

Buyer's guide

# Redefining the customer experience

How technology solutions can  
improve your service delivery

A person wearing a black coat and black boots is walking on a cobblestone street, carrying several colorful shopping bags. The bags are in various colors including white, blue, and plaid. The person is holding the handles of the bags with both hands. The background is a blurred street scene.

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# Why is there a need to redefine the customer experience?

## The high street is transforming

Retail is no longer just about transactions – it's about experiences. Shoppers now expect personalised, seamless interactions, whether they're browsing in-store, shopping online, or engaging via social media. Brands must do more than react to purchasing decisions; they need to shape the entire customer journey.

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This shift is driven by choice, convenience, and evolving technology. Customers understand that their data can enhance personalisation or raise privacy concerns, and they expect brands to earn their loyalty with every interaction.

To stay ahead, successful brands are redefining the shopping experience – making it more innovative, inspiring, and memorable. Retail technology is now front and centre, with sleek POS systems and smart devices enhancing both efficiency and aesthetics. The goal? To create tailored, engaging experiences that bring customers back, time and time again.

While the core values of great service remain unchanged, today's shoppers expect more from every interaction – and brands must rise to meet those expectations.



# The impact of technology on your service delivery

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## Portable receipt printer – for interacting anywhere

Easily print receipts, orders and barcodes from mobile devices – while supporting stock availability, assisted sales and click-and-collect.

### Customer experience:

Convenient, engaging and efficient queue-busting service.



## Mobile devices – for shaping the decision-making journey

Allow customers to interact with touchscreens to complete transactions – and provide staff with instant access to real-time data to support sales.

### Customer experience:

Fast, friendly, and provides up-to-the-minute information.



## On-demand colour label printer – for personalised promotions

Quickly produce customised labels showing loyalty points gained, incentives, discounts or location-based promotions to reward custom.

### Customer experience:

Personal, value-added and a reason to return.





## **Inkjet printer – for creating official documents in seconds**

Give customers official documentation to take away when they order for delivery – so they have all the information and proof of purchase they need.

### **Customer experience:**

Peace of mind for the fully-informed customer.



## **Portable label printer – for that personal touch**

Create individually designed products, seal bags, and personalise shopping experiences for the customer.

### **Customer experience:**

Distinctive, thoughtful and makes purchases feel more special.

# Streamline and simplify operations to improve efficiency

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## How do we empower sales assistants to drive purchasing decisions?

Provide sales assistants with real-time data, an understanding of personalised customer offers, and training in how to offer a better experience, so they can help customers make more informed decisions. Transferring everyday operations to handheld devices also allows staff to move away from the counter and enhance service on the sales floor.

## How do we reduce the administrative burden on staff?

Help staff work more efficiently, so they can focus on proactive service. Web-based POS solutions allow sales assistants to check and order stock, show product or service options and serve the customer, without the need to fill out paperwork or be at the payment desk. Staff can also refresh labels quickly, and print quotes and contracts with less need to manage supplies. Meanwhile, projectors can be controlled centrally across multiple outlets – reducing the administration burden even further.

## How can we cut back on outsourcing costs?

By bringing high-quality print and production in-house. When you have the means to create professional-standard materials from your shop or venue, you no longer need to call on the professionals – saving your business valuable time and money. Producing large-scale posters, banners, signs, photo-realistic prints, labels, and stickers means more impactful displays and promotions, and less time waiting for deliveries – all without the inflated costs.







## How do we speed up service and reduce waiting times?

Location-based staff can offer a more efficient and personal shopping experience when they're free to interact with customers and perform transactions on the sales floor, using mobile devices and portable receipt printers. Providing meaningful information, such as real-time stock availability, at the point of sale can also help engage customers, reduce item abandonment and lead to increased sales opportunities.

