



# WINNING STRATEGIES FOR SMALL RETAILERS:

How improved hometown internet is  
changing the game for local merchants

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# SMALL SHOPS. BIG ADVANTAGES.

How worry-free fiber internet is helping local merchants strengthen the human connection.

Psst. Want to know a secret about your big-box competitors?

Despite billion-dollar budgets, snazzy TV ads, and armies of IT staff at the ready, those national chains and online behemoths would love to have the secret advantage small merchants like you have:

## GENUINE CONNECTION WITH CUSTOMERS.

Hey, look at the data: Consumers truly prefer your superior customer service and personalized attention.

**74%** of consumers prefer the personal touch of a local business.<sup>1</sup>

**80%** of U.S. retail sales are still made at physical stores like yours.<sup>2</sup>

But for too long, smaller local merchants couldn't press this home court advantage. Why? Their internet connection got in the way of the human connection.

## THE PROBLEM: A RETAIL TECH DISCONNECT

As you know, running a small retail operation means you have 1,001 things to do every day.

But as technology promised to lighten the load and improve the customer's experience (think in-store WiFi, point-of-sale systems, social media marketing, or online scheduling software), it just never seemed to deliver. Your internet didn't have the oomph to make all that connected tech work like it should.

Instead of connecting with customers, you spend valuable time troubleshooting tech problems or worrying about bandwidth needs, especially at peak times. You're not getting the full value from the in-store technology you're paying for.

**The good news: That's all changing. The era of worry-free internet has begun.**

## WORRY-FREE FIBER INTERNET DRIVES LOCAL INNOVATION — AND GENUINE CUSTOMER CONNECTION

Today, an explosion of fast, reliable internet options — especially in small, rural towns — is making it easier for independent retailers and small shops to do more in less time. Suddenly, everything just works. Tech is one less thing on your plate.

Setting yourself apart from the big-box stores with a stronger focus on customers is now easier.

And that opens new possibilities.

**This guide will help you understand what worry-free internet can mean for your store by helping you to maximize your technology dollars while staying focused on matters most:**

*Your customers.*

*Your store.*

*Your success.*

<sup>1</sup> SOURCE: [capitaloneshopping.com](http://capitaloneshopping.com)

<sup>2</sup> SOURCE: [emarketer.com](http://emarketer.com)



# EASY DOES IT

**Fiber internet makes it simple for small shops to do big things.**

Technology. Retailers have a love-hate relationship with it. As soon as it solves one problem, it creates another. But thanks to the growing availability of fast, more reliable fiber internet, retail tech is finally living up to its promise. It's helping small merchants worry less about tech while getting more from it.

## GOODBYE FRUSTRATION, HELLO IN-STORE INNOVATION

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WiFi handles everything without even breaking a sweat or slowing down: guest WiFi, self-checkout, video sales calls, and social media uploads. No worries.

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Offer fast checkout lanes and loyalty programs to keep customers coming back for more.

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Real-time tracking lets you order wisely so you always give 'em what they want.

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Never miss a key moment in video surveillance with reliable HD uploads.

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Crystal-clear, reliable calls with n drops, making customers feel heard and valued.

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99.9% uptime — backed by responsive pros who help you make smart decisions because they understand a retailer's real needs.

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No tricks. No annual contracts. No data limits. No throttling. No overage fees. No nonsense.

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# ENHANCED RETAIL TECH IS ENABLING LOCAL MERCHANTS TO CONNECT WITH CUSTOMERS LIKE NEVER BEFORE

## SO MUCH GREAT IN-STORE TECHNOLOGY...

**POS systems:** Keep checkout lines short and transactions sailing through.

**Self-serve kiosks:** Create customer convenience and streamline staffing.

**Free WiFi:** Bring in customers, increase dwell time, and beam personalized offers directly to their devices.

**Communication & collaboration:** Empower team members to work as a single, well-oiled machine.

**Customer feedback systems:** Stay in tune with what your customers really care about.

**Digital signage & events:** Offer dynamic promos and pricing, or even live-stream in-store events.

## SO MUCH OPPORTUNITY...

- 73%** of consumers said they'd shop more from independent retailers if the location had improved tech.
- 47%** of consumers shop independent for better customer service.
- 60%** of small businesses credit technology for helping their business.
- 48%** of independent businesses say tech has helped increase revenue.

SOURCE: [faire.com](https://www.faire.com)

## THE COMMON THREAD? FIBER INTERNET.

- ✓ Plenty of bandwidth for superior app performance.
- ✓ Easy to scale up or down to accommodate seasonal patterns and changing needs.
- ✓ Rock-solid reliability to deliver uninterrupted service.
- ✓ Creates value by allowing you to get more from your technology dollars.

# FIBER INTERNET - THE GAME-CHANGER RETAILERS HAVE BEEN WAITING FOR

Fiber optic is like a VIP loading dock for your data deliveries and an express lane for your uploads. It lets you effortlessly keep up with data demands, even as you connect more of your store to the internet. It has the speed you need to keep up:



## LUNCH RUSH OR HOLIDAY CRUSH? NO WORRIES.

Process transactions quickly and keep your customers happy during your busiest time of day — or season of the year.



## SECURITY, BUILT RIGHT IN.

Fiber optic internet makes it harder for hackers to tap into your customer information.



## FAST UPLOADS. REALLY FAST.

Crystal-clear video calls and lightning-fast uploads let you wow your customers and clients with social media posts, video consultations and more.



## NO PRICING GAMES.

Get the speed you pay for, with no surprise fees or slowdowns at the end of the month like some of the big-name providers. That adds up to great value.



