure there's always someone to answer on the otherend of the line.



Want to know more?

Download our Big Ask report here for an in-depth look. Or call us to discuss more on 01235 433507.