THE GIFT OF WOW
PREPARING YOUR STORE FOR THE HOLIDAY SEASON

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Being prepared for the holiday rush used to mean stocking shelves and making sure your associates were ready for the long hours. But the digital revolution has changed everything, most importantly, customer expectations. Retailers with a physical store presence should be asking themselves—what am I doing to wow the customer?

Now, more than ever, consumers expect seamless shopping, cross-channel order fulfillment and customer service. So how do you wow a customer that already has soaring expectations? Innovative retailers are differentiating themselves by transforming the in-store experience. This requires a modern IT infrastructure with flawless inventory visibility across all internal and external sources of supply, and evolving store operations. Here are three steps to prepare your business for this season's holiday shopper, and beyond.

> "NetSuite delivers a holistic, omnichannel experience that drives customer satisfaction and repeat business while streamlining our operational business processes." — **Lovesac**

Inventory Visibility

Real-time, enterprise-wide inventory visibility is key to enabling a buy-anywhere, fulfill-anywhere experience. To that end, a centralized order management solution must unify with other key systems, including