



**END OF THE
LOCAL TELECOM STORE?
NOT SO FAST...**

The downtrend in traditional retail shouldn't doom telecom stores to extinction. But they do need to evolve.

In today's digital economy, the sales-per-square-foot mindset no longer applies. In fact, seven out of ten customers who start in store buy in a different channel.

That's why smart communication service providers are reinventing their retail strategy to a more integrated digital/physical model.

Instead of relying on one-size-fits-all outlets, telecoms should downsize and diversify, investing in a fresh network of new digitally-linked smaller store formats such as flash retail, experiential showrooms, and self-service kiosks.

The digital-linkage ensures a seamless consumer experience across channels, making it easier for customers to evaluate products, ask for advice, and build brand loyalty.

The best part is, the funds to reinvent your retail strategy are already in-house.

Companies using analytics to optimize their digital/physical mix can shave 35% off costs while maintaining steady sales... because it doesn't matter where customers buy, just as long as they do.

Learn how Accenture is reinventing traditional telecom retail with our full report:

END OF THE LOCAL TELECOM STORE? NOT SO FAST...

Copyright©2017 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.