



BREAKOUT VIEWPOINT: Your Opportunity in Vertical Markets

During the past year, businesses across various market segments have steadily adopted new hardware, software, connectivity, and cloud technologies into their operations. Constantly growing, healthcare, retail, industrial, and hospitality organizations have been deploying these solutions to reinvent themselves and stay competitive.

With sights set on improving security, efficiency, and flexibility, global organizations seek the latest and best solutions that will help increase workforce productivity and satisfaction. That means the opportunities to sell new solutions to your existing customers are almost endless.

Below, I'll share my thoughts on the trends across each vertical discussed at Channel Connect. Topline, it was interesting to hear how artificial intelligence can positively impact your customer's business when paired with these solutions. In many of these conversations, the tie between AI and digital transformation came up frequently.

RETAIL TRENDS

In the Retail segment, the discussion focused on how technology is currently being deployed to create a seamless online and offline customer experience by improving operations, empowering associates, and expanding the customer experience into uncharted territory.

One of the key trends discussed was the proliferation of collected and used data.

Emerging technology is also being used to continue pushing customers to self-checkout. A priority focus for retailers, especially grocery stores, is the use of technology to create a seamless experience for the customer. The experts in these sessions emphasized that retailers are having conversations with vendors about how systems can communicate with each other to do this effectively. They are currently exploring, and many are even testing, how they can use the adoption of AI into these systems to their advantage. Note that this is also applicable to forward-thinking hospitality venues.

Taking the trend above a step further, this data is also used to identify how retailers can optimize the labor force. Cutting down on lines and providing support in frequent trouble spots are just two examples of how it can add to a better customer experience. The bottom line of this trend? Opportunities for new revenue streams are being presented because an engaged customer and an available associate can take them down new paths.

Our panelists noted that conversations about IoT and analytics are still prevalent. They said an emerging trend points out how analytics should be actionable for those targeted personas.

Finally, “shrinkage” still isn’t a zero-sum game. While technology can help bring it down, that silver bullet doesn’t yet exist.

HEALTHCARE TRENDS

While plenty of challenges remain in the healthcare segment, the experts noted there is momentum for digital transformation initiatives. Anyone who’s received medical services during the past three years has likely seen these changes in how they are delivered.

Our panelists cited a few statistics that proved patients don’t want healthcare providers to turn back the clock on these advancements. Instead, they want providers to embrace those changes while continuing to seek new ways to improve patient experiences. And, though you might believe that a progressive mindset is exclusive to younger patients, it isn’t.

Technology solutions that enhance the patient experience are growing exponentially.

INDUSTRIAL TRENDS

In the industrial segment, the sessions focused on the factory of the future and how these new technology solutions can continue making these facilities smarter and create seamless operational advantages.

These “smart” factories are enabling operational efficiency and employee productivity. A prime example is the continued maturity of IoT and analytics. Again, AI was a prevalent theme in this conversation, where our experts explained how it’s being used to identify even more operational efficiency opportunities and employee productivity.

HOSPITALITY TRENDS

It’s no secret that the human touch goes a long way in establishing a positive travel experience for consumers. Conversations focused on how modern technology can be applied to support these experience goals.

One of the prevalent questions was how can technology complement the human touch? Smart software, connected devices, integrated data, digital profiles, and AI can help hospitality staff deliver guest preferences seamlessly and create efficiencies.

Sales Partners with restaurant, lodging, travel, and recreation customers learned how to trigger conversations about utilizing new technologies at the right time to enhance the guest experience.

CONTACT CENTER

The industries that feature robust contact center operations continue to seek guidance about how they can empower agents to offer the best support possible in this new hybrid world.

The blending of remote work with on-site interactions is growing for contact center agents. These agents require the right technology and tools to excel in this dynamic environment. Our experts guided attendees through the mix of technologies that can equip agents with efficient and seamless solutions, ensuring they can deliver exceptional service regardless of location.

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