MICROSOFT TEAMS INTEGRATIONS OVERVIEW

By SYNQ Technology

SYNQ™

Overview

SYNQ Technology helps retailers leverage the inherent advantages of their brick-and-mortar locations, while providing the digital-first experience customers expect.

In recent years we've seen an evolution from paging and call buttons to ruggedized smart devices. The problem? The process didn't change, just the hardware. The same old challenges persist: a lack of accountability, no line of sight, and constant follow-up.

We're addressing these challenges by getting your team onto a single, unified platform. Core to SYNQ's digital platform is Microsoft Teams.

We digitize the un-schedulable tasks that are critical to operate a successful store: helping customers, out of stocks, special requests, curbside pickup, managing phones, paging, rain checks and more.

Why Microsoft Teams Adaptive Cards?

Adaptive Cards via Microsoft Teams provide a powerful, platform-agnostic method for sharing and routing important information without the complexity of customization. Adaptive Cards are perfect vehicles for sharing information between Microsoft Teams and other services.
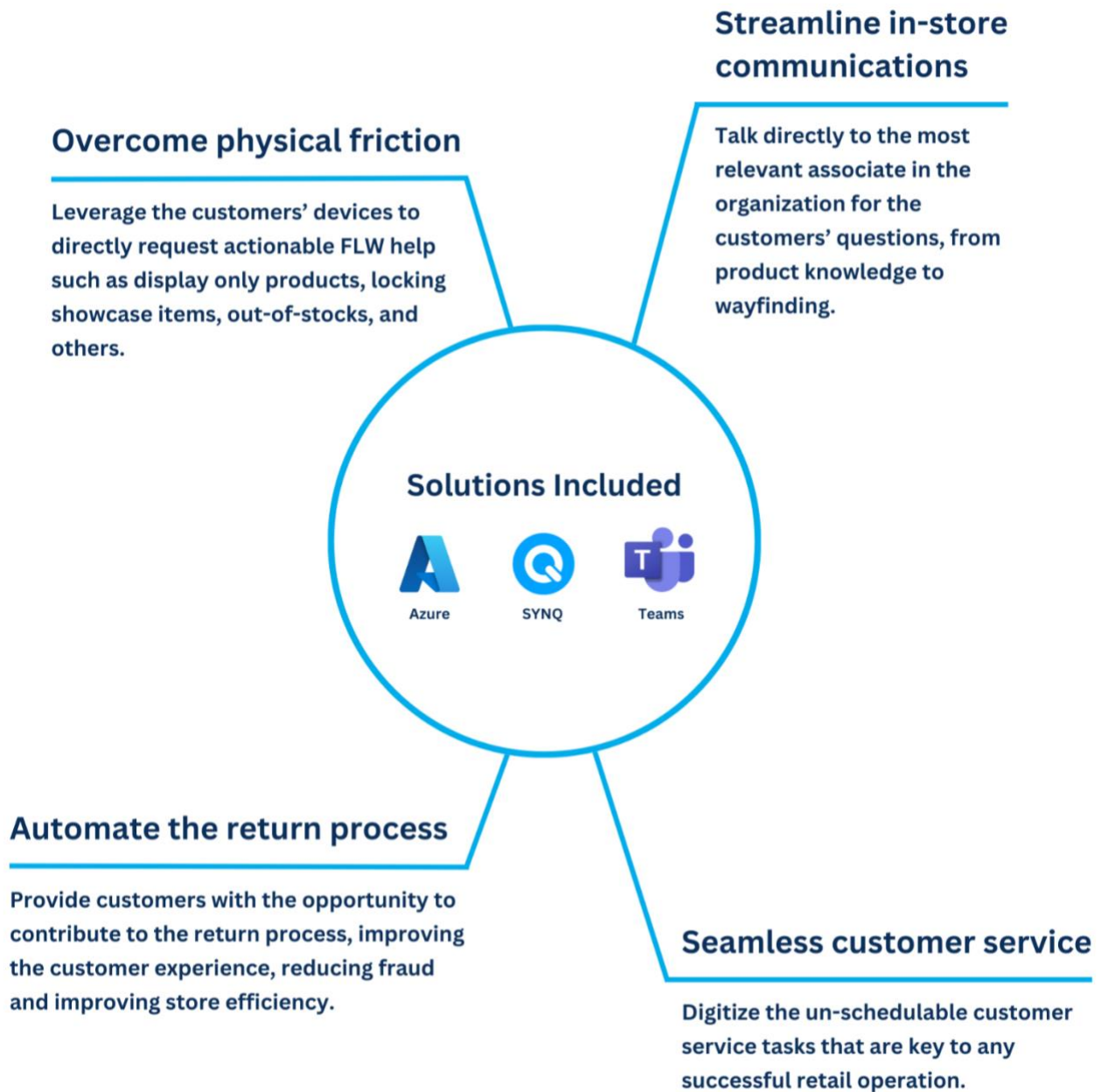
At SYNQ, we believe Microsoft Teams and adaptive cards are the way of the future for retail. It allows stores to move beyond the static, un-trackable nature of today's in-store solutions. We help you make the unpredictable predictable and allow you to finally understand where all the store's labour goes.

