

Digital Transformation in Retail



CX technology trends driving demand and opportunity in retail environments.

**We grow customer
confidence.**

illation

Introduction

Digital transformation is an integral part of the current business landscape. Implementing technology to optimise processes, reduce turnaround times and automate tasks is a fundamental part of staying relevant. The use of technology can help companies reduce the need for human resources, as well as improve customer service.

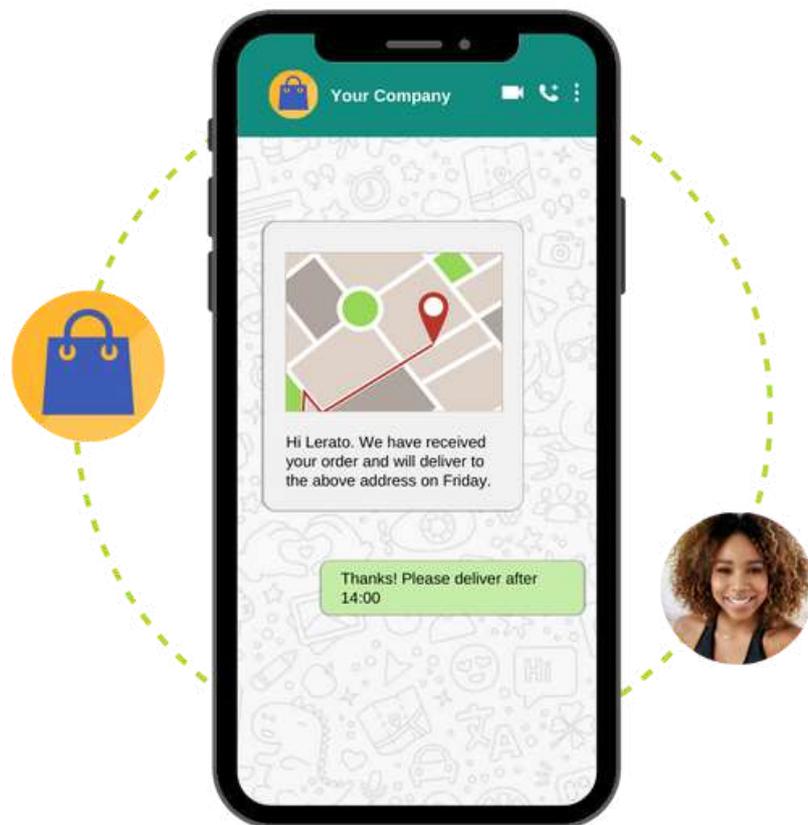
Particularly, the retail industry is currently seeing an increase in the use of technology. From an increase in e-commerce, to an increased demand for delivery from shops, retail is transforming, and technology is at the forefront of this transformation.

By implementing the correct technologies, it's possible to greatly improve the customer experience in retail, whether it be in-store, or online via e-commerce.

How Technology Is Transforming Retail

Many technology requirements are unique to retail. Modern retail, especially e-commerce, has two main elements - namely shopping and logistics. Both sides of the retail experience must be provisioned for.

As customers are turning to remote shopping experiences, they need all the necessary elements in place to make their journey as smooth as possible. Because modern customers (especially younger generations) expect the use of technology to automate, facilitate and enhance processes, they're more demanding than ever before, often expecting nothing short of sheer perfection.



Facilitated by the COVID-19 pandemic, innovation in retail is evolving at an unprecedented rate. More customers are making technology an integral part of their buying journeys.

For example, buy online for pick up in-store (BOPIS) and buy online for pick up at curbside (BOPAC) services have seen rapid growth in the last year. Similarly, many brick-and-mortar stores are now relying on delivery services and launching their own apps solely for this purpose. Some stores even turn to other communication channels, such as instant messengers, email and social media for collecting orders from customers.

For customers, ordering goods for pick up or delivery seems like a simple process. However, retailers are tasked with managing all the processes in the background that make an easy customer experience possible. These processes aren't quite as simple, requiring advanced technology to prevent confusion.

Digital Transformation in Retail

In the current retail landscape, it's specifically notable that no retailer is truly too small to implement digital transformation strategies. From multi-branched corporations to small retailers with merely a few outlets, technology is improving processes such as the management of supply chains and enhancement of customer experiences.

As more customers are relying on remote shopping, offering remote experiences is now imperative for retailers to remain relevant and competitive.

Driving factors in retail digital transformation:



1

Touchless Interactions

2

Omnichannel Experiences

3

Growth Opportunities

1

Touchless Interactions

According to Gartner's Top Trends in Retail Digital Transformation and Innovation for 2021, touchless interactions is one of the top technology trends currently transforming the retail market. Considering how the COVID-19 pandemic is continually driving individuals to self-isolate – either due to harsh lockdowns or personal exposure to coronavirus – neglecting to offer customers a touchless retail experience immediately places retailers at a disadvantage.

Currently, there are thousands of potential customers forced to quarantine and self-isolate. However, individuals in quarantine are still purchasing everyday necessities. The challenge is to find new and innovative ways to serve these customers in quarantine while protecting staff members responsible for processing orders. The only way to have a presence in this market is through touchless interactions.

