

Reshaping the Retail Industry Paradigm: From In-Store to Omni-Channel



Why is Digital Evolution in Retail Important?

The retail industry is transforming itself to reciprocate to the escalating competition and new challenges following the disruption of COVID-19. One of the key importance is the ability to manage the demand fluctuations to predict and manage the demand even better and faster, with the start of the pandemic, people panicked and emptied stores, so retailers faced fluctuations in demand. Close customer relationships and excellent CX are indispensable to staying ahead in the market. That's why retailers are shifting their focus towards convenient & personalized shopping, cost reduction, self-service, bonus programs, and a lot more to thrive in the emerging business environment.



Key Technologies Revolutionizing the Retail Industry

Machine Learning and Predictive Analytics

- Predict Future Performance
- Price Optimization
- Demand Prediction
- Trends Forecasting
- Pick Out the Highest ROI Opportunities
- Customer Identification

Robotics Process Automation

- Sales Analytics
- Demand & Supply Planning
- Product Categorization
- Marketing Planning
- Launching New Products

Cloud Computing

- Reduce Infrastructure & Storage Cost
- Real-time Access to Data
- Better User Experience
- Enhanced Profitability
- Data Migration & Disaster Recovery

Artificial Intelligence (AI)

- Better Customer Service
- Better Data Accumulation
- Virtual Trial Rooms
- Behavioral Analytics using AI-enabled Surveillance
- Chatbots for Customer Support

IoT

- Robots
- Smart Shelves
- Automated Checkouts
- In-store Layout Optimization

80% of consumers are more likely to make a purchase from a brand that provides personalized experiences.

Source: Epsilon

Major Areas for Investment in Retail Industry

Automation

- Order execution
- Customer data
- Financial department
- Shelf automation

Supply Chain & Inventory Management

- Logistics processes
- Inventory management
- Warehousing
- Mobile applications
- Item traceability and tagging

Customer experience

- Offline outlets
- Online stores
- Web pages & mobile apps
- Retail personalization
- VR/AR solutions

Back-office Automation

- Data entry and analysis
- Research
- Claims processing
- Accounting
- Human resources
- IT support

Barriers to Digitalization

- Inability to experiment changes
- Insufficient budget
- Risk-averse culture
- Legacy systems
- Inability to work across silos
- Inadequate collaboration
- Lack of talent or skills required
- Fear of data breaches or data losses
- Lack of change management capabilities

Attain Digital Maturity & Innovate

Customer Experience with R Systems

R systems is a global AI and analytics services and solutions provider. We have a global presence spanning across the US, Europe, and APAC, with 16 delivery centers and around 30 years of proven experience in developing and deploying Micro-services for Retail customers. We empower retailers to surpass the expectations of digitally-native customers by adopting cutting-edge technologies and evolving their business models to deliver a multi-channel customer experience and gain a competitive edge.

Some business value that we can deliver:

