



# A Leading Telecommunications Retailer Delivers Omnichannel Consistency at Speed

## THE CHALLENGES

- **Speed of Change:** Stores couldn't keep up with the speed of online promotions.
- **Lack of Central Control:** HQ had limited visibility into campaign accuracy.
- **Operational Inefficiency:** Manual coordination of flash promotions was unsustainable.
- **Customer Experience Risks:** Misaligned offers could mislead shoppers and create regulatory risk.

When flash sales were introduced, the company discovered an operational bottleneck: **By the time stores received updates and executed changes, the offer window was often closing.**

### The result?

Inconsistent online and in-store promotions created risks to brand trust and consumer protection law compliance.

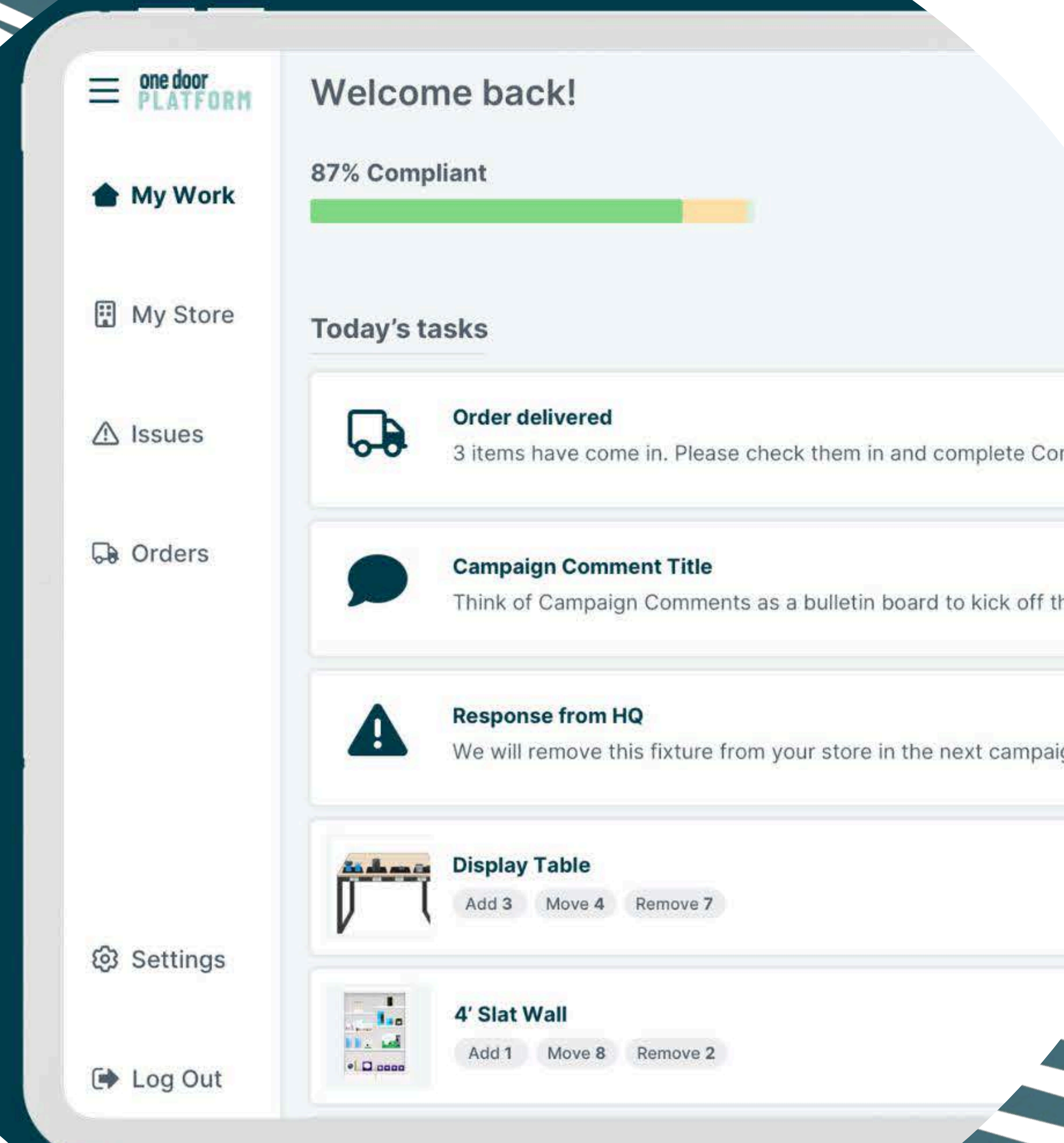
## THE SOLUTION

### Store Assistant and Store Compliance: Unified Visual Merchandising

**Execute Flash Sales Overnight:** With Store Assistant, stores receive updated planograms and execute changes before opening the next day.

**Ensure Consistent, Verified Execution:** Using Store Compliance, HQ verifies that every store has executed changes correctly and on time.

**Scale Campaign Frequency Without Increasing Complexity:** The retailer can now run additional flash promotions every month, without adding staff or overtime.





