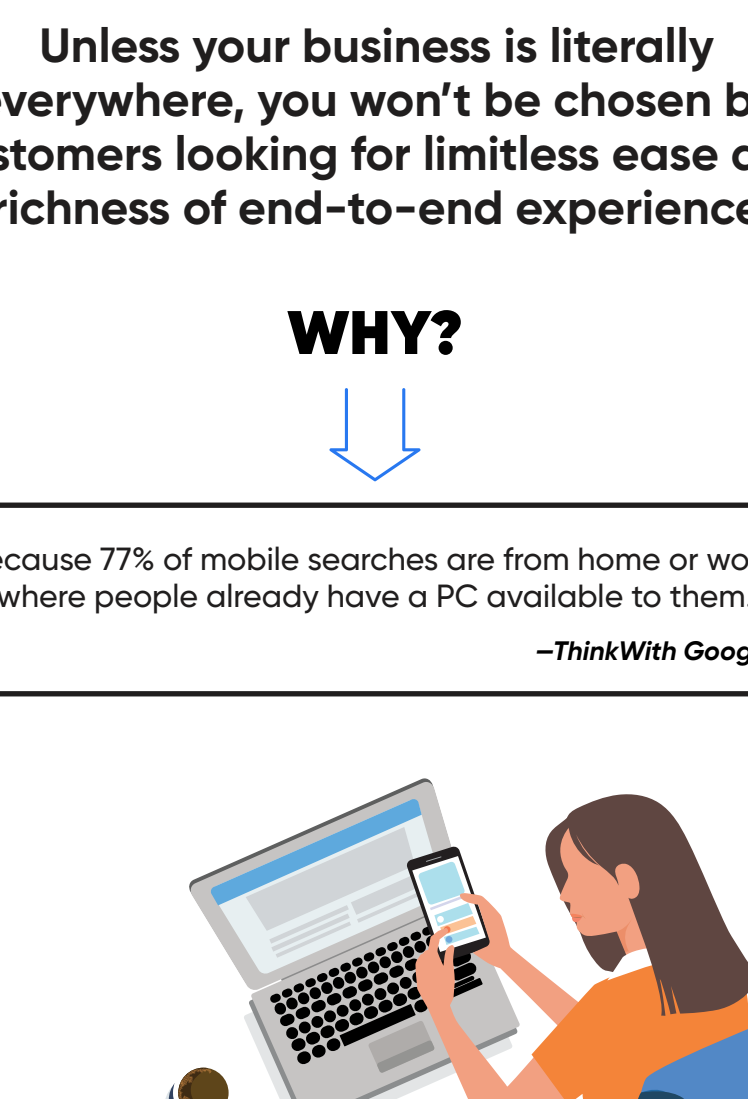


7 Top Strategies that Retail Industry Must Prioritize

Has constant realignment of your retail strategy taken a toll on your business?

