



## MARKET TRENDS

# TRANSFORMING THE CUSTOMER EXPERIENCE

## WHAT YOU NEED TO KNOW TO ENHANCE CUSTOMER ENGAGEMENT

**From financial services to healthcare, education and the retail sector, technology is revolutionizing customer interaction.** In order to stay relevant in an increasingly competitive global landscape, Canadian organizations must adopt digital transformation strategies to better enhance the customer experience through a combination of hardware, software and services solutions.

According to IDC, Canadian companies will spend more than \$16 billion on digital transformation technologies in 2018, up from \$14 billion spent in 2017. Clearly, organizations are willing to make the necessary investment to embark on the transformation journey, but that is only the first step. Companies need to know what customers value the most within their industry and be prepared to adopt the solutions that meet and exceed those needs.

# FINANCIAL SERVICES

Tech-savvy millennials and innovative FinTech firms have led the way for disruption in financial services. Banks and credit unions are taking advantage of this progress with solutions that deliver seamless transactions anytime and anywhere to satisfy customers and members:

1

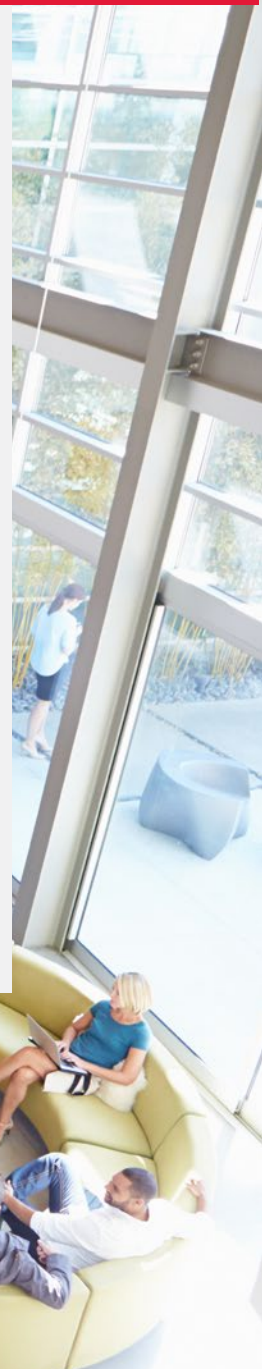
**IN THE BRANCH** – Notebooks and mobile devices have transformed tellers into universal bankers. They can still provide beginning-to-end service, executing complex financial transactions, while untethered to a desk. Meanwhile, video and collaboration technology enables real-time engagement with offsite experts for specialized education and advice.

2

**AT THEIR CONVENIENCE** – Customers and members want a speedy, harmonious experience. Self-service mobile devices and apps, online banking, ATMs and the many channels of the contact centre – including telephone, chatbots and texting – help to provide financial transactions when and where customers want them.

3

**FROM THE INSIDE OUT** – At the core of a successful omnichannel solution is a flexible, scalable IT infrastructure that increases efficiency and profitability in every channel. That means the right servers, network switches, hard drives, storage networking and virtualization solutions that are secure and compliant to deliver customers and members a perfect experience every time.



# HEALTHCARE



**When hospitals and providers enhance their patients' journeys with support from technology, they see results. Most patients report improved satisfaction and become more engaged when they're provided the means to do so through online portals, mobile applications, online chat or even email.**

Beyond communication tools, many healthcare organizations are adopting a range of technologies, from comprehensive data centres to mobile devices, to connect with patients in other ways and improve standards of care.

One familiar area of innovation is patient check-ins, which are now done faster, more conveniently and more securely thanks to technology. Digital signage helps patients and families better navigate unfamiliar hospital hallways. Electronic check-ins via mobile apps or kiosks reduce office supply costs and data errors associated with handwritten forms. Barcoded identification bracelets for patients improve accuracy over their older typed counterparts and can also speed the treatment process.

Overall, patients are less frustrated thanks to

faster and more streamlined intake processes. Investments like these demonstrate how technology and process efficiencies can improve patient care and better meet patient needs. But opportunities still exist to adopt technology throughout the entire patient journey.

For example, some hospitals provide patients with tablets and equip their rooms with smart TVs. The technologies are designed to give patients direct control of their healthcare experience and their surroundings. Once they arrive, patients have immediate access to the tablets, which allows them to take command of their room environment, reducing the need to call for assistance to lower shades or adjust the room temperature. The devices are also equipped with popular entertainment apps, and patients have the option to download many of their favourite apps as well. Additionally, they can share content on the devices with clinicians and room guests on the smart TV.

The right mix of technologies, backed by a strong infrastructure, can improve clinical workflow, increase staff productivity, enhance patient experience and ultimately prove profitable for hospitals and providers.

# RETAIL

Today's retail customers are more empowered and informed than ever before, relying on their mobile devices as well as store-provided technology. Whether you're a small shop or a nationwide retailer, you need integrated technology solutions that deliver the smooth, secure multichannel experience your customers expect. By deploying advanced technologies to work together in the storefront, retailers can better understand their consumers and enhance those shopping experiences.

