



## Employee Productivity and Collaboration

Today's retailer must engage customers across web, mobile, and in store.

To create the best customer experience across all of these channels, every employee must be as knowledgeable as the customer. Digital transformation requires that companies enable direct communication with all their employees in order to increase employee engagement, enable feedback and dialog with employees, and communicate in a timely and efficient manner.

**Empower employees to provide outstanding service while enabling them to collaborate and share with their peers.**

To ensure that store associates and managers are at least as informed as the customers they serve, retailers must modernize how they communicate. Digital solutions improve communication and flow of information to improve customer service.

## **Deliver intelligence and computing power into the hands of a global workforce**

Break down silos across organizations and geographies, empowering people and supporting processes that lead to sustainable competitive advantage. Advanced analytics bring the power of machine learning to retail challenges, enabling predictive, optimized, and personalized insights that lead to growth and profitability. Deliver visual reports on any device—online or offline—at one-fifth the cost of other self-service solutions.

## **Empower your teams with tools to handle daily activities**

Help your employees easily share knowledge and access the expertise and resources they need to create value for your customers. Employee portals that can be accessed on mobile devices provide news, product information, tasks, training, social, line-of-business applications, and much more. Solutions use roles to ensure information is always provided in context, allowing employees to prioritize and to remain focused on serving customers and the business.



**Employee Productivity and Collaboration** solutions help your store associates and mobile employees to sell and engage more effectively, with access to productivity tools and customer and product information from the floor or out in the field. With solutions from Microsoft, you can empower your staff to do their best work and spend the maximum amount of time driving revenue.

## **Speed market response by sharing sales-floor and retail execution insights while fostering cross-team collaboration**

With Microsoft enterprise social capabilities, your in-store sales associates can closely collaborate with back-office workers like design teams, buyers, marketing teams, and the store manager while gaining a direct line to the customer, with visibility into how customers respond to products, how merchandising is working, and the effectiveness of in-store promotions.

