INDUSTRY TRENDS

10 Insights for Serving Customers & 10 for Improving Retail Operations

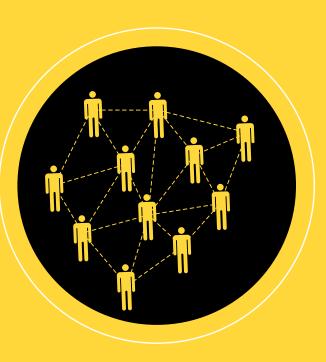
CUSTOMER



Retailers must keep up with the shifting marketplace to maintain a competitive edge. Listed below are 10 advancements that can boost customer engagement and drive increased sales in 2014.



- The Omni-Channel approach continues to define the ultimate customer experience through multiple shopping channels (mobile devices, computers, brick & mortar locations).
- Mobile technology enables retail sales associates to enhance customers shopping experience by easy access to information while on the showroom floor.
- The value of social media continues to increase for retailers as they connect with customers and build a community network based on customer's connections with friends and family.





- Investment in ecommerce is essential as customers become more educated about products online and on mobile devices.
- 5 Improved integration of CRM allows retail sales associates to create, communicate, and track leads from one email address.
- Improve branding by capitalizing on multiple channel opportunities (social media, advertising, etc.).

The personal aspect of customer

service never goes out of style.

A clearly defined lifestyle retail strategy is the path to building a powerful retail presence.





- Peaked interest in outdoor living space and the benefits of nature indicate a prime opportunity for retailers to create an extended outdoor room.
- Software for retailers in 2014 is more intuitive and accessible that it has ever been.

RETAILER



For many retailers, there has been a push to improve organization-wide synchronization. Listed below are 10 insights that optimize a retailer's supply chain to enhance business operations.



- With improved manufacturing and rapid shipping methods, retailers have an increased demand for enhanced Warehouse Management Capabilities.
- Warehouse Inventory Turns should reach double digits in 2014 with the employment of Maximized Capacity Planning.



- Improved Data Workflows can be optimized with Directed Put Away via a retailer's Warehouse Management System.
- ERP tools allow retailers to increase profits by maintaining less inventory on-hand.
- Advancements in tracking software can even allow customers to check the delivery status of their items.
 - ERP merchandise replenishment 6 processes improve retailers ability to have the right items in the warehouse.
 - Retailers will be able to provide customers with accurate Available to Promise Dates from synchronized supply chain advancements.



Precise Available to Promise Dates directly influence product placement in the warehouse which increases profits.



- ERP systems are able to provide retailers with more accurate projections and control of items.
- ERP software designed for the industry can work for a one store retail location and a multi store chain.

Technology is an essential driving force that should be harnessed by retailers to better utilize time and resources. At STORIS, we provide a clear path to better technology solutions that help companies grow.

Contact one of our experts today to reveal the hidden potential in your business through a complimentary assessment.



