

# Need an edge over online retail giants? It's time to get innovative.

**When you have a mobile-first solution, you're ready. Learn how One Talk from Verizon helped one top grocery chain expand its service and give customers a more convenient way to shop.**

**Gone are the days when retailers only had to worry about competing with the store down the road or across town. Now stores are going head-to-head against huge, global online retailers, and staying competitive means finding new and innovative ways to attract customers. Customers who demand convenience and control over their shopping experiences. Who value their time and don't like waiting. And who have lots of options to consider when deciding where to spend their dollars.**

One major grocery chain decided that simply offering the ease and instant gratification of online shopping wasn't enough. To really set itself apart, it needed a way to reach customers on their most important shopping tool: their phone. And the grocery chain found the answer it was searching for in One Talk<sup>SM</sup> from Verizon.

## **Empower customers across the entire online shopping journey.**

Giving customers the convenience of an online shopping option was an obvious choice for the grocery chain, which was among the first in the country to offer home delivery of groceries. But that convenience doesn't always extend to the second half of the online shopping equation: pickup and delivery. The grocery chain realized that for some customers, the ease of choosing the items they want on their terms loses some appeal if they then have to deal with the restrictions of home-delivery windows—especially true when dealing with perishable grocery items that can't be left to sit for hours on a porch. And having to go into a physical store and wait in line to pick up items ordered online largely defeats the purpose.

To take its online shopping offering to the next level, the grocery chain decided to add more of a personal touch to its e-commerce strategy. One that extended across the entire purchasing journey. That's where One Talk came in.

One Talk is a mobile-first solution that keeps businesses connected to and engaged with customers. Always a good business practice. But by integrating One Talk into the online shopping experience, the grocery chain was able to give customers control over the pickup phase of their experience.

**One Talk helps keep this grocery chain connected to customers while giving an edge over the competition.**

## **A simple solution that redefines convenience**

Here's how it works. It starts with the familiar process of placing an order online. But then, instead of receiving a home-delivery window, the customer is able to drive to the store whenever works best for their schedule. Upon arriving in the reserved space for online orders in the parking lot, the customer calls a designated pickup number. The call rings to a One Talk Hunt Group, meaning that multiple clerks can be assigned to receive the call on their One Talk-enabled smartphone and the call will hunt for the first available clerk. If none of the clerks in the Hunt Group are available to answer, the call is redirected to the store's main phone system for additional backup to help ensure the call is answered.

Once the call is answered, the clerk then locates the order and brings it out to the customer's car. It's fast. It's easy. And the customer doesn't have to worry about crowds or assigned pickup times, or even getting out of the car.

It's fast and easy for the stores, too. Because it is a mobile-only solution, there are no routers to set up or complex configurations to navigate. Implementation at each store location is as easy as turning on a smartphone.

**Gaining a competitive edge doesn't have to be complex—  
or expensive.**

Adding One Talk to its e-commerce strategy has been a successful move for the grocery chain. To date, it has deployed more than 1,200 One Talk lines to stores around the country, and it reports increasing popularity for the service. Thanks to a long-term relationship with its Verizon account team, the grocery chain knew it had a communications partner it could rely on, and was able to design a cost-effective application using smartphones to provide an overall better customer experience. All while staying competitive with online retail giants.

---

**Why Verizon**

We know that serving your customers is a top priority and critical to the success of your business. One Talk provides businesses a quick and easy way to stay accessible to customers while addressing their evolving needs and creating positive experiences. Because happy customers are always good for business.

---

**Learn more:**

To learn more about One Talk, contact your Verizon Wireless business specialist or visit [onetalk.com](http://onetalk.com).