

# FUELING THE FUTURE OF RETAIL BUSINESS OPERATIONS



Retail businesses today are operating in a highly competitive environment with multiple challenges having a direct impact on revenue, profit margins, and customer satisfaction scores. The main challenge today for a retailer is loss of revenue and productivity, which is due to lack of an effective strategy to synergize business and IT goals. The pressure to outsmart competition, exceed customer expectations, increase revenues, and improve organizational efficiency is prompting retailers to invest in an integrated IT and business process framework.

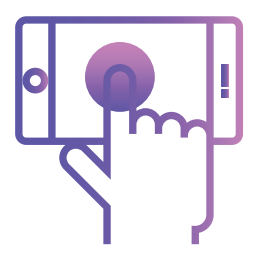
## Business and Technology Drivers Enabling Retail Business Ecosystem



**Phigital is the New Digital**  
Blurring lines between digital and physical stores



**Seizing New Opportunities**  
Increasing investments in brand awareness and store experience



**Changing Consumer Preferences**  
Zero-touch retail and hyper-fulfillment

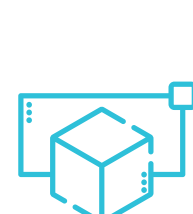


**Emergence of Business Models**  
Leading to intelligent and contextual services

## Top Strategic Priorities of Retailers to Thrive in Changing Times



**Enhance Customer Experience**



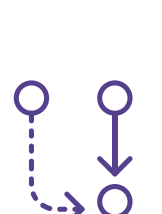
**Build Personalized Capabilities**



**Unify Commerce (Online and Store Experience)**



**Modernize IT Operations and Combat Security Issues**



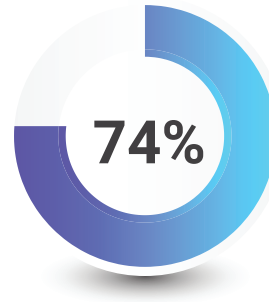
**Create Predictive Modeling**



To embrace growth opportunities, retail business leaders need to look at ways to integrate IT and business processes.

## Current Challenges Faced by Retailers

|   |  |  |
|---|--|--|
| <p><b>Shrinking Basket Size Resulting in Revenue Loss and Compressing Margins</b></p> | <p><b>Decreasing Customer Loyalty</b></p>                                    | <p><b>Optimizing Stores as Growing Channels</b></p>      |
| <p><b>Legacy Store Management Systems and Security</b></p>                            | <p><b>Inconsistent Process Execution and Lack of Automation Strategy</b></p> | <p><b>Emerging Competitive Distribution Channels</b></p> |



Retailers do not possess cutting-edge IT systems and capabilities that can enable seamless visibility and fulfillment to end consumers - EY

Retailers lose \$1.75 trillion worldwide on overstocks, out-of-stocks, and needless returns - IHS



In North America, the loss from overstocks in the region is estimated to cost retailers \$123.4 billion annually and out-of-stocks \$129.5 billion - IHS

## Introducing CSS Corp's REAP



**CSS Corp's Retail Operations Enablement and Productivity (REAP) solution** has been meticulously designed to improve the efficiency of retailer's business and IT operations. Our solution effortlessly integrates various business processes in retail operations while increasing employee productivity, simplifying business processes, and enhancing customer experiences.

**REAP is Driving Efficiency in Retail Business by Integrating "Buy", "Sell", and "Move" Operations**

## Key Services Driven Through REAP

|  |   |  |  |
|--|---|--|--|
| <p><b>Integration IT and Business Services</b></p> | <p><b>Stores Management</b></p> <ul style="list-style-type: none"> <li>Order Management</li> <li>Payment Authorization &amp; Processing</li> <li>Offers &amp; Promotions</li> <li>Category and Inventory</li> <li>Real Estate and Layout</li> <li>Space Management</li> </ul> | <p><b>Distribution Management</b></p> <ul style="list-style-type: none"> <li>Planning &amp; Forecasting</li> <li>Sourcing &amp; Procurement</li> <li>Fulfillment Management</li> <li>Distribution &amp; Logistics</li> <li>Asset &amp; Inventory</li> <li>Pricing &amp; Data Reconciliation</li> </ul> | <p><b>IT Operations Management</b></p> <ul style="list-style-type: none"> <li>AI-based Rapid Service Restoration</li> <li>Automation and Service Portfolio Management</li> <li>Mobile-based Proactive IT Support</li> <li>Desk-side &amp; Break-fix Support</li> </ul> |
|  | <p><b>Advanced Services</b></p> <p>Digital Optimization   Automation &amp; Shift-left   Customer Journey Mapping   Supply Chain Analytics   Propensity Modeling   Omni-channel   Campaign &amp; Content Management</p>  |  |  |

## Why REAP



**Always On**

24\*7 omnichannel unified support to streamline retail operations without any adverse impact on the bank



**Smart Support Retail Value Chain**

Focused on integrating "buy", "sell", and "move" operations



**Deep Domain Expertise**

Converging retail exposure with end-user support management



**Proactive Support Model**

Focused on sealing revenue leakage and productivity loss through automation and self-help



**Single View of the Store**

Complete visibility of integrated IT and business operations through a unified store dashboard

## Key Benefits of REAP

**2X-3X**

Increase in-store uptime and availability

**10-15%**

Enhanced in-store and online customer satisfaction scores

**30%**

Faster issue resolution rate and lower Mean Time To Repair (MTTR)

**50%**

Improvement in customer queue management scores