

2014

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.

- 1 The Omni-Channel approach continues to define the ultimate customer experience through multiple shopping channels (mobile devices, computers, brick & mortar locations).
- 2 Mobile technology enables retail sales associates to enhance customers shopping experience by easy access to information while on the showroom floor.
- 3 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.
- 4 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.
- 6 The personal aspect of customer service never goes out of style.
- 7 Improve branding by capitalizing on multiple channel opportunities (social media, advertising, etc.).
- 8 A clearly defined lifestyle retail strategy is the path to building a powerful retail presence.
- 9 Peaked interest in outdoor living space and the benefits of nature indicate a prime opportunity for retailers to create an extended outdoor room.
- 10 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.

- 1 With improved manufacturing and rapid shipping methods, retailers have an increased demand for enhanced Warehouse Management Capabilities.
- 2 Warehouse Inventory Turns should reach double digits in 2014 with the employment of Maximized Capacity Planning.
- 3 Improved Data Workflows can be optimized with Directed Put Away via a retailer's Warehouse Management System.
- 4 ERP tools allow retailers to increase profits by maintaining less inventory on-hand.
- 5 Advancements in tracking software can even allow customers to check the delivery status of their items.
- 6 ERP merchandise replenishment processes improve retailers ability to have the right items in the warehouse.
- 7 Retailers will be able to provide customers with accurate Available to Promise Dates from Synchronized supply chain advancements.
- 8 Precise Available to Promise Dates directly influence product placement in the warehouse which increases profits.
- 9 ERP systems are able to provide retailers with more accurate projections and control of items.
- 10 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.



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