



Unified Solution for Omnified Retail

**A Single Solution for Specialty Retailers
to Run the Store Profitably**

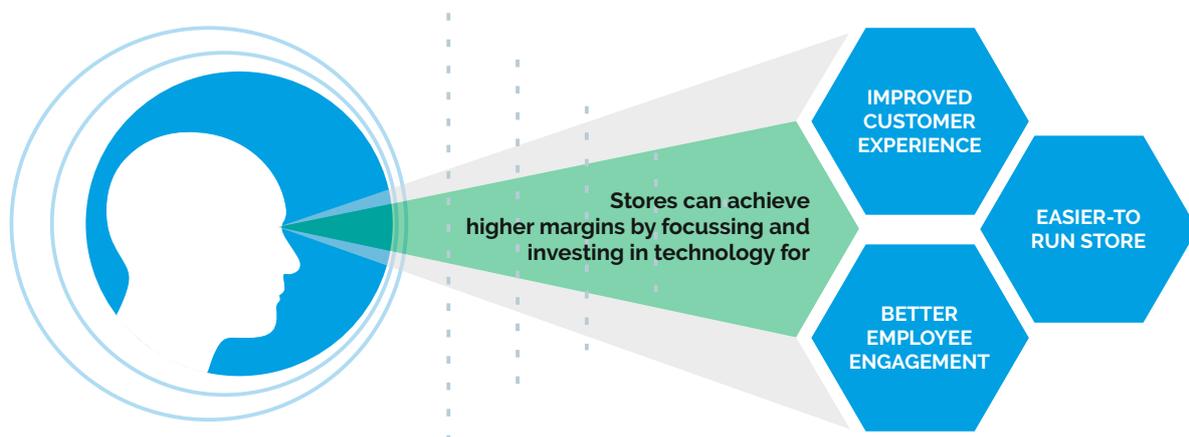
Unified Solution for Omnified Retail

A Single Solution for Specialty Retailers to Run the Store Profitably

By looking at the history of changes and challenges, particularly when many challenges emerge together, a unified solution often emerges too. An invention of a Swiss Army knife happened in 1884 in Ibach when the Swiss army needed a unified tool that could open canned food, aid in disassembling a rifle, provide a blade, a reamer, and a screwdriver all in one foldable pocket solution. The invention of the iPhone happened in 2007 when people needed a phone, a desktop, calendar, camera, email, and everything in a unified sleek pocket device. We all know how empathetically these two solutions have simplified our lives over the years with constant evolution.

Retail has also witnessed multiple changes and challenges throughout the years and retailers adopted various tools and technologies on this journey on a needed-basis. This adaptation has been evolving slowly over the years up until 2020, when consumer behavior changed overnight, and technological adaptation accelerated dramatically due to the global pandemic. In such a rapid transition and crisis-based adaptation, there was little time to strategize and think beyond survival. As per the 2021 retail industry analysis by Deloitte, only three in 10 executives rated their organizations as having mature digital capabilities to cope with these changes.

Retail Stores of Future



The store of the future post pandemic is still in its early stages. Retail leaders should act now to prepare their organization for a technology enabled revolution in customer experience and employee efficiency. As per one report of Mckinsey, the store of the future is likely to achieve EBIT margins twice those of today, with the added benefits of improved customer experience, better employee engagement, and an easier-to run store. The technology necessary to achieve this is available now and is ROI positive. Let us take a look at the top 4 tools needed by Speciality retailers to run a profitable store by investing in the right technology.

Tool #1 – Sales Intelligence Tool

As per the Global state of sales 2021 report by LinkedIn, 74% of sellers say their organization plans to spend more on sales intelligence tools in the next 12 months. It is the right time for specialty retailers too to invest in intelligent machine learning tools which can identify the right sales opportunities by analyzing customer trends and by pinpointing where and when stores need to focus their labor, tasking, and selling activities. Analyzing store-specific trends and forecasting monthly or weekly goals into achievable targets at the store and employee level will help them get the most out of their brick-and-mortar operations. Enabling retail leaders to manage stores with real-time KPI dashboards, statistics, and an advanced reporting component to communicate performance to all levels within an organization will allow them to drive the store's business much more effectively and profitably.