Innovative retailers are taking advantage of a wide variety of technologies: mobile devices and apps, interactive kiosks and digital signage, sophisticated beacons and wireless networks, as well as easier, more secure payment systems. Retailers have long sought to use technology to improve the way they conduct business, but recent innovations have revolutionized the relationship between merchants and their customers.

On a strategic level, technology deployments can equip merchants to engage in clienteling, the practice of leveraging gathered data about customer activities, purchases and preferences to transform the merchant-customer relationship. Retail outfits that deploy clienteling solutions can offer deeply personalized service and interaction to customers and see welcome gains as a result. More frequent shopping visits, higher transaction values and improved loyalty all accrue in clienteling scenarios.

The journey toward digitally transforming your retail space contains many elements, but here are five cornerstones to executing an effective strategy:

1

**MOBILITY** – From mobile Point Of Sales (mPOS) to consumer-facing mobile apps, mobile enablement is a core point of value for modern retail operators, yielding major benefits across the retail, hospitality and restaurant sectors.

2

**SECURITY** – Every aspect of the modernized storefront – from hardware and software to network components – must be hardened against intrusion and attack to protect assets and preserve consumer confidence.

3

**INTERACTIVE KIOSKS AND DIGITAL DISPLAYS** – Interactivity maximizes opportunities to engage with customers and enable compelling self-service experiences with in-store kiosks and digital signage.

4

**IN-STORE ENGAGEMENT** – Beacons and Wi-Fi tracking solutions allow retailers to communicate with customers' smartphones as they move through a store. These solutions also leverage RFID technology to streamline inventory operations.

5

**PAYMENT SYSTEMS** – The economy is moving past magnetic credit cards. Chip-and-pin EMV credit cards and smartphone-based payment systems provide secure and flexible transactions for customers.

### RETAIL CONTINUED



From the customer perspective, technologies such as mPOS stations, interactive kiosks and networked tablets can greatly improve store operations. Gone are long lines at checkout and the frustration of waiting for a staffer to return from the back room with information about product availability. Questions get answered more quickly, thanks to merchant software that gives staff insight into available inventory and customer preferences. The result: Stores provide better, faster service to customers than ever before.

In addition, technology enables merchants to face down emerging challenges. Many brick-and-mortar stores compete not only with the shop down the road, but with web commerce outfits offering free shipping, as well as with national chains armed with vast inventories and a robust web presence. A retail modernization effort equips retailers with the tools they need to thrive in competitive environments.

# EDUCATION

We don't generally think of students as customers, yet in essence that's what they are, and student satisfaction is crucial for the education process. Schools need to provide students with the necessary tools to broaden and enhance the learning experience. Technology is forcing education leaders to rethink everything from floor plans to curriculum. Whether it's assigning each student a dedicated laptop or ensuring your school is Wi-Fi enabled, there are many considerations for schools to explore while creating the connected classroom.

1

**POWER AND MOBILITY** – Choosing the right hardware can be just as important as the right software. Traditional desktops offer robust systems, but lack the mobility necessary for students to function in multiple classroom environments. While tablets are easily portable, they lack the power, functionality and memory to conduct intensive operations. As a result, many schools prefer laptops, which are mobile and offer the necessary adaptability and functionality. There are a wide range of laptops on the market ideal for school use, not only from an affordability perspective, but also because they offer a robust set of capabilities and features. In addition, many of these devices are ruggedized and can easily be subjected to the wear and tear that invariably occurs in the school environment.

2

**THE RIGHT SOFTWARE** – The proper solution will depend on each school's needs, but it's important to choose an application that contains a vast array of features that will broaden the education experience. For example, Microsoft Office 365 includes Windows 10, Microsoft Edge, Cortana and Snap Assist, Skype in the Classroom, OneDrive and OneNote – all valuable tools that will significantly enhance organization, collaboration and productivity. The end results are dynamic and interactive lessons that will engage both students and educators.

3

**TRAINING AND PROFESSIONAL DEVELOPMENT** – It's been said students are only as good as their teachers, so it's important that your digital education strategy takes them into consideration. Teachers can vastly improve their teaching arsenal with time-saving tools, more impactful classroom experiences, enthralling lesson plans and easier classroom management. For example, wireless projection, digital inking and content, as well as pen and touch functionality, provide the ability for engaging lessons, quicker and natural feedback, full classroom mobility and easier collaboration.



### CREATING THE SOLUTIONS

Regardless of which industry you are in, the importance of technology in the way you engage with customers cannot be overstated. Whether it's to attract new clients or ensure long-term satisfaction and loyalty, a digital strategy is mandatory for businesses to build strong customer relationships. However, finding the best solution for your business can be difficult, especially given the number of products and solutions on the market. CDW Canada can work with you to assess your needs and create the client-centric solutions to increase engagement, retention and your competitive advantage. Ultimately it is up to each

business to weigh cost against risks and benefits. However, it's been the experience of CDW Canada that organizations that invest in a true penetration test are those that strive to improve their security and find as many ways to do so as possible. Organizations that routinely conduct in-depth risk assessments such as penetration tests stand a better chance of proactively identifying threats and minimizing damage in the event of an attack because they give a more nuanced view of the environment.

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