When customers request help for a product through SYNQ's platform, adaptive cards are generated and assigned to the relevant team members automatically. If you're in the bakery, you don't need to know when someone needs help in pharmacy or placed an ecommerce order.

Not only does this approach drive incredible efficiency, the measurable nature of adaptive cards means retailers have more visibility into the operations and success of their stores than ever before.

Elevate the shopping experience

Transform the shopping experience through data analytics and store technology to create more engaged shoppers with stronger lifetime value.

Streamline in-store communications

Talk directly to the most relevant associate in the organization for the customers' questions, from product knowledge to wayfinding.

Overcome physical friction

Leverage the customers' devices to directly request actionable FLW help such as display only products, locking showcase items, out-of-stocks, and others.

Solutions Included

Azure   SYNQ   Teams

Automate the return process

Provide customers with the opportunity to contribute to the return process, improving the customer experience, reducing fraud and improving store efficiency.

Seamless customer service

Digitize the un-schedulable customer service tasks that are key to any successful retail operation.

Build a real-time, sustainable supply chain

Create an agile, resilient and sustainable supply chain by connecting data across your ecosystem to identify issues and optimize performance.

Physical User Experience (UX) touchless lockers

Provide infrastructure that unleashes an array of possibilities, including 24/7 pickup and drop-off.

Solutions Included

Azure   SYNQ   Teams

Crowd source inventory

Assign a confidence score to your customer-initiated requests against current inventories, right down to the SKU level.

Predict customer needs

Maximize the efficiencies of associate operations by predictably duplicating customer requests based on known data (e.g. predictive picking).

SYNQ™

Empower the store associate

Equip your frontline workforce with solutions that increase customer satisfaction while reducing the burden on your frontline so you can invest in your team's growth.

Digitize existing analog requests

Remove the need for paging, call-buttons, radio calls, and random customer jesters.

Solutions Included

Azure SYNQ Teams

Maximize Output

Triage retail needs in the most efficient way possible, reducing step counts.

Improve the FLW experience

Drive greater workplace satisfaction by mirroring work-life balance and synergies resulting in FLW engagement.

Maximize the value of your data

Realize the true value of your data by unifying disparate data and ecosystems across the shopper journey, uncovering insights and optimization throughout.

Customer requests generate data

Maximize sales by optimizing in-store customer and product signals.

Solutions Included

Azure SYNQ Teams

Anticipate and prevent customer dissatisfaction

Connect SLE (Service Level Expectation) with customer-initiated requests predictable by both time and outcome.

