



# JioBusiness for Retail: Selling Experiences Not Products

## INTRODUCTION

More than 90% of retail in India is conducted in brick-and-mortar stores<sup>1</sup>. India is a nation of shopkeepers. A youthful population, a growing middle class, logistical improvements, and rapid investments in technology infrastructure is changing the retail landscape in India. At the heart of this shift is the Indian consumer. They are influenced by unending choices, online deals, omnichannel platforms, and can transition easily between online and offline shopping. However, whether they are checking popular brands at Palladium in Mumbai, driving

down Connaught Place in Delhi, or walking down Old City Market in Aligarh – brick and mortar stores remain an indispensable channel for them. To stay relevant with technology savvy consumers, retail stores need to embrace technology. Reliance Jio is an ideal candidate to partner with and offer an array of emerging technologies. This can help enhance the shopping experience. It takes the burden off retailers allowing them to focus on their business while offering the best in technology advancements for a smooth purchasing journey.

<sup>1</sup> On Solid Ground: Brick-and-Mortar Is the Foundation of Omnichannel Retailing by A. T. Kearney



## INDIAN RETAIL

Retail is the Indian economy's third largest sector and contributes to 11% of the Gross Domestic Product (GDP)<sup>2</sup>. It is the country's largest employer accounting for nearly 11% of the workforce. Retail fuels an entire ecosystem ranging from agriculture, textiles, real estate, logistics, and construction businesses. Favorable demographics and technology advancements are driving a shift in consumer habits to online spending. Going forward shopkeepers need to embrace technology to match online offers, create loyalty programs, and improve in-store experiences. **Reliance Jio has a bouquet of solutions designed to enable shopkeepers to offer immersive experiences, leverage modern tools to ease selling, and meet the demands of hyperconnected consumers.**

### 25% Higher Gross Margin

Retailers who offer superior customer experiences than their peers achieve 25% higher gross margin<sup>3</sup>. Traditional retailers need to utilize technology advancements to enhance the shopping experience. **Reliance Jio has curated and developed an array of emerging technologies to enable retailers to improve the customer journey.** Solutions that power business continuity, digital signage, automated retail, point of sale (POS), asset tracking, digital catalogues, virtual trials, self-service kiosks, and AR/VR (augmented reality/virtual reality) can uplift the in-store experience.



### 23% Consumers Purchase Extra

Indian consumers are demanding omnichannel experiences. The combination of online and offline shopping methods can drive sales. 23% of consumers purchase extra items when picking up an online order from a store and nearly 20% who return an online purchase in a store make an additional purchase<sup>4</sup>. **Retail stores in Indian localities can become the hub of activity by providing online and offline experiences.**

Enhancing the retail experience requires evolving the store into a social space, engaging customers with technology, and making the shopping experience pleasurable. Engaging micro-influencers, influencing the local social media scene, developing curated products, offering omnichannel experiences, and improving customer satisfaction are becoming the baseline of tasks retailers must take on. **Reliance Jio can aid this process by bringing game-changing solutions into the hands of the shopkeepers.**

<sup>2</sup> National Retail Policy: Now or Forever Late by A. T. Kearney and Confederation of Indian Industry

<sup>3</sup> Disney Institute research on customer experience, Walker, Gartner

<sup>4</sup> Global numbers, A. T. Kearney research

## JIO SOLUTIONS

**Connectivity for Business Continuity**



Downtime equals loss in revenue. It is imperative for retailers to have continuous connectivity. Power outages. Network failure. These are issues that a retailer should not have to deal with. Reliance Jio provides superior network connections to ensure retailer can process credit cards, update inventory online, and connect with customers online. Jio's High Speed Internet ranks top in Netflix's ISP speed index as the fastest wireline network in India<sup>5</sup>. Jio has the fastest 4G speeds according to Telecom Regulatory Authority of India (TRAI) data<sup>6</sup>. Jio operates the best network for retailers with fiber connections backed by ubiquitous 4G LTE.

**Digital Solutions for Productivity**



Four out of five product brands experience a significant increase of up to 33% in additional sales with the use of digital media<sup>7</sup>. JioOnline allows retailers to create a website in less than 10 minutes. It also helps improve social presence with auto-sync updates, communicate promotions, and transact online. Toll-free service establishes a nationwide identity on a single number. Microsoft 365 bundled with Jio, offers services like Office Apps, Microsoft Teams, OneDrive, and Outlook that helps drive productivity and collaboration. JioMeet offers interaction platform for F2F virtual meetings. JioAttendance enables contactless employee management and real-time tracking.

**Intelligent Devices for Enablement**



Beverage coolers, ATMs freezers, smart locks, vending machines, and a plethora of connected devices can unburden the retailer. Jio operates the largest NB-IoT network to keep devices connected. Jio's Retail solutions for neighborhood Kiranas can help digitize physical stores with digital billboards, in-store promotion displays, and interactive screens to help catch shopper's attention and increase engagement. That apart, with JioBusiness solution one can avail the Digital First Business Membership from Reliance Digital, that offer additional discounts, extended warranty and on-site support. Jio is truly positioned to be your one-stop partner for growth.

<sup>5</sup> Netflix ISP Speed Index, URL: <https://ispindex.netflix.net/country/india/>

<sup>6</sup> TRAI MySpeed Portal, URL: <https://myspeed.traai.gov.in/>

<sup>7</sup> Nielsen study: DOOH increases revenue at the point of sale – Digital Signage Today

## SUMMARY

Successful digital transformation of retail environments requires a modern network infrastructure designed to support bandwidth-intensive and latency sensitive applications. Retailers must leverage productivity and collaboration tools to engage employees and customers. Jio provides the fastest and largest network in India designed to meet the needs of the Indian shopkeepers. Along with unified communications, marketing, infotainment, and host of other solutions for retail outlets, JioBusiness solutions is the one-stop-shop for all retail needs in India. Solutions from Jio allow retailers to trim the budget while enhancing customer experience.

