



IBM Watson and IntelePeer's  
Communications Platform as  
a Service



# How Retail Businesses Can Use IntelePeer's Omni-Channel CPaaS to Create Engaging Customer Experiences



## Contents:

- What is CPaaS, and how can it Communications Enable Watson?
- Why CPaaS for retail?
- How retail businesses can use Omni-channel communications
- How retail businesses can use CPaaS
- How retail businesses can interact with customers through SMS
  - Manage loyalty programs
  - Send marketing promotions and coupons
  - Receive feedback to improve customer experience
- How retail businesses can use Analytics
- Why IntelePeer?



## What is CPaaS?

CPaaS, or Communications Platform as a Service, is a cloud-based communications solution that combines voice, messaging, and other communications into one platform. CPaaS is disrupting traditional business communications, providing a solution that can be customized to address specific business needs or automate tasks and embedded into applications and workflows. CPaaS takes customization to the next level with everything from prebuilt applications to application-based programming interfaces (APIs). IntelPeer's Atmosphere® CPaaS provides a pre-integrated solution for communications enabling IBM Watson applications including speech recognition, Text to Speech (TTS), Speech to Text (STT), Tone Analysis, Sentiment Analysis, Watson Assistant, and other capabilities.

There are a number of benefits that CPaaS offers compared to traditional business communications solutions, such as:

**Easy deployment:** Implementing a CPaaS solution saves businesses time with quick and simple deployment.

**Flexibility:** You can implement a fully built-out solution or create one that fits specific needs.

**Cost-savings:** CPaaS solutions are typically cheaper since you pay for only what you need and the solution is built in the cloud.

Keep reading to see how retail companies can use an integrated communications strategy to create better and more engaging customer relationships.