Maximize the value of your data

Empower the store associate

Elevate the shopping experience

Build a real-time sustainable supply chain

Hexagon labels: Flying Tasks, Vending and Proactive Picking, Associate Data, Text for Help, Interactive Checkout, Help Finder, Returns Exchanges, Order Up, Stock Out/Up, Loss Prevention, Touchless Lockers, Curbside Pickup

Our Integrations

Curbside

A single click of a button in the order confirmation email generates an adaptive card for the relevant associated to collect and deliver the customer's order to the curb. No sitting on hold, no missed orders, and a happier customer.

Text for help

Everyone has experienced the dreaded paging of an associate for help, only for nobody to show up. By leveraging Twilio, customers can simply scan a QR code in the store and send a text message. This text message generates an adaptive card that the appropriate department can claim and track as they assist the customer.

Call buttons

Digital call buttons that actually work. A scan of a QR code initiates the creation of an adaptive card that contains the exact location of where the customer in need of help is standing.

SYNQ™

Order Up

Order Up streamlines the process of shopping for large, locked, or high value items. In-store QR codes and tablets let you browse products and inventory levels, then request the items you want. This request generates an adaptive card, and the customer is able to track progress from their request to when the item is ready for pick up.

Stock Out

Similar to the order up integration, stock out lets customers scan empty shelf space to determine if any more are in stock, and if not, when they might be, if they're at a different store, or if there is a rain cheque available.

Stock Up

Stock up is for customers to manually request products – maybe they don't have a smartphone or don't want to use your system – or for managers that see empty shelves that can't wait for reactive picking solutions. There's no need for radios, it's simply a customer-generated order up.

Customer Save

These devices at your POS allow you to get important customer feedback before it's too late. Instead of a poor NPS response that management sees the next day, negative feedback generates an adaptive card for a supervisor to proactively address the problems while the customers is in the store.

EAS

Get EAS alarm notifications, with corresponding CCTV, sent over an adaptive card that's delivered to the security channel of Teams, all but eliminating the spam that comes with today's methods.

Emergency exits

Similar to EAS alarms, get notifications with corresponding CCTV for your door delays and exits.

Recurring Store Tasks

Program any recurring task in your store, across each and every Teams channel, all while affiliating that team's escalation rules with the tasks.

Tasks on the fly

If your employees see something that they're dying to page someone about can simply create a task on the fly, upload a photo, and generate a task for the team responsible to take immediate action. Say no to radios, say no to pagers.

Concealment alerts

Take AI/machine learning predictive shoplifting tech and put it into Teams for proactive loss prevention tasks and an auditable trail of what happened.

Touchless lockers

Interactive, exciting lockers that replace today's "prisons for stuff". We've solved locking showcases, like really solved them, and these lockers enable several additional applications.

BOPIS (Buy Online Pickup in Store)

Give customers an in-store experience that mimics the digital-first approach they've all come to expect. There's no paper or pin code for the customer, just their smartphone. And for your associates, it's one tap in Teams to open the locker hands free, increasing efficiency increases by up to 175%

Returns

Customers can initiate returns while they stand in line. Simply begin the return through SYNQ's platform, upload a photo, and if return is eligible, drop it at the desk or in a locker. This generates an adaptive card for the associate to accept or reject a return request.

Exchanges

If customers need to exchange for a different model or size, why waste your associates' valuable time? Customers can walk into the store, open their locker hands-free, and swap out the item, all without any labor wasted.

Service

Dropping skates for sharpening, keys for cutting, or dropping and picking up samples at a healthcare facility has never been easier. All your customers has to do is show up, scan a QR code and drop their item in the locker.

Proactive picking

Allow your associates to proactively pick items from the warehouse that the data shows will sell within the day, and place them in lockers. This allows you to serve 3-5 times the number of customers with the same number of employee footsteps.

Vending

Let customers skip the wait all together and select items your store has already curated.

BISPUN (Buy in Store Pick up Now)

Our patented processes allows customers to buy items from locking showcases without having

to wait for an assocaite to come assist them. There are no calls and no pages, simply use a tablet or your phone to complete your order and pick up your item from the lockers. Retailers using BISPUN are able to stamp out the 30% + of lost sales that result from standard locking showcases.