Tool #2 – Labor Scheduling tool

A Specialty Retailer does half of its business in its 20 peak open hours. It is critical that retailers meet the needs of these peak hours to achieve desired sales targets you can not achieve your weekly goals without success at peak. One important tool for specialty retailers to invest in is labor scheduling to achieve the highest result during peak hours. Off-the-shelf solutions for employee attendance and managing payrolls usually produce generic schedules that don't consider store specific factors and workload fluctuations. The drawbacks for that include high labor costs, inconsistent customer service, and dissatisfied customers. Specialty retailers need to invest in customized labor scheduling tool that builds performance-optimized schedules based on projected traffic trends and continuous assessment of store and employee performance. If this tool can generate schedules that are designed to maximize sales performance in compliance with labor laws, company policies, and qualifications, brands can focus on delivering the best customer experience and labor costs will go down too.

Tool #3 – Store Execution Tool

What is the topmost priority of a retailer when it comes to maintaining brand loyalty? It is delivering a consistent brand experience across the stores and channels. Forbes says presenting a brand consistently across all platforms can increase revenue by up to 23%. Specialty retailers need to ensure a consistent brand execution and customer experience by utilizing a store execution tool that helps them do task management, communications, generate customized store visit reports, audits, surveys, and action plans. Effective implementation of brand guidelines, promotions, events and other elements required to provide the ideal customer experience can be achieved through an effective store execution tool.

Tool #4 – Employee Engagement tool

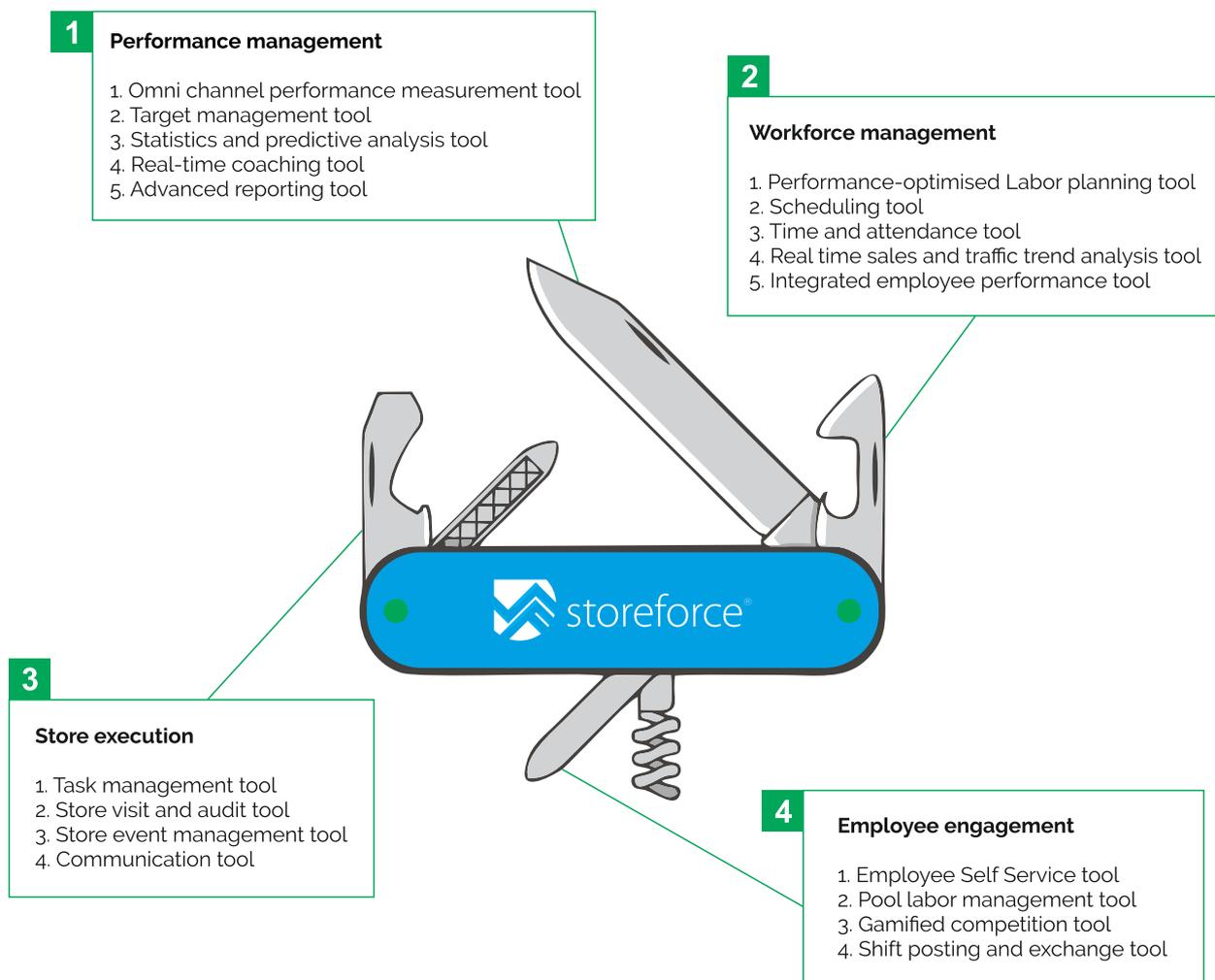
Technology isn't just re-shaping the customer experience, working in retail looks very different too. Roles of retail employees have been upgraded with newer responsibilities and higher contributions to the business. Both retailers, as well as customers, have started appreciating retail store staff more than ever before. As such, retaining and engaging sales associates are key factors in bringing the brand to life by providing the best customer experience. Specialty retailers need to invest in an employee engagement tool that provides their employees with schedule flexibility, as well as the ability work in multiple locations, work for more hours, communicate and get recognized among the stores, increase their knowledge, and get involved in healthy competition among the stores. Facilitating and engaging employees by putting the right tools in their hands can contribute very positively to the business.

