

THREE QUESTIONS MODERN RETAILERS NEED TO ANSWER



1

HOW DO YOU ENGAGE CUSTOMERS ACROSS MULTIPLE CHANNELS?

Customers expect to move seamlessly between physical and digital channels, bringing their loyalty benefits, shopping cart, and wish list with them



You need a unified commerce platform to:

- Track cross-channel customer activity in a unified profile
- Keep branding, promotions, and product information consistent across channels
- Elevate your brand with frictionless, personalized omni-channel experiences

2

HOW DO YOU PREVENT OUT OF STOCKS?

You need to optimize product portfolios to drive increased sales, but disconnected legacy systems make it difficult analyze product sales performance in real-time, much less predict it with a high degree of confidence



You need an inventory management solution to:

- Leverage cross-channel analytics and intelligent forecasting to deliver the right stock at the right time
- Centralize fulfillment across channels to optimize supply chain efficiency

3

HOW DO YOU DIFFERENTIATE YOUR CUSTOMER EXPERIENCE WHEN SHOPPERS HAVE ACCESS TO EVERYTHING AT ALL TIMES?

Connected customers research and compare products extensively before buying



You need a modern point of sale to:

- Arm employees with a 360-degree view of product and customer information to enable exceptional, personalized service
- Access intelligent product recommendations generated by machine learning

**GET IT ALL IN ONE PLACE WITH
Dynamics 365 for Retail**

1. <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>

2. <http://www.retailwire.com/discussion/retailers-suffer-the-high-cost-of-overstocks-and-out-of-stocks/>

3. <http://www.retailtouchpoints.com/in-store-insights/2162-nearly-50-of-consumers-believe-they-are-more-informed-than-store-associates->