



Delivering perfection.

Ensure the level of luxurious experience
that your customers expect, every time.

verizon[✓]
business

Introduction

Innovation delivering— beyond expectation.

When it comes to luxury, every experience matters. Customers are paying a premium for the products and services they want, and technology needs to deliver.

As a leader in luxury, you understand the powerful bond between brands and their customer experiences. You're always experimenting with new ways to push the envelope in luxury goods and delight your customers with your brands. But to put truly new ways of delivering exquisite moments into action, you need a partner who can match your vision with the right innovation. Who can provide the support of lightning-fast, secure technology. Who is just as dedicated to exceeding expectations as you are.

With Verizon's depth of customer experience, expertise and best-in-class digital support, we're uniquely positioned to support and enable luxurious innovations, beyond expectations. In the following pages, we'll share some of our specially curated solutions and technologies, the ones we thought might be just right for you.

Because as a partner, we'll ensure that you always deliver perfection.

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Custom-crafted solutions.



One

Connectivity that delivers, loyalty that lasts.

The luxury sector is a highly competitive place. Ensuring your customers' brand experience feels bespoke and tailored to their tastes is key to fostering a deep emotional connection that translates into enduring loyalty.

Personalised real-time offers

Location-based delights, such as store-specific rewards or free parking when spending thresholds are met.

Pitch-perfect recommendations

Special recommendations that show you know and value them, like suggesting matching accessories for a purchase.

In-store enhancements

Location-based effects, like unique Snapchat filters or digital reward drops for specific stores.

Two

Mixed reality fitting rooms that deliver endless possibilities.

A gala opening. A special romantic evening. An important business event. Whatever your customers are shopping for, they want to look dazzling. An innovative, technology-enhanced changing room can help them envision exactly the outcome of their imagination.

Take them to a dream location

AR, VR and mood lighting show how different styles look in different environments, like a candlelit restaurant or a riviera beach.

Engage the shopper's imagination

Artificial reality filters can help shoppers see how clothes would look on different people and body types.

Get immediate feedback

Each interaction offers instant responses to help improve for the next client.

Three

Holograms that deliver the thrill of the runway.

New trends are born on the catwalk and new styles are inspired by what looks good on the runway. But not everyone can get to Paris or Milan at just the right time to see the season's newest looks. So why not bring it to them?

Capture the excitement

Our holographic technology shows off models and their outfits in 4K Ultra High Definition.

Close up couture

Display boxes and screens showcase clothing and accessories in 3D right before their eyes.

Glamour by association

Let customers picture themselves in the styles worn by famous and fabulous faces.

Four

Interactive tech that delivers an immersive shopping experience.

You've already won half the battle if customers come into your store. Now you just need to deliver a memorable interactive experience and inspire them to imagine themselves engaging with your products in a way they hadn't dreamed of before.

Gamify the shopping experience

Near Field Communication (NFC) offers immersive shopping experiences through your store.

Monitor what's working for new improvements

Use IoT cameras and other devices to measure real-time activity and implement change when needed.

Inspire them to consider something new

Increase 'dwell time' on new, innovative products with smart screens that change in proximity to shoppers.

Five

Smart sensors that deliver an elevated checkout experience.

Now that a customer has selected one of your luxury products and is prepared to spend a significant amount on it, you want checkout to be a suitably refined epilogue to a wonderful shopping experience. Let technology provide the perfect denouement.

Allow customers to bypass the checkout

Linking payment cards to personal accounts means that customers can automatically pay for what they want without having to use a till at all.

Easily monitor items

Sensors and camera tracking can keep an eye on what customers are buying.

Deeper, real-time data

More accurately measure dwell time and conversion in-store.

Six

Eco-systems that deliver on your goals.

Just like the celebrities and powerbrokers they serve, luxury brands wield influence. And that influence can be brought to bear for positive change for people and the planet. Together, we can deliver a more profound impact.

Avoid unnecessary emissions with AR/VR

With AR/VR, specialists can dial in remotely—no need to create emissions by shipping prototypes or having technicians travel between sites.

Make more informed decisions with AI and the cloud

With AI and cloud analytics, you get the data driven insights you need to streamline processes, control inventory and design more sustainably.

Why Verizon

Your digital concierge for the innovation ahead.

Your brands are among the most revered and imitated names in luxury worldwide. But your elevated status depends entirely on two things—the quality of your products and customer experiences, and the loyalty of your customers. Partnering with Verizon to continue your digital evolution can ensure ongoing success in both.

Think of us as your digital concierge—curating exactly the right blend of technologies and services to help you maintain your bright place among the constellation of luxury consumer stars. Our vast experience in both retail and technological transformation means that you'll always be out ahead of the latest innovations. We'll help you leverage our extensive partner ecosystem to find solutions that continue to elevate your name. With a customer experience that is constantly adapting to trends and ever exceeding their expectations, you'll never lose the magic that makes you the leader in luxury.

**We innovate in the background,
so you can deliver luxury to the fore.**

Next steps

Let us deliver for you.

We hope this presentation has helped you envision an even better tomorrow for your brands. And if you'd like to experience these technologies in person, we cordially invite you to join us at our London Retail Innovation Centre to see for yourself what the future of luxury can look like.

Please, get in touch.



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