



RETAIL & ECOMMERCE

G-CLOUD 15

SERVICE OVERVIEW

Telefónica Tech provides a Retail and eCommerce service based on Microsoft Dynamics 365 Commerce to support organisations in managing physical stores, digital storefronts and assisted selling channels through a single, unified platform.

Dynamics 365 Commerce enables organisations to deliver consistent and personalised shopping experiences across in-store, online and call-centre channels, supporting both B2C and B2B engagement models. The service provides integrated capabilities for product, pricing, inventory and content management, enabling retailers to operate with greater visibility and control across channels.

The service can be extended with AI-assisted capabilities, including Copilot features, to support customer insight, product discovery and assisted selling. These capabilities are embedded within store and digital commerce experiences, improving sales effectiveness and customer engagement while maintaining governance and operational control.

KEY FEATURES

- Design, configuration and deployment of Dynamics 365 Commerce
- Unified omnichannel commerce across stores, online and assisted selling channels
- Centralised product, pricing and catalogue management
- Near real-time inventory visibility and availability management
- Content management for pages, layouts and themes
- Integrated digital asset management
- Intelligent search and product discovery capabilities
- AI-assisted customer and product insights using Copilot features
- Assisted selling capabilities within store and digital channels
- Scalable commerce platform aligned to organisational needs

KEY BENEFITS

- **Consistent Omnichannel Experience**
Delivers a unified shopping experience across physical and digital channels.
- **Improved Customer Engagement**
Personalised interactions supported by customer and product insight.
- **Increased Sales Effectiveness**
Assisted selling and AI-supported insight improve conversion and service speed.
- **Better Inventory Visibility**
Near real-time availability supports improved fulfilment and stock decisions.
- **Operational Efficiency**
Streamlined management of products, pricing and content across channels.
- **Improved Decision-Making**
Insight into customer behaviour and product performance supports planning and forecasting.

- **Scalable Retail Platform**
Supports growth across channels without increased complexity.
- **Future-Ready Capability**
Aligns with Microsoft's Dynamics 365 Commerce and Copilot roadmap.

ADDITIONAL SERVICES

- Retail and eCommerce discovery and readiness assessments
- Migration from legacy retail and eCommerce platforms
- Integration with ERP, CRM and supply chain systems
- Assisted selling and POS optimisation
- Inventory, pricing and promotion optimisation
- Loyalty and customer engagement configuration
- Analytics and reporting enhancements
- User training and adoption support
- Ongoing optimisation and support services
- Managed service options

Thank you

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Telefónica Tech