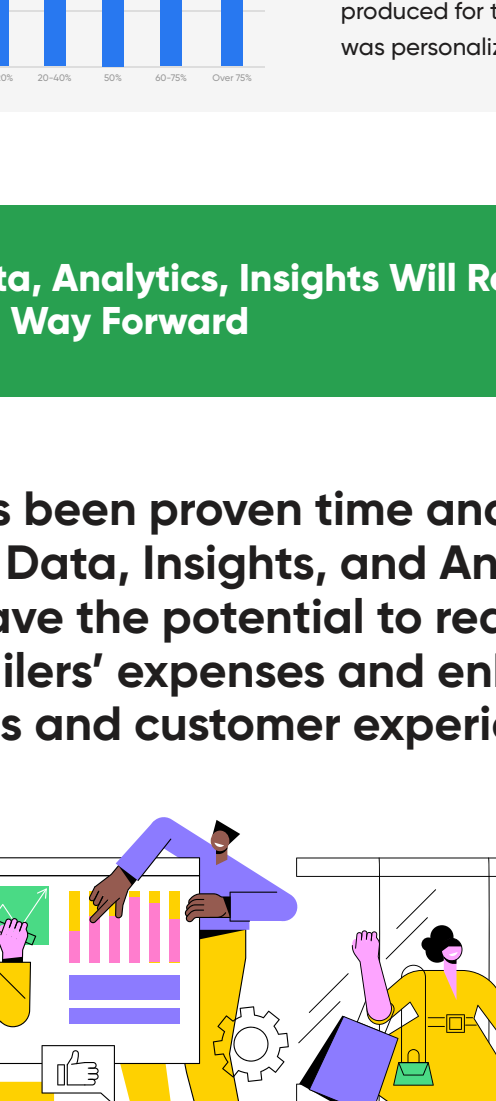


No wonder you've been balancing a lot!



With Retail norms becoming as ambiguous as these...

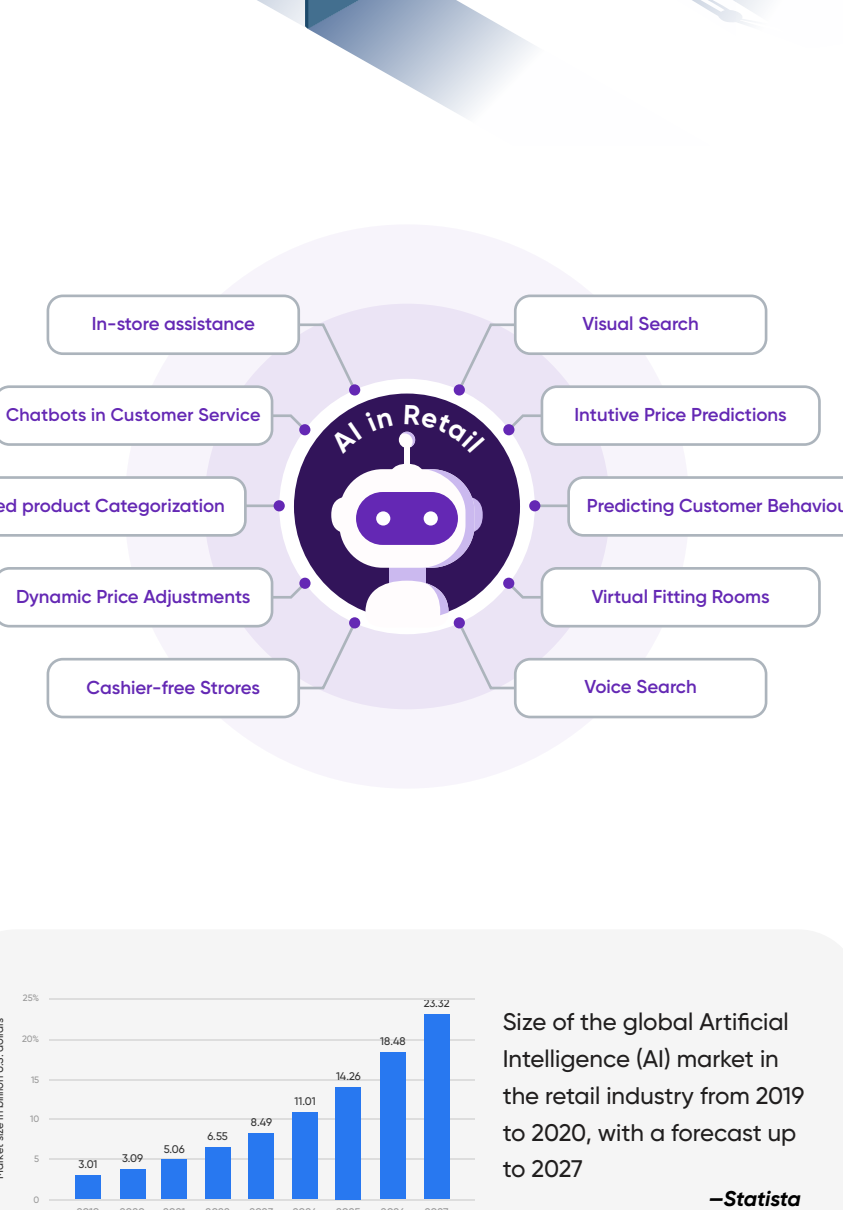
“A whopping 40% of US online adults say that they enjoy shopping in stores a lot less now compared with before the pandemic. Yet, they will continue to rely on in-store shopping options for ease, speed, and community.”
—Forrester



