Customer @ Retail

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Technology enables new consumer behaviors

84%
of smartphone users use their phone in-store

retailtouchpoints.com

80%
of customers say the experience a company provides is as important as its products and services

Salesforce

67%
of customers say they'll pay more for a great experience

Salesforce

85%
of grocery retailers globally lack the capabilities, technology, people, and processes to use insights to monetize their data and drive CX

Businesswire.com

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Business Needs

NEW
INCOME

MARKET
PLACE

"Marketplace" approach to aggregate own and third parties Services and Offers.

100%
CONNECTED

Aggregated vision of all Channels, Networks, Countries, brands, products

OMNICHANNEL
PHYGITAL

Embrace both physical and digital stores

CUSTOMER
KNOWLEDGE

SUPPLY
CHAIN

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New store concepts bridge between online and physical stores

Store digitalization to

- gain operation efficiency in the store
- increase customer experience by engaging customers in-store to interact & buy
- generate new revenue streams and enable new business models

Digital technologies like IoT, data analytics, artificial intelligence transform physical stores,

- from tech-enabled / digitalized
- to fully autonomous stores.

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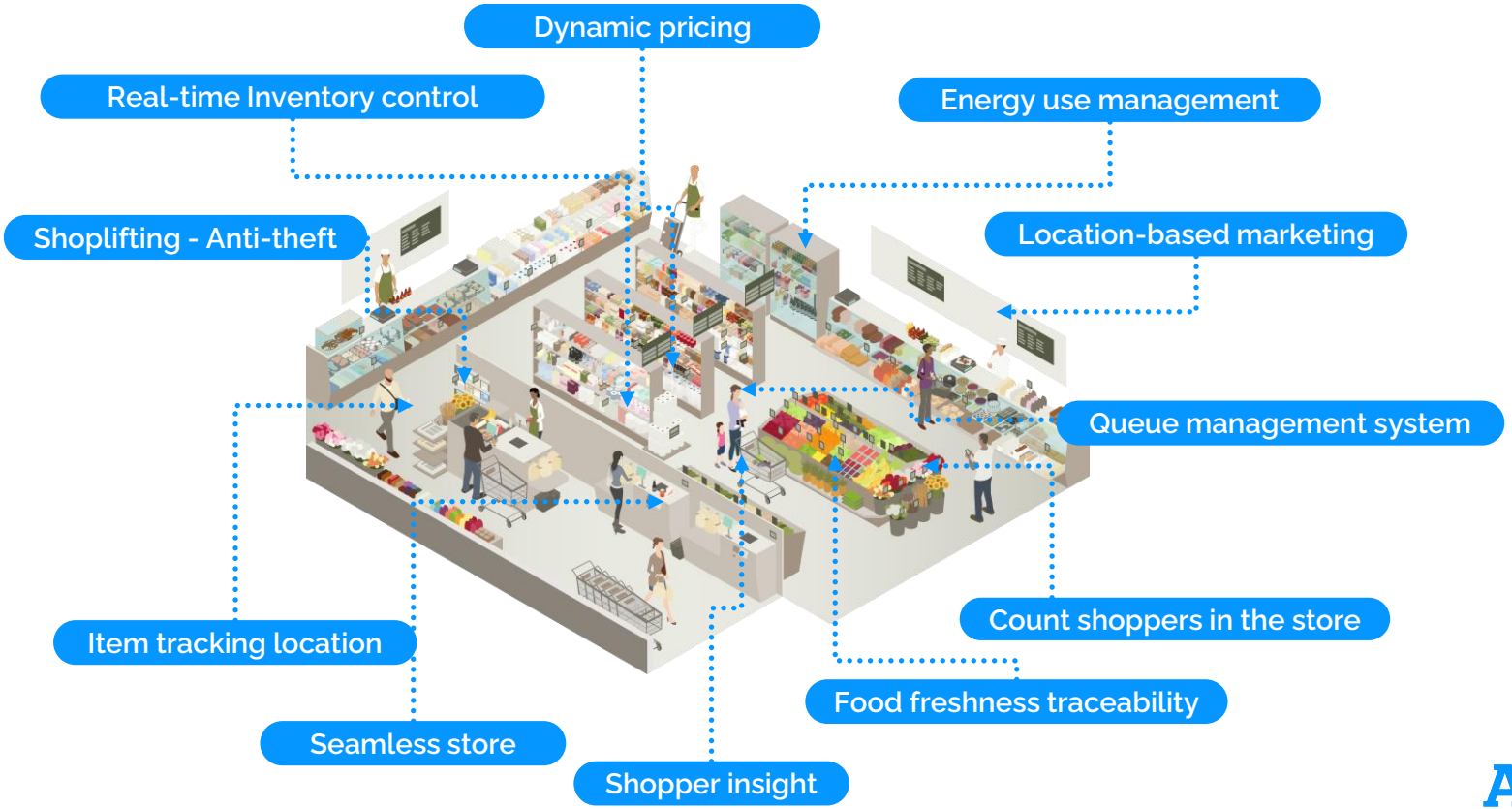
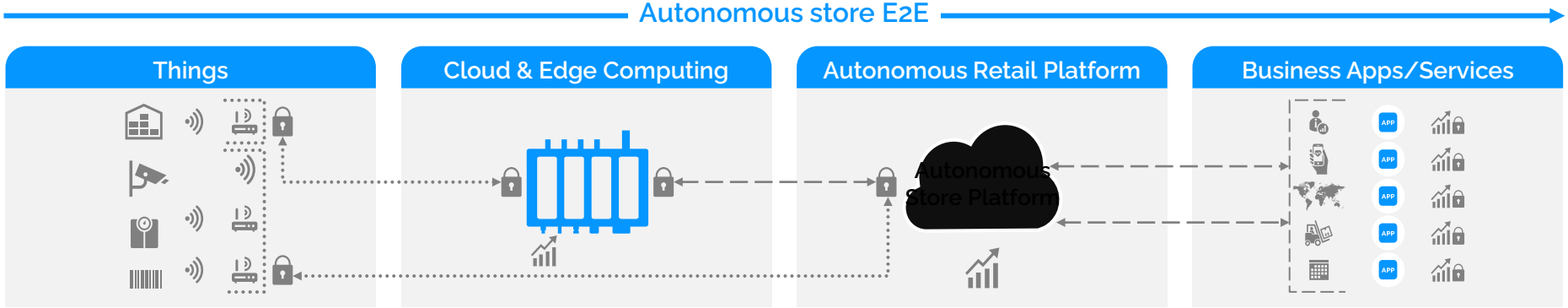
Platform to streamline customer journey thanks to integrated technologies



