

The FLOW Story - May 17, 2016

# How to **increase** revenue and **loyalty** through brand transformation



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**Will Gibson**

**Vice President -  
Retail at Cable  
& Wireless  
Communications**

Cable & Wireless Communications is a full service telecoms provider

Three banners: BTC,  
Cable&WirelessPanama, FLOW

6 million+ customers in 16 countries throughout the Caribbean and Latin America

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# Challenges

- Diverse geography
- Governance
- Lack of consistency
- Introducing the FLOW brand to different markets
- Outdated retail experience



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# Objectives

Bring a first-world, cutting-edge retail experience to the Caribbean

Create a retail experience that educates customers on how products and services can enhance their life

Ensure these ambitions reflect the region's economic and demographic realities

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# How did you achieve these goals?

- Ideation
- Multiple design iterations
- Series of research
- Digital and experiential
- Caribbean look and feel
- Prototyping - Miami retail lab



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# The new FLOW brand

Transformed retail experience

Interact with full range of devices

Shows how we're different



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# The role of digital

- Replaces brochures, flyers and posters
- Showcases brand in an immersive way
- Assists customer retail journey
- Increases customer interaction with brand
- Immerses customer in retail environment
- Brings store experience together



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# How is digital being leveraged?

Queuing station triages customers to the correct store area - reducing wait times and anxiety levels

Queue menus move from screen to screen - encouraging customers to move around the store

Bill payment kiosks speed up service

Charge-up stations - free service for visitors



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# Store performance

- Positive brand perception
- Improved business functions and customer service
- Increased to positive Net Promoter Score +20 in Dominica
- Gained market share
- Increased customer satisfaction and sales



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# Advice on brand transformations

A retail brand transformation will touch every aspect of the business

It needs to be everyone's project - engage every department

Don't be a "me too" - don't just settle for the same, think beyond

Set your bar high and be different

Stand out from the crowd to get attention

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Question Period

1.800.747.5150

Access:

5697142