## THE RESULTS

Since implementing One Door, this telecom retailer has achieved:

- ✓ **True Omnichannel Consistency:** Promotions now align perfectly across digital and physical channels.
- ✓ **Faster Speed-to-Market:** Campaigns that once took days now deploy overnight.
- ✓ **Increased Campaign Frequency:** New flash offers are launched monthly without extra workload.
- ✓ **Regulatory Confidence:** Consistency reduces the risk of federal advertising violations and protects brand integrity.
- ✓ **Stable Workload, Higher Output:** HQ and field teams manage more campaigns within existing processes.

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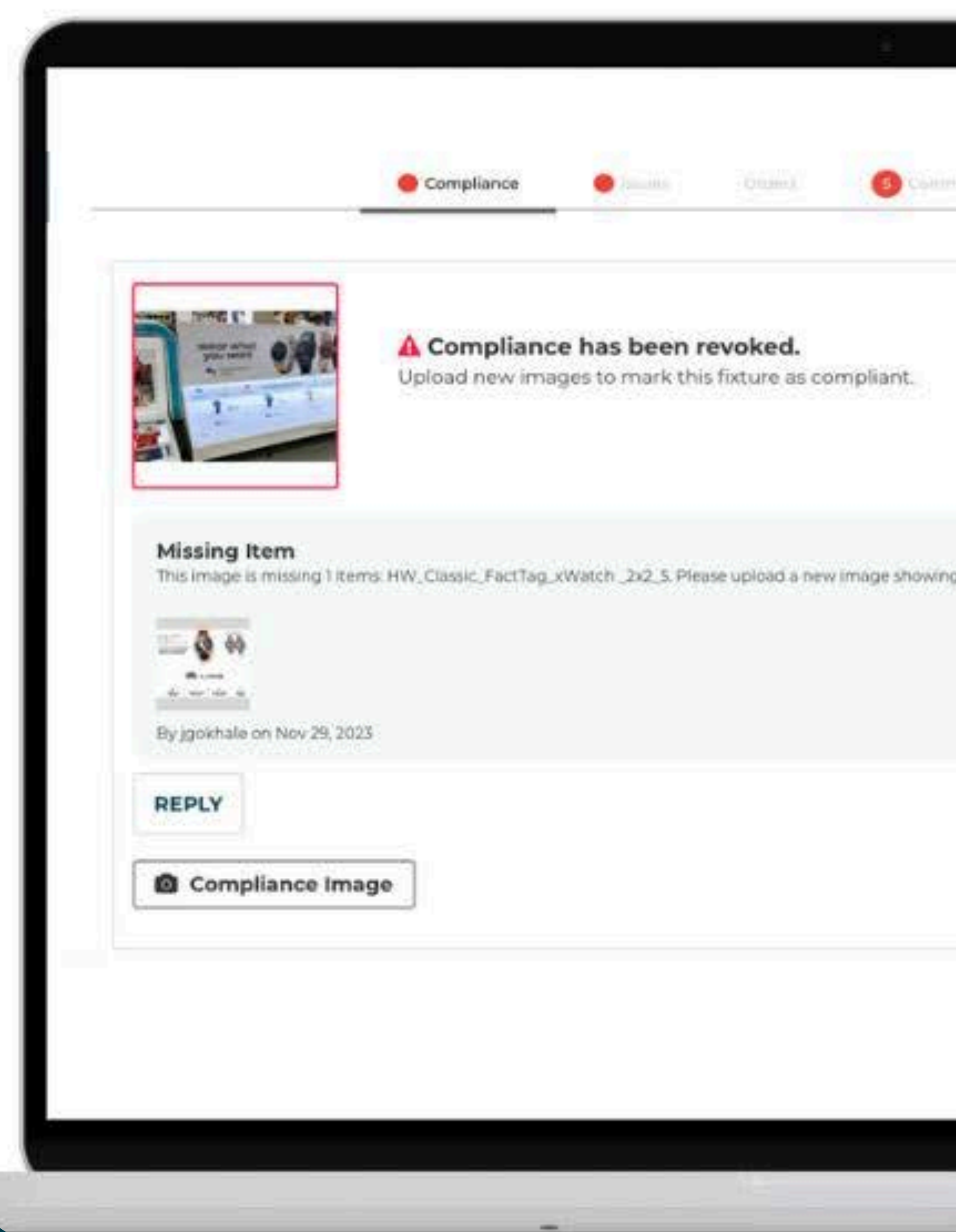
One Door allows us to consistently deliver regardless of each store's unique footprint, tailor the experience based on customer preferences, and provide better transparency into store merchandising quality and compliance.

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## Going Further: Building Toward Space-Aware Planning

The retailer plans to expand its One Door implementation into space-aware planning, combining planogram intelligence with spatial data for deeper campaign insights.

This will reveal not only what changes, but where and why — closing the omnichannel execution loop. With One Door, the retailer is moving towards a fully connected, data-driven future.



## SIMPLIFY AND ACCELERATE OMNICHANNEL CAMPAIGN

Ready to unify your online and in-store promotions? [Book a demo](#) to see how One Door helps retailers move faster, stay consistent, and deliver seamless omnichannel experiences.