Retail’s Responsible Reset

The new retail world

Consumer behavior has changed
and with it the market.
Retailers are getting further ahead
during the pandemic
to consolidate
digital capabilities
getting further ahead
of competitors.
Retail giants are
becoming much more important
parts of the global marketplace.

The price of change has increased exponentially

Organizational agility is now essential.

Five imperatives for post-pandemic growth

1. Reset digital

- Treat data as a strategic asset—
  data analytics provide insights
  to reset business decisions.

- Increase spend on
  digital marketing
  and customer
  content.

2. Reset fulfillment

- Yield management
  and analytics
  to drive
  operational
  efficiency.

- Just-in-time delivery
  with
  real-time
  visibility.

3. Reset sourcing

- Cloud at scale.
  Cloud services
  enable
  business
  value.

- Data that matters.
  Data services
  supported
  in the moment as little as 5 to 10%.

4. Reset talent

- New roles and new skills
  when
  problems
  arise.

- Partnerships and flexibility
  to
  enable
  the
  workforce.

5. Reset data

- Use data
  and
  insights
  to
  adjust
  and
  pivot.

- Focus on
  enabling
  insights
  and
  business.

References:

www.accenture.com/retail

For more information, visit

www.eMarketer.com

Digital Commerce 360, March 2021

Digital Commerce 360, March 2021

Statista Worldwide eCommerce Outlook

May 2021

Accenture Business Futures 2021

Accenture 2021 Grocery Shopper Research, March-April 2021

Imperatives include:

- Align your brand
  for
  channel
  planning
  and development,
on
  product
  from
  collaboration.

- Retailers can
  benefit
  from
  collaboration
  of
  partners.

- Profitable
  and
  exceeding
  customer
  expectations.

- Surety of supply.
  Surety
  of
  supply
  is
  intensifying
  competition
  for
  brand
  awareness.

- Retailers must
  have
  the
  organizational
  agility
  to
  keep
  resetting
  and
  keep
  adapting.

- Data
  literacy
  that
  puts
  brand
  creative
  storytelling
  journeys
  with
  one-click
  customer
  experiences.

- Channel-less
  experience
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