## **Connect store and field associates with collaborative tools and mobile access to company resources**

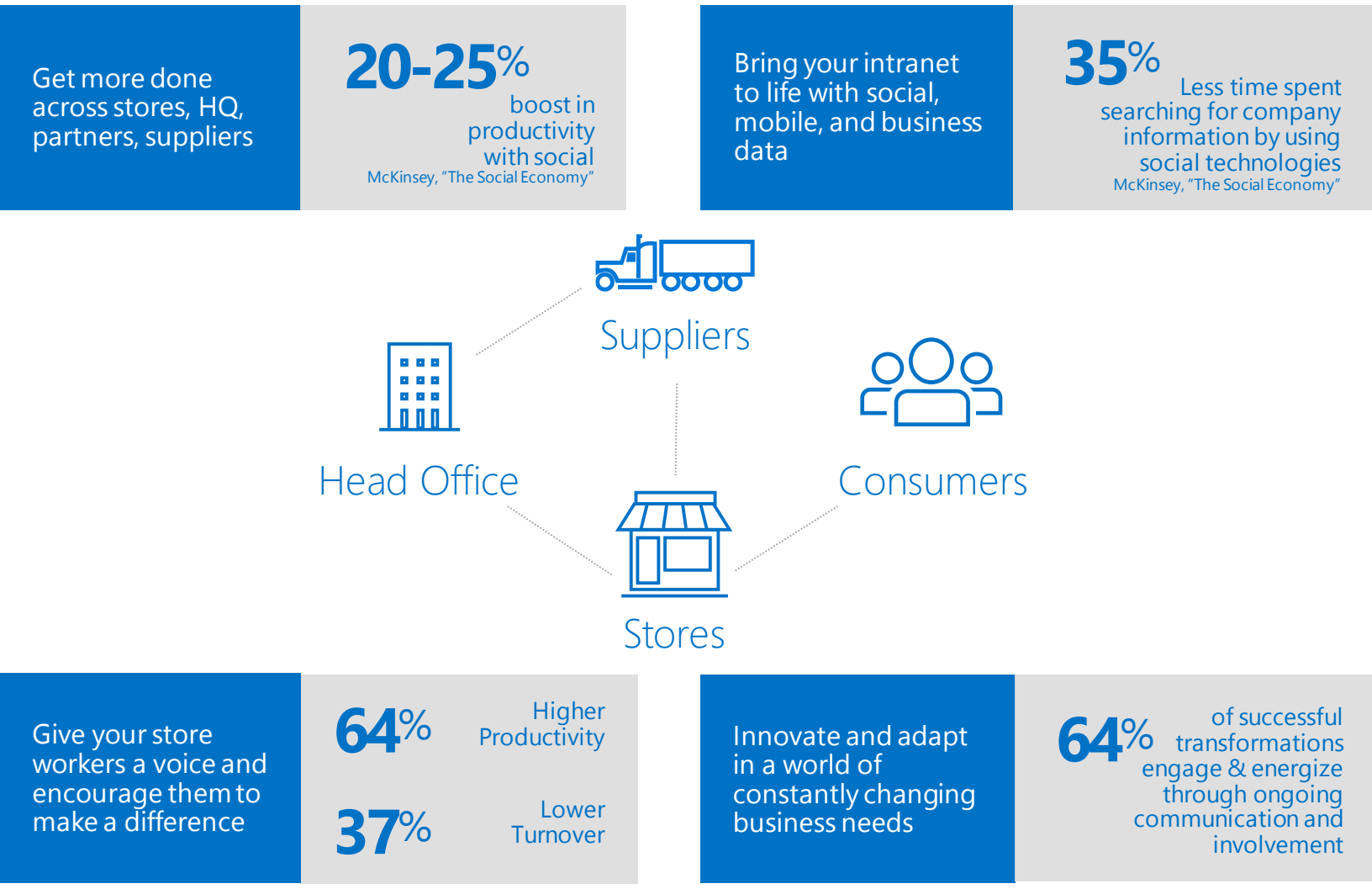
The right productivity tools can help your business thrive by giving all of your employees the tools to easily share knowledge and access the expertise and resources they need to create value for your guests and customers. Employee portals that can be accessed on mobile devices provide news, product information, tasks, training, social, line-of-business applications, and much more. Information is always provided in context, allowing employees to prioritize and to remain focused on serving customers and the business.



# Solution overview

## Employee Productivity and Collaboration

### Communication in the Modern Retail Workplace



Help your store associates and mobile employees to sell and engage more effectively, with access to productivity tools and customer and product information from the floor or out in the field.



# Why Microsoft

Retailers and brands are embracing digital transformation to thrive in today's competitive environment. Microsoft and partner solutions enable retailers and brands to combine the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences. Empower people to deliver maximum business impact. Personalize your customer engagement by using advanced analytics to understand, predict, and better serve customers. Transform your business through an intelligent, modern platform. With our solutions, you can engage employees, turn data into insights, and take advantage of dynamic, agile systems that adapt to business needs and secure data.

**Engage your customers.** Microsoft offers solutions to collect and understand customer behaviors and respond with offers and experiences that are personal, engaging, and relevant.

**Empower your employees.** Microsoft offers familiar productivity, collaboration, and social solutions that engage and empower your people.

**Optimize your operations.** Microsoft provides end-to-end business processes that optimize cloud scale, industry-leading security, and manageability.

**Transform your products.** Microsoft can help you foster a culture of innovation by making it easier for people to connect, share information, and work together across organizational and geographical boundaries.

"We are empowering our team members to share their expertise and serve our customers better with Office 365 and the mycoles portal...There's a real opportunity for Coles to take sales to entirely new levels."

**Conrad Harvey**  
Chief Information Officer, Coles



Coles is a major food retailer in Australia with over 100,000 employees and 2,300 stores. Over the last five years, the company has seen double-digit growth each year.

## M&S

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Marks & Spencer (M&S) is one of the UK's leading retailers, with 1,382 stores worldwide. M&S boasts a tradition of personal customer service that goes back to the 1880s when it catered to customers in towns across the UK.

"We've found that Office 365 supports our vision for Smarter Working. The whole program will result in more effective, committed employees who generate better ideas and deliver better service."

**Carl Dawson**  
IT Director, Marks & Spencer

Learn more  
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