Confusion is inevitable!!!

Here Are 7 Top Strategies that Retail Industry Must Prioritize to Navigate Through the Maze

1 Build Omnichannel and Be Omnipresent



Unless your business is literally everywhere, you won't be chosen by customers looking for limitless ease and richness of end-to-end experience

WHY?

Because 77% of mobile searches are from home or work, where people already have a PC available to them.
—ThinkWith Google



2 Personalization Is the New Normal



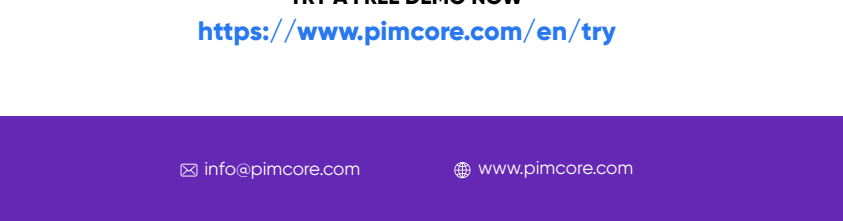
Customers expect personalized experiences as a bare minimum from the brand, which is non-negotiable for grabbing their attention.



A Statista survey conducted during 2021 in the US, indicates that 21% of respondents said that more than 75% of the content their organizations produced for their customers was personalized.

3 Data, Analytics, Insights Will Remain the Way Forward

It has been proven time and again that Data, Insights, and Analytics have the potential to reduce retailers' expenses and enhance sales and customer experiences.



Analytics has a direct connection with positive results

4 Leverage Endless Possibilities with AI

AI has turned into a superb way to conquer margin compression. Besides, higher investment in AI can create better efficiencies while fulfilling customers' needs swiftly.

5 Reimagining the Retail Workforce

Winning in the post-pandemic era retail means recruiting diverse talent having next-gen skills (as opposed to old ways of recruiting) and turning the workplace fluid to utilize their abilities to the fullest

Many retailers have found themselves in a tight spot lately, an estimated 83% have said that they are investing heavily in hiring new employees and retaining them. IT and Analytics roles remain a key concern for them
—Deloitte

Businesses with engaged employees have seen a 41% decrease in employee absence and 17% employee productivity
—Gallup (State of American Workplace)

6 Delivery Is the Key to Satisfaction

Not just fast delivery but 'safe' becomes a point of distinction between brands, as strengthening supply chain networks remain vital

During 2020, 64% of retailers were challenged to adapt their supply chain for eCommerce.
—Finance Online

Safe delivery modes are increasingly important to consumers-winning on "SafeX" matters in digital and omnichannel.

7 Sustainability Is Resonating With Customer Like Never Before

From waste reduction, to reducing carbon footprint, providing sustainable packaging, and ethical work practices Customers focus shift towards sustainable consumption.

CONCLUSION

If your retail journey has been lined with struggles in the past few years

It's time to think DIFFERENTLY

Start by reimagining your retail story!

Reassess your needs and think of a way forward that takes your productivity from foundational to transformational!

Getting ahead in the experience economy means heavy reliability on digitalization

Pimcore can give you an Edge in Digital Transformation with superior Data Management, Experience Management, Agility to ensure a Seamless Shopping Experience, Multi-channel Delivery, and higher revenue growth

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