By creating a failproof process for touchless interactions, retailers can offer delivery to customers in quarantine. From order placement to processing payment – retailers must ensure there are systems in place that allow for touchless handling of items along every step of the way.

Additionally, some retailers might also wish to identify orders that are destined for customers in quarantine, so delivery staff are aware of higher-risk interactions that require special precaution.

When it comes to touchless interactions, technology is front-and-centre in minimising physical contact and ensuring safety throughout every step of processing orders.

A hand with a brown skin tone is shown from the wrist up, pointing its index finger towards a dark blue, rounded rectangular button. The button has the text 'Buy Now' written on it in a bold, yellow, sans-serif font. The background of the entire page is white with a pattern of light grey circles and semi-circles of varying sizes, some overlapping the button and hand.

Buy Now

2

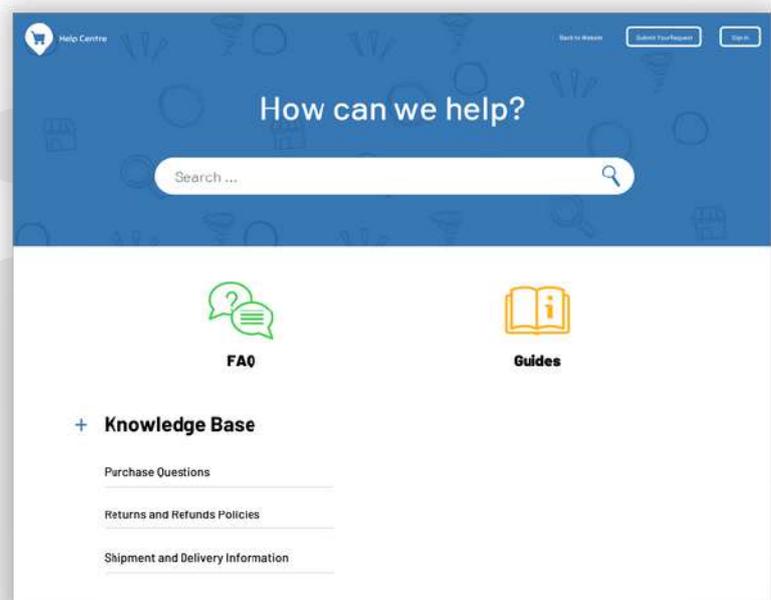
Omnichannel Experiences

Managing remote consumers takes more careful orchestration as opposed to in-store clientele. Unlike in-store customers, remote shoppers don't have access to in-store staff to direct questions and handle checkouts. Online buyers also don't get physical receipts upon purchase. Every part of the buying journey must be handled through using technology.

But keeping track of customers, orders, communication and more needn't be difficult either. By making use of an omnichannel customer experience tool, managing remote shoppers is simple.

Collecting orders, processing payments, handling complaints, answering FAQs, tracking deliveries and receiving customer feedback can all be managed on a single interface. An omnichannel customer experience brings every part of a customer's journey together.

This empowers retailers with a complete view of every interaction for each individual buyer. With this data, businesses are able to map out and analyse trends and optimise processes accordingly. The ability to identify common pitfalls and requests means retailers have actionable data to improve the customer experience in powerful ways.



3

Growth Opportunities

Implementing effective solutions for digital transformation within the retail industry offers exciting growth opportunities. Businesses in retail are now able to use technology to handle every part of the customer experience. Moreover, the opportunity to analyse every part of the customer experience provides unique insight regarding new opportunities, defective processes and general customer trends.

By analysing customer trends, businesses can set up effective customer self-service channels, such as FAQ resources and scripted chatbots.

Furthermore, identifying problem areas can lead to innovative solutions that resolve customer pain-points. Of course, it's impossible to innovate and resolve pain-points without real-world customer data highlighting these issues.

But the use of technology isn't limited to the customer experience. Technology can also be used to keep inventory, track delivery, predict customer demand and more.



It's particularly exciting that retail businesses are able to expand digital presence to see rapid growth. Selling on digital channels allows retail businesses to grow their customer base instantly – often with nearly limitless potential. Even local SMBs can now enjoy a global audience of potential customers.

The e-commerce revolution means that businesses of all sizes can create online stores. These stores can be integrated into an omnichannel CX interface to allow for effortless customer engagements.

How illation Can Help

illation assists retail businesses of all sizes – whether enterprise or SMB – in setting up effective customer experiences. Through our advanced solutions, we are able to tailor the customer experience to allow for maximum efficiency across every process.

We facilitate a fully integrated experience across all channels, applications and contact points. This brings everything onto a single interface that's easy to navigate.

Our solutions support the most popular digital retail solutions, such as Shopify, WooCommerce and Magento. We are also able to custom-integrate into any large leading online stores.

Our unique approach is what sets illation apart from other technology providers. We have a dedicated team of business analysts working with our customers to assure the solutions we implement have real-world value. We focus on the end result first, then reverse-engineer our solutions to reach quantifiable goals. Our customers can approach us with a CX technology requirement, and we will find the best way to action the necessary requirements.

Contact



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