Unified Solution

The market has a multitude of excellent software and solutions for the above mentioned tools which can make our businesses easier and more profitable. A downside of this wide range of point solutions is that they are often independent and not easily accessible from a single system. Due to this, a comprehensive analysis of a business through a single platform becomes almost impossible. Also, they are typically homogeneous solutions that are designed to meet the needs of multiple disparate industries instead of focusing on the particular needs of specialty retail.

Considering these limitations, as well as keeping cost effectiveness and ROI in mind, a team of experienced retail experts came together and designed a unified tool that can deliver sales intelligence, labor scheduling, store execution, employee engagement, in-store coaching, workforce management, task management and many more specialty retail operations enablement tools through just one single and simple platform named StoreForce.

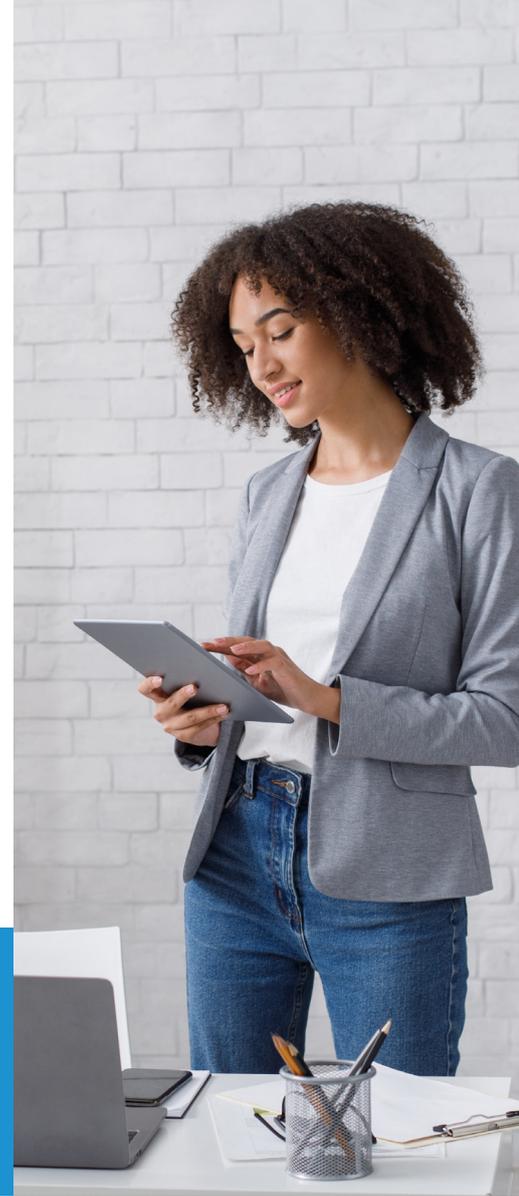
UNIFIED SOLUTION | Specifically Designed For Specialty Retail



StoreForce is designed by retailers for retailers and understands the specialty retail business, its goals, and its path to success very well. Some of the strongest key benefits specialty retailers can consider while on-boarding StoreForce are stated below.

1. Completely customized solution designed specifically for Specialty Retailers
2. Comes at 1/10th of the cost compared to buying multiple one-point solutions
3. A simple and intuitive solution that can be used right away without the need for prior training
4. Can be deployed within 5-7 weeks across the stores
5. Visible ROI of 5+% sales lift within first few weeks itself
6. Can be tailored as per your brand's KPIs and Goals
7. It grows with your company and can be adapted to meet your changing needs

**When retail is Omnified, the customer is at ease.
When a solution is unified, retail teams are at ease.
Let us focus more on what matters the most, creating
long lasting and positive experiences.**



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