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

> With today's modern consumers preferring omni-channel experiences, it is imperative for retailers to digitize their processes. As a result, the retail industry is embracing analytics, cloud computing, and automation technologies to enrich the end-customer experience and improve business efficiency. From Merchandising Management to Supply Chain Management to Retail Outlet Management to Customer Relationship Management, there's a significant need for new-age tech to overcome every challenge in the entire retail value chain.

Lack of Seamless Supply Chain Management (SCM) Handling Complex Promotions and Transactions **Building Insightful** Customer Data Lack of Right Technology and Expertise Major Maintaining Customer Loyalty Understanding Customer's and Brand Equity Challenges **Preferences and Behaviors** in the Retail Inefficient Product and Store Change and Security Industry Performance Management Poor Inventory and Stock Measures Worker Shortage Manual Operations and Updates **Effective Stock Replenishment** 

# 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 •

By 2025, **75%** of retailers will be fully integrating order and inventory data and optimization against fulfillment, improving conversion by **10%**, customer satisfaction by **50%**, and reducing cost by **25%**.

Source: **IDC** 

## Artificial Intelligence (AI)

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

### ΙοΤ

- 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



### Automation

- Order execution •
- Customer data •
- Financial department
  - Chalfautamation
  - 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 •

# **Attain Digital Maturity & Innovate**

# **Customer Experience with R Systems**

Major Areas for Investment

# in Retail Industry

### **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

Over **85%** of retail companies are planning to invest in intelligent automation to improve their supply chains.

Source: IBM

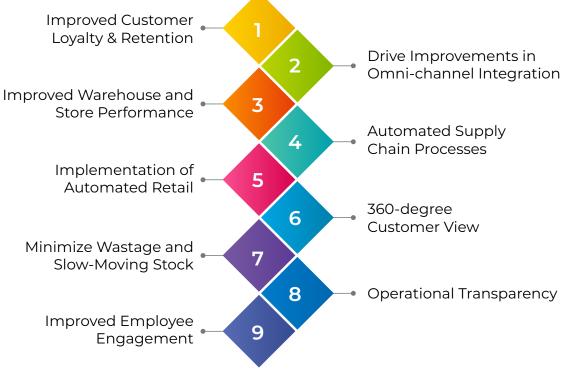
R systems is a global AI and analytics services and solutions provider. We have a global presence spanning across the US, Europe, and APAC, with 16 delivery centers and around 30 years of proven experience in developing and deploying Micro-services for Retail customers. We empower retailers to surpass 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:











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