# Your at-a-glance solution guide

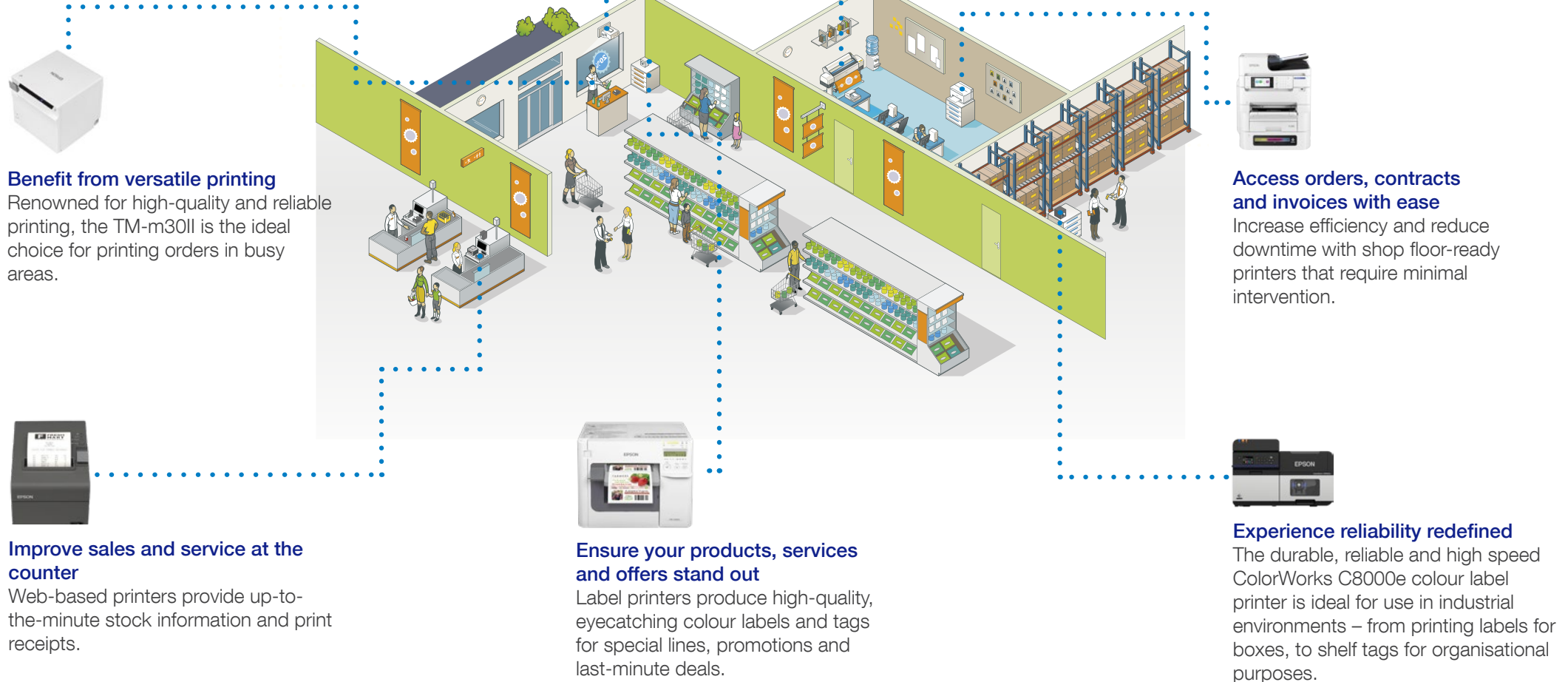
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Take a look at the guide below to see which retail technologies match your needs.

						
Criteria	Mobile devices	Receipt printers	Projectors	On-demand label printers	Large format printers	Printers
Engaging experiences	•	•	•	—	•	—
Efficient, queue-busting service	•	•	—	—	—	•
Personalised services	•	•	•	•	—	—
Mobile payments	•	•	—	—	—	—
Loyalty and rewards	•	•	•	—	•	—
Real-time information	•	•	•	—	—	—
Seamless communication	•	•	•	—	•	•
Influencing buying decisions	•	•	•	—	•	—
Branded materials	•	•	—	•	•	•
Remote access	•	•	•	•	•	•
Added value services	—	•	—	—	—	•
Impactful displays	—	—	•	•	•	—
Less administration	•	•	•	•	•	•
Less outsourcing	—	—	•	•	•	•
Reducing environmental impact	•	•	•	•	—	•



# Connected solutions for an engaging environment



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# Making your selection

Epson provides cutting-edge technology solutions that help retailers deliver seamless customer experiences and streamline in-store operations. From fast, reliable receipt and label printers to advanced point-of-sale systems and projectors, Epson's products are built to support the demands of modern retail environments.

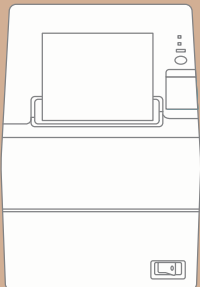
With a reputation for durability, energy efficiency, and low maintenance, Epson enables businesses to improve productivity, reduce costs, and enhance customer engagement at every touchpoint.

A photograph showing the lower half of a person walking. They are wearing blue denim jeans and bright red sneakers with white laces and white soles. They are carrying several colorful shopping bags (green, yellow, orange) in their hands. The floor is highly reflective, showing a clear mirror image of the person's legs and shoes. The background is blurred, suggesting a retail or shopping environment.[Menu](#)



# POS and receipt printers for retail

Transform everyday transactions into seamless, engaging experiences with Epson's next-generation POS and receipt printing solutions. Designed to support the evolving needs of modern retail and hospitality environments, these printers offer the perfect balance of performance, flexibility, and style – empowering businesses to connect with customers more effectively, wherever they are.



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Enhance customer engagement with cutting-edge, web-based technology. Seamlessly integrate traditional POS systems with online services, including loyalty programs and e-receipts.

Improve in-store interactions by using portable receipt printers to reducing queues and increase sales beyond the checkout counter.

Maximise space efficiency with a sleek, stylish, and compact design that fits easily into any location.

Epson's POS and receipt printers are built for the dynamic demands of modern retail and hospitality, delivering seamless performance, sleek design, and the flexibility to enhance customer interactions at every touchpoint.



# Inkjet printers for retail

Keep your retail operations running at full speed with reliable, high-performance printing solutions from Epson. Designed for efficiency and ease, Epson helps minimise downtime and maximise productivity – so you can focus on serving your customers without interruption.



Reduce downtime while quickly generating invoices, orders, and receipts for customers.

Streamline retail operations with fast, economical, and efficient printing solutions.

Print up to 86,000 pages without the need for ink changes, ensuring continuous, hassle-free performance (WorkForce Pro RIPS<sup>1</sup>).

Integrate seamlessly into your existing IT infrastructure and Epson Solutions Suite.

Reduce outsourcing costs and save time with in-house printing.

Epson's retail printing solutions are designed to keep your business moving.

# Projectors for retail

In a competitive retail landscape, standing out is more important than ever. With Epson's advanced projection solutions, retailers can transform any space into a dynamic, attention-grabbing display – creating immersive visual experiences that captivate customers and drive engagement from the moment they walk in.



Showcase your visual merchandising in an exciting and engaging manner.

Install an Epson projector in high-traffic areas to ensure your messages have maximum impact.

Keep customers informed with up-to-date offers, promotions, and more.

Project images and messages with remarkable clarity across a wide range of surfaces.

Capture attention with vivid colours, bright light, and intense detail.

Epson's projectors help retailers stand out by turning ordinary spaces into powerful visual experiences.



# Large format printers for retail

In the retail world, first impressions count. Visually striking, high-quality prints play a key role in attracting customers, communicating your brand, and enhancing the in-store experience. With the right print solutions, retailers can create bold, impactful visuals that drive engagement and set their brand apart.



Make a lasting impact with large, high-definition prints in your retail space.

Create eye-catching posters and displays that strengthen your brand's presence.

Print vibrant, high-quality images directly in-house for cost-effective solutions.

Boost your retail displays' efficiency with fast printing speeds, ensuring you stay ahead in a competitive market.

Epson's professional print solutions empower retailers to create bold, high-impact visuals that elevate in-store experiences and strengthen brand identity.



# Discover the full range of Epson education solutions

Choose Epson products to deliver a rich customer experience across multiple channels.

[epson.co.uk/retail](http://epson.co.uk/retail)

1. \*86,000 pages in mono. Applicable to EM-C8101R.

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