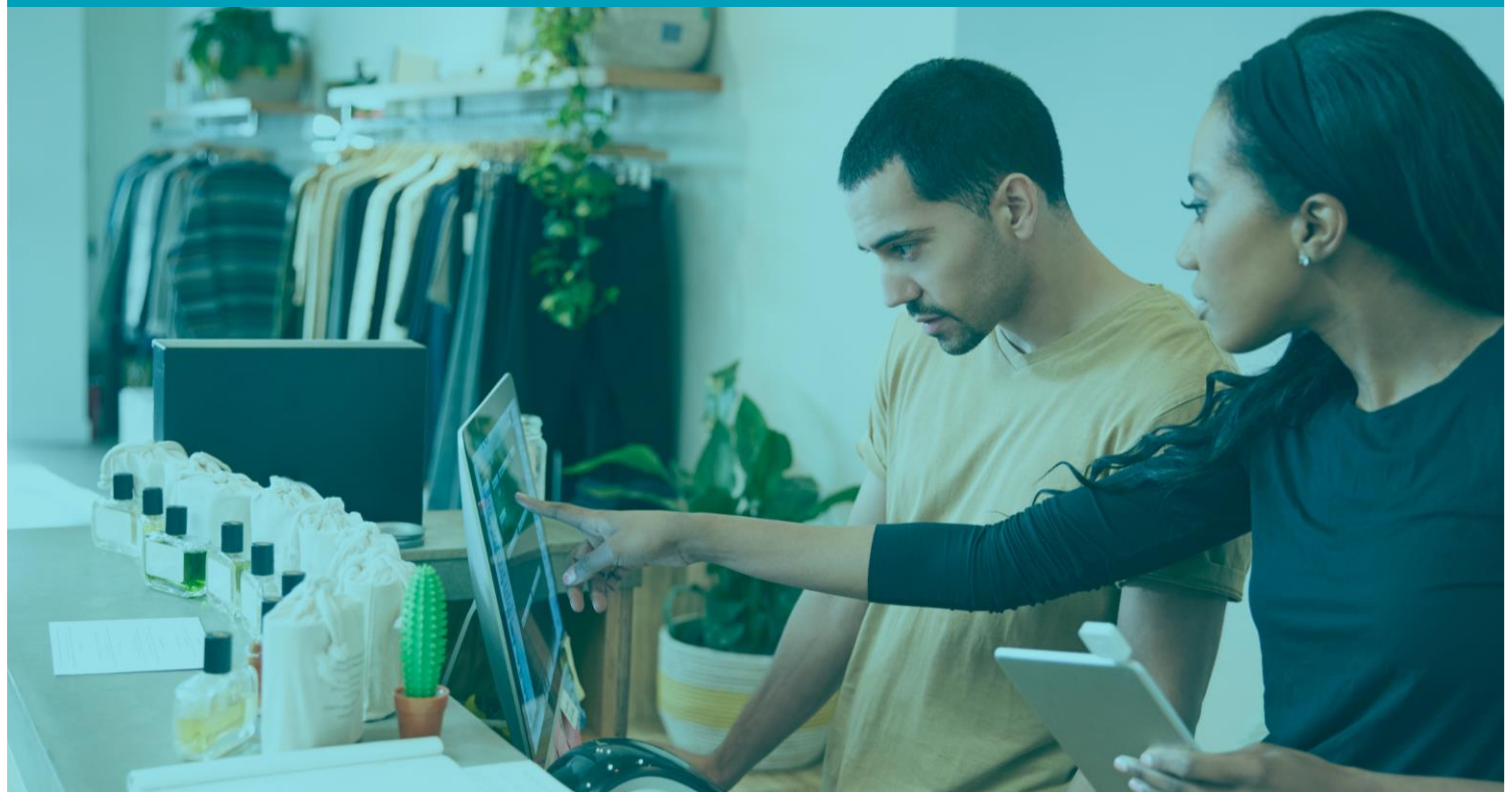


## Why CPaaS for retail?

As a retail company, you know that engaging with your customers is crucial to maintaining loyalty. The retail industry brings with it unique and complex communications challenges such as outbound marketing, managing loyalty programs, providing easily accessible company information, and more. Don't let this discourage you from setting the standard of excellence.

Having an integrated communications strategy that is customizable for your specific needs and how you want to engage with your customers is no longer limited to companies with big budgets. CPaaS allows any size retail business to employ the latest integrated communications services at a fraction of the typical cost and complexity of other solutions.

CPaaS enables flexibility and innovation, empowering retailers across the industry to embrace all that the rapidly evolving cloud communications market has to offer. This solution gives businesses everywhere a scalable and flexible platform to build upon and use only the services they need to drive sales and customer loyalty through communications.



## How retail businesses can use omni-channel communications

Create better customer experiences

Many retail businesses struggle to provide a consistent customer experience throughout their communications process because they do not have a centralized customer experience strategy. Without omni-channel communications it can be difficult to keep customers engaged and happy with their shopping experience, whether online or in-store. By using CPaaS to implement an integrated communication solution that has voice, SMS, omni-channel IVR (Interactive Voice Response), cloud-based call routing, and analytics, retail businesses can remedy the problems they face.



Creating a great customer experience starts with the first interaction. For many businesses this is when a customer calls in to request information, such as store hours, location, or promotions. IntelPeer's CPaaS with IBM Watson allows customers to hear a consistent greeting and menu of options such as a store hours, promotions, and directory information. Managers can easily manage settings and recordings such as greetings, hours, and other relevant information for your business to keep your customers up to date. With both voice and messaging functionality, you can create automated omni-channel communication flows that are integrated into business processes and applications such as purchasing or CRM systems.

A larger retail business with multiple locations can add on a **cloud-based call routing solution** to make sure calls are routed to the correct location depending on time of day, location, or need. This also serves as a reliable way to ensure business continuity and that no call goes unanswered even if there is a natural disaster or site outage.

By implementing these solutions retail businesses provide a consistent experience through the entire process. With these solutions, retail businesses can create a consistent customer experience throughout the process.



# How retail businesses can use CPaaS

Create strong customer loyalty with IntelPeer and IBM

Some businesses are merely a location- while others are an experience all of their own. What differentiates exceptional businesses in the retail industry is the care taken to cater to the customer experience. Your customer's engagement with your company doesn't stop when they walk out the door- rather, that's when the true engagement begins!

