

Remote Selling

Driving Value In and Out of the Store

Digital transformation goals are forcing many brands to reimagine their approach to sales and service. This includes elevating the retail workforce and turning associates into highly-efficient and multi-purpose employees. The analog black book simply doesn't translate to modern retail.

Today's new retail environment is ushering in the omnichannel retail associate. These brand ambassadors are no longer relegated to just selling in-store. With a company-issued mobile device and intuitive apps, they can quickly and easily shift between selling in-store, selling from home, and even online customer service. The outcome is a vibrant new workforce that regularly connects with customers across all brand channels.

To remote sell effectively your store associates need data and insights at their fingertips. They'll feel more empowered personally and professionally while driving sales in-store and from home.

Key Benefits

- **Improve associate productivity**
- **Drive human capital efficiencies**
- **Deliver personalized experiences**
- **Enable social distance shopping**
- **Optimize inventory usage**
- **Foster customer loyalty**
- **Create new selling scenarios**
- **Expedite sales**

Why NewStore?

We consolidate and enrich customer, order, and inventory data across all channels in a single global solution. This actionable information is available to store associates on iPhone apps, enabling them to seamlessly guide the end-to-end customer experience — from the store floor or the comfort of their home.

NewStore Remote Selling

NewStore provides store associates a wealth of customer knowledge including top customer lists, last purchase dates, most purchased items, and more. Combined with real-time, enterprise-wide inventory data, and flexible fulfillment options, associates can create remote selling experiences that surpass the intimacy of the in-store experience.

- **Omnichannel Data**

Make global omnichannel data available to associates outside of the physical store in easy-to-use iPhone apps.

- **Integrated Applications**

Leverage pre-built integrations with Salesforce and other CRM systems to personalize customer experiences.

- **NewStore Checkout**

Enable customers to pay securely from their phone with a real-time QR code or link and alternative payment methods.

Associate Clienteling

The NewStore Associate App is the front-end system driving the remote selling experience. It is designed with the ease and friendliness of the apps your associates use and love in their daily lives. Every workflow is possible with just a few taps. From your customer database to your product catalog, associates can quickly and simply take each action needed to engage customers and move merchandise.

- **Mobile-First Buying**

With remote selling, you can keep the buying experience on mobile which is first-nature for most customers these days. The store associate can contact the customer with any desired means (email, text, phone, etc.), then build a shopping cart for the customer all within an iPhone app. The customer can pay directly on their phone using the payment page provided by the associate.

- **Endless Aisle**

Enable your store associates to access and sell all available inventory in your enterprise, whether it's in their local store, another store, or a distribution center or warehouse. Remote orders will be placed as endless aisle orders, supported by smart order routing to give customers last-minute delivery options that are cost-effective and convenient.

- **Virtual VIP Shopping**

Leverage your stores as the backdrop for virtual shopping appointments for your most loyal and engaged clients. This can keep associates productive during low store traffic periods or as part of normal operations. It will extend the number of touchpoints your brand has with your top shoppers while driving sales.

Feature Highlights

Omnichannel Customer Info

- Equip every store associate with a rich view of customers across all channels
- Access customer profiles with contact details, preferences and more from an iPhone app
- Leverage a customer's email address to send sales receipt and look up purchase history, online wishlists, and abandoned carts

Personalized Communication

- Import customer segmentation from third-party tools
- Communicate with customers via email, text, and phone directly from the app
- Send product information/deep links to ecommerce PDP

Cart Building

- Create a shopping cart or add items to a wishlist for the customer to view later
- Attribute sales to the associate or store by applying URL parameters to ecommerce links

Consignment

- Send items to customers and let them easily return what they don't like
- Hold product out of inventory while it is out on consignment
- Shift from consignment to a sale with remote customer-enabled payments

Seamless Payments

- Send payment link / QR code to the customer via email or text in real-time
- Enable customer payment using a proprietary contactless payment flow with alternative payment methods such as Apple Pay
- Ensure secure PCI compliant payments

Omnichannel Fulfillment

- Enable quick and convenient fulfillment options with smart order routing
- Optimize inventory usage by fulfilling orders from other stores or a DC
- Offer products from any combination of locations i.e. split fulfillment