All technological components to deliver an end-to-end Autonomous Store



Collection

Processing

Integrated store features

Data insight and visualization

Consumer loyalty apps

Dashboard alignment

Master Data Management services

Payment options

Supply chain integration

You get what you measure

Delivering real-time, action-oriented insights for:

Retail HQ

Marketing managers

Store managers

Maintenance field services

Supply chain managers

Digital Commerce Platform: a multidimensional framework for Retailers

DYNAMIC FRONT END

- Website
- Marketplace
- Mobile app

DIGITAL | PHYSICAL

MULTI DIMENSION

- Multi country
- Multi brand
- Multi product

EXTENDED SERVICES with third partners

PAYMENT	TRANSPORT	FLIGHT	TICKETING	....

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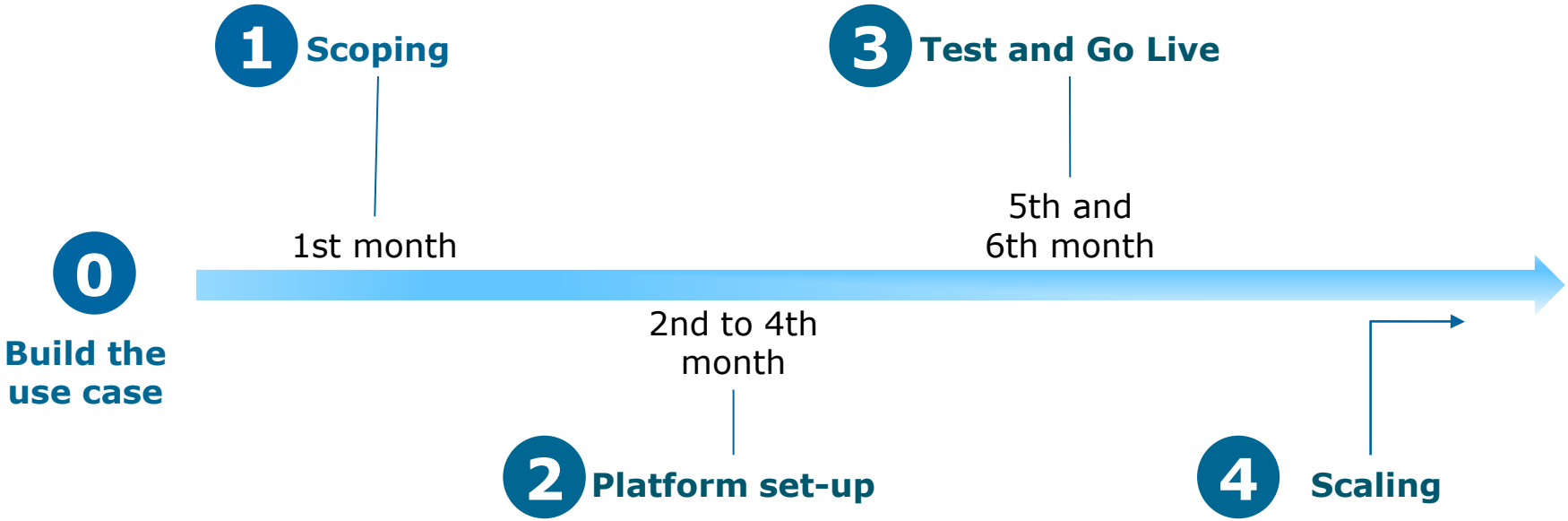
Action Plan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Build the use case
1
Scoping
1st month
2
Platform set-up
2nd to 4th month
3
Test and Go Live
5th and 6th month
4
Scaling

Grazie