Considering the massive amount of marketing messages distributed by the retail industry, it's easy to get lost in the white noise. With strategic, integrated communications solutions, you can make sure your business is top of mind among the most valued customers. It's important to keep an interactive conversation going with each customer so your company stands out and makes an impact.



# How retail businesses can interact with customers through SMS

## Engage with customers through their preferred medium

Are you engaging with your customers in the method they prefer? Today [64%](#) of consumers say they prefer to engage with companies through SMS compared to voice. Adding SMS to your communication strategy could be essential in ensuring your products are seen and remembered by your customers. With SMS, you can manage coupon and loyalty programs, send company updates, and gather customer feedback to improve processes, products, and the overall customer experience. Using IBM Watson Assistant with IntelPeer's CPaaS, fully autonomous SMS BOTS can be easily created and deployed that use existing inbound voice and toll-free numbers. By encouraging your customers to call or text to the same voice number, better and more comfortable communications are enabled in the medium that your customer prefers.







## Manage loyalty programs

Loyalty programs are a powerful way to keep customers coming back and purchasing more. With CPaaS, it's easy to build automated flows that are integrated with your CRM or other applications to step up engagement with loyal customers. For example, customers can interact with your business through SMS to check rewards points balances and get updated account information. This means getting them the information they need quickly and easily, providing a better and more personalized customer experience.

Thanks for visiting Jenny's Boutique. Reply Y to get future discounts and last minute deal updates!

Msg and data rates may apply. Reply STOP to opt out.

Great! In the future you can text POINTS to check your reward points.

Currently you have 200 membership points! We hope to see you soon!

Y

POINTS



## Send marketing promotions and coupons

Providing discounts can be one of the best ways to get customers into your store. By using communication channels such as SMS to send discounts and coupons that are time-sensitive you can entice customers to come back sooner. Everyone loves a good deal, especially if it is personalized to something that they actually want. CPaaS allows you to pull in information such as customer profile or purchase history and integrates that information into the communications flow, letting you personalize the messages you send to your customers.

Reminder from Laura's Boutique:

Next three days only receive 20% of the entire store!

Mention the code 20offtxt when you check out.

Thank you for being a loyal customer!

4GuysTires discount: For the month of August ONLY: Buy 3 tires, get one free! Reply 'Y' to receive a call to schedule your appt today.

Reply END to opt out.

Great! You will receive a call within the next 30 min to schedule your tire service at 4GuysTires.





# Receive feedback to improve customer experience

You want to provide customers with the best shopping experience, but collecting feedback in a timely manner can be a challenge. Retail businesses can improve on processes and customer experience by conducting surveys through automated outbound campaigns through channels such as SMS. This allows businesses to determine what is working and what needs to be improved while giving customers a quick and easy way to provide feedback.

Hi Jane, we hope you had a good experience at your recent visit to our Bikes4u Denver location.

How would you rate your experience 1 -10?

8

Great, we are glad it went well. Please respond with any comments you would like to leave for our team.

Overall it was good, however the service was a little slow.

Thank you for your feedback we appreciate it. Have a great day!



# How retail businesses can use Analytics

## Turn data into better customer experiences

Do you know how your customers are engaging with your brand? Tracking communication analytics such as the results of a survey or who is clicking on coupon information allows you to determine the best ways to engage with your customers and provide more information based on their interests. If you have a call center or support line, you can analyze the topics your customers are frequently calling about to identify trends and proactively make improvements as needed. For retail stores with multiple locations, this also presents an opportunity to take a look at the time of day and frequency of calls coming into each location to make better informed decisions on resource availability. Analytics sheds light on the frequency, quality, and outcomes of interactions between retailers and their customers, empowering them to hone their processes to ultimately provide a better experience for each customer.





At IntelePeer, we believe it is time to move beyond basic communications. Together with pre-integrated IBM Watson applications and capabilities our focus is to help you tackle your communications challenges through our Atmosphere<sup>®</sup> Communications Platform. Whether you need a custom solution or have a development team of your own, we're experts on finding which solution best fits your needs and budget. With our rock-solid network and award-winning support team available 24x7x365, we're committed to helping your business benefit from all the things CPaaS has to offer.

**[Contact us](#)** today to get started with a communications solution that helps you provide the best customer experience.

