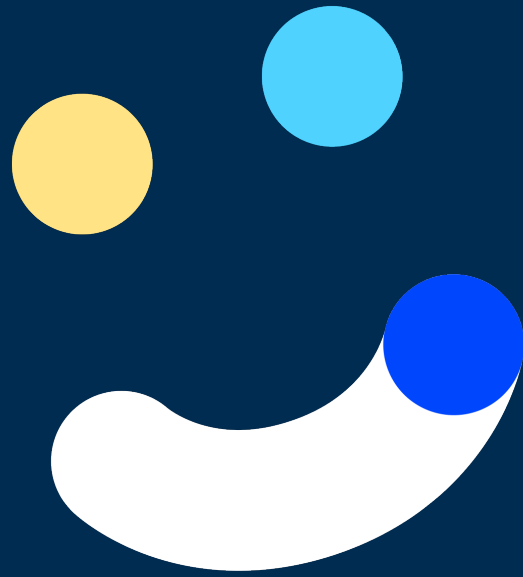


# cegid



RETAIL

## Stores the New Way

### Empowering staff and stores

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# Stores the New Way

## Retail recovery after an unprecedented year

The global health crisis has upended the physical retail landscape and profoundly changed buying behaviour, forcing stores to revamp the services they offer. In 2020, global online sales reached a record high of over \$4.2 trillion – a huge increase from less than \$3 trillion in 2018. The pandemic caused online sales to spike while global retail sales fell 5.7% from \$24.78 trillion in 2019 to \$23.36 trillion in 2020. As social restrictions ease, retail sales are bouncing back as shoppers pay their favourite stores a long-overdue visit.

It's clear that customer buying behaviour has changed. Globally, 49% of consumers shop online more than they did before the pandemic. Not only this, more consumers are now starting their product research online. According to Think with Google, the number of people using online sources to support purchases increased from 76% in 2019 to 84% in 2020. As a result, retailers are drastically revising their approaches and striving towards unified commerce to drive sales revenue.

Due to the global pandemic, the role of retail sales associates has fundamentally changed. Sales associates are under increased pressure to manage a range of complex customer buying journeys such as E-reservations, Click & Collect, Ship-from-Store and web returns, all while acting as knowledgeable brand ambassadors. To fulfil the needs of today's customers,

sales associates must be tech-savvy. As retailers undergo omnichannel transformation, sales associates must quickly grasp new technologies like Endless Aisle and POS solutions. These solutions simplify the role of sales associates and to help them provide a seamless, omnichannel shopping experience to customers.

At Cegid, we believe that the divide between online and in-store shopping must be erased to satisfy today's customers. Retailers must provide a holistic shopping experience that is built on the synergy between digital and physical interactions with shoppers. Due to various changes in consumer behaviour, the future of physical retail stores is more experience-driven than ever before. Gone are the days where stores were simply places to purchase items. Today, customers expect an immersive brand experience when they step through the doors.



In the new world of consumption, stores remain a crucial touchpoint for shoppers and allow brands to make a lasting impression. Everything from virtual try-ons and AI to Endless Aisle help promote products stocked both in-store and online and encourage purchases across every channel. Visiting a store gives shoppers immediate access to helpful advice from knowledgeable staff and the ability to experience the product first-hand before making a buying decision. For these reasons, around 46% of consumers still prefer to make a purchase in-store.

Clothing brand GANT has successfully adapted its stores to create a touchpoint for customers using our unified commerce and POS platform. When walking into a GANT store, shoppers can browse through a range of carefully selected clothing items and talk to brand ambassadors who can quickly use our Endless Aisle add-on to promote products that individuals are looking for and upsell new products. Using Endless Aisle, shoppers can view GANT's entire catalogue and benefit from more choice than ever before. Endless Aisle reduces the chance of lost revenue due to the unavailability of a product in-store and increases customer satisfaction, building brand loyalty. Due to our platform, GANT has essentially expanded their inventory without having to increase the size of their stores.



Salesforce found that 84% of consumers say that the experience a brand provides is “as important as its products”. In response, retailers are increasingly adapting their stores to provide immersive entertainment to shoppers. One great example of a brand providing an experience is Harrod's new luxury beauty store. H Beauty offers a range of in-store services including an interactive ‘Playtable’, Skincare Station, virtual try-ons and even a champagne bar. The store provides a spa-like experience to customers and utilises a range of technological solutions to promote products.

In contrast to H Beauty which utilises in-store services to create an immersive experience, Swarovski stores depend heavily on incredible aesthetics to evoke feelings of wonder and excitement. Swarovski has recently introduced a new chapter for the brand, ‘Wonderlab’ – a laboratory of creativity that celebrates the beauty and clarity of Swarovski crystals. In Milan, the first ‘Instant Wonder’ store provides a dazzling shopping experience that embodies an imaginary crystal world. The Instant Wonder store utilises a range of vibrant colours and innovative materials and textures to encourage shoppers to view the range of crystals. Plans are set to open 28 Instant Wonder stores which will provide customers with an immersive shopping experience like no other. These eye-catching stores will act as a living advertisement – a brand billboard that boosts the crystal company's omnichannel success.