**FIBER INTERNET THAT IS DESIGNED TO CONNECT WITH TODAY'S RETAIL REALITY.**

## Strong WiFi, Strong ROI

Solid WiFi helps provide smoother customer experiences, has a positive impact on sales, and grows customer loyalty. That adds up to a good return on your investment.

Here's what retailers like you say they want from their in-store WiFi:

### BIG NEED, BIG SPEED

94% of retailers say they need sufficient internet bandwidth to meet their rapidly expanding demands effectively.

### MORE DEVICES, FEWER PROBLEMS

88% of retailers aim to seamlessly, and quickly, add and efficiently manage new devices on their network systems.

### TODAY STEADY, TOMORROW READY

72% of retailers want internet that can easily grow with their needs.

SOURCE: Chain Store Age, "Top retailer concerns about in-store WiFi are..."

Your WiFi is only as good as the internet connection it rides on. Great WiFi depends on a fast, reliable network equipped to handle all the traffic your guests and employees can throw at it.

SOURCE: [chainstoreage.com](http://chainstoreage.com)





**63%**

**OF RETAILERS SAY WIFI IMPROVES  
THEIR CUSTOMER SERVICE AND  
ABILITY TO HANDLE ORDERS.**

SOURCE: Retail Systems Research (RSR)

# IS FIBER INTERNET RIGHT FOR YOUR STORE?

**Your goals will determine the best choice for your business.**

If any of the following sound like they would work for your business, it may be time to consider fiber for your retail location.

## DEEPER CUSTOMER CONNECTIONS BY:

- ✓ Reclaiming time in your day from tech troubleshooting duties to offer personalized service to customers.
- ✓ Offering fast checkouts and shorter lines due to reliable and speedy POS connections.
- ✓ Creating customer engagement with live-stream events, trunk shows, new product demos, and personal consultations.
- ✓ Getting customers raving about — and returning for — your blazing-fast WiFi.

## EASIER IN-STORE OPERATIONS WITH:

- ✓ Internet connect you can rely on.
- ✓ Inventory updates and restocking that happens instantly.
- ✓ Employees flying through tasks with smooth, lag-free internet and staying on track with online scheduling.
- ✓ Fast uploads for social media posts and cloud backups.

## CRYSTAL-CLEAR CUSTOMER COMMUNICATION THAT CREATES:

- ✓ Reduced no-shows thanks to online booking and reminders.
- ✓ Flawless video calls with suppliers and clients.
- ✓ Peace of mind from sharp, high-quality security footage that always uploads.
- ✓ Crisp phone calls with no dropped connections, frustrating echo, or robotic voices during calls.

## WORRY-FREE SUPPORT THAT PROVIDES:

- ✓ Friendly, local tech that's a call away.
- ✓ Understanding small business needs by moving fast to resolve issues.
- ✓ Clear answers and solutions to any internet issues.
- ✓ Simple, transparent plans with no hidden fees or pricing games.

**IF YOU NEED TO ENSURE FAST, RELIABLE, AND WORRY-FREE CONNECTIVITY  
THAT KEEPS YOUR BUSINESS RUNNING SMOOTHLY AND YOUR CUSTOMERS  
HAPPY, YOU NEED FIBER.**



## WHATEVER DREAMS YOU HAVE FOR YOUR ...

Fashion boutique, quick-change oil stop, flower shop, auto shop, wig shoppe, skateboard emporium, fantasy nail salon, neighborhood bakery, little cupcakery, tire rotation & inflation station, corner bodega, stuffed animal hospital, computer clinic, hardware hut, yarn barn, book nook, muffler mart, wine cellar, perm palace, bric-a-brac shack, bike depot, vinyl vault, herbal apothecary, or doggie daycare

**... WORRY-FREE INTERNET CAN HELP YOU MAKE IT A REALITY. WE CAN SHOW YOU HOW.**

## YOU CAN RUN CIRCLES AROUND THE BIG GUYS. **LET US PROVE IT.**

**Worry-free fiber-based bandwidth is your secret weapon in the war against online behemoths and corporate competitors.**

Instead of wasting time troubleshooting yet another network problem, the fast, flexible and worry-free power of fiber internet lets you focus like a laser on what matters most: your customers.

Learn why high-quality internet gives you yet another advantage over impersonal big big-box stores.

## CONTACT KINETIC BUSINESS TODAY.

If your small shop is going to compete — and win! — against the big guys, worry less about internet problems and focus more on connecting with customers.

### IT STARTS WITH FIBER INTERNET.

Kinetic Business offers solutions that work like they're supposed to. Supported by fiber-fast internet, seamless voice solutions, and exceptional value, you can focus on making connections for your business — and we'll keep you connected. No worries.



[www.kineticbusiness.com](http://www.kineticbusiness.com)  
844-219-4986

Kinetic Gig Speed Fiber offers up to 1,000 Mbps upload speed, over 5X faster than the best advertised cable internet speed of 200 Mbps. **Kinetic by Windstream:** Credit restrictions may apply. Subject to availability, Kinetic Business by Windstream Service Terms and Conditions ([windstream.com/terms-and-conditions](http://windstream.com/terms-and-conditions)), and Windstream Acceptable Use Policy ([windstream.com/about/legal/acceptable-use-policy](http://windstream.com/about/legal/acceptable-use-policy)). **99.9% Service Availability:** As measured by Windstream from March 2023 to March 2024, Kinetic service reliability is calculated by dividing Available Customer Hours by Total Customer Hours, excluding planned maintenance, emergencies (like hurricanes, winter storms, floods), and other uncontrollable events. ©2024 Windstream Intellectual Property Services, LLC. All rights reserved. Kinetic and Windstream are registered service marks or trademarks of Windstream Intellectual Property Services, LLC. All other marks are the property of their respective owners.