By providing an immersive experience, the store often becomes more than a touchpoint for customers – it evolves into a community hub where like-minded people can interact with one another. Sales associates are expected to act as brand ambassadors with extensive knowledge of products both in-store and online. Cosmetics retailer Sephora has successfully created a community by setting up an online forum and regularly running in-store events to bring customers together. Sephora recognise that when customers enter their store, they're longing for a personal connection and strives to form an emotional bond through their events and personalised customer service. Our store solutions give retailers the necessary tools and information to engage in clienteling, foster better relationships with your customers and nurture a community hub in your stores.



## Introducing Cegid Retail Live Store

We're passionate about understanding what customers want from their favourite brands and giving you the ability to offer this. We specialise in creating cutting-edge solutions that accelerate your journey to unified commerce and make your customer experience special. Our new solution, Cegid Retail Live Store is a new generation of collaborative in-store apps that provide everything you need to satisfy your customers' expectations and take your brand to the next level. You can quickly digitise your stores and sales associates establishing essential services that today's shoppers expect such as E-reservation, Click & Collect and Ship-from-Store.

## Empower your sales associates

Cegid Retail Live Store brings together a new generation of in-store apps designed to improve sales associate productivity and enhance the experience provided to your customers. The solution will support your sales associates in providing a highly personalised experience to customers and meeting their expectations. Your sales team will be able to easily navigate between the range of store apps, including POS, Payments, Clienteling & Loyalty, Products & Cataloging, and use them to deliver key services and support conversations with customers. They can also look at a customer's purchase history and wish list before talking to them and bring up a full product catalogue directly on their mobile device to support the conversation and capture upsell opportunities.



## Connect your entire brand

Cegid Retail Live Store allows you to easily integrate collaborative platforms like Microsoft Teams to connect every channel of your business. Improving communication and collaboration between your store teams, headquarters and any other channels within the Microsoft Teams platform. Your business will benefit from notifications on store reservations, alerts from head office, HR updates and so many other collaborative features. The solution also facilitates the addition of the latest in-store innovations, like live-streaming and distance selling.

## Flexibility to meet your changing needs

We know that every retailer works differently and must adapt to emerging market trends and buying behaviours. Cegid Retail Live Store offers you complete flexibility and extensibility – meaning you can deploy add-ons whenever you need to customise your service. Cegid Retail Live Store will help you easily deploy new services and features quickly and frequently to fulfil your customers' continuously evolving needs and expectations.

## Deliver a seamless shopping experience

Cegid Retail Live Store enables you to manage every omnichannel shopping scenario including Click & Collect, Ship-From-Store, E-reservations, online returns and range extensions. With our cloud-based solution, you can quickly deploy the full range of omnichannel services and apps, allowing your customers to easily shop from anywhere at any time. Additionally, the solution constantly collects real-time data and key insights that enable you to develop a stronger understanding of your customers and offer a greater level of customer personalisation.

## Reduce your IT costs and TCO

Our cloud-based platform ensures that Cegid Retail Live Store is always up to date with the latest upgrades, requires less upfront investment and offers more flexibility for the future. Due to its cloud architecture, we can quickly deploy new features and updates and offer frequent training to help reduce your brand's costs and maximise ROI.

## Runs on any device, any OS with rapid implementation

Cegid Retail Live Store is a single solution that works seamlessly on all fixed and mobile POS devices, no matter what Operating System it runs on. This allows you to quickly adopt the solution without needing to rethink your existing setup or invest in new devices. The aesthetics of the solution can also be quickly adapted to suit your brand guidelines.



**“Cegid’s cloud software offers standardised tools, which means it’s quicker and easier to deploy and add new services like ‘click-and-collect’, as well as open new stores in different countries.”**

Peter Joelsson, Global IT Director at GANT

# Join over 1,000 retailers already supported by us

Our cloud-based solutions are already used in 75 countries around the world by over 1,000 retailers including GANT, Barbour, Benetton Group, Orlebar Brown and Leica. Over 75,000 stores worldwide use Cegid Retail every day to empower sales associates with advanced technological shopping solutions and create an immersive shopping experience.

Is your brand global? No problem! Cegid's Retail solutions can quickly be implemented on an international basis and are already fully localised and compliant for more than 75 countries, so you won't have to worry about localisation challenges.

Cegid Retail Live Store is the ideal way to bridge the gap between your in-store and online activities and provide the unified commerce experience that your customers desire. With our help, your brand can not only survive the changes triggered by the global pandemic but thrive, giving you the opportunity to capitalise on new customer buying habits and allowing your brand to grow stronger than ever before.

## Brands we help

**Barbour**

L'ORÉAL

**ORLEBAR BROWN**

Paul Smith

GANT

**FURLA**  
SINCE 1927 ITALY

  
**LACOSTE**

**UNITED COLORS  
OF BENETTON.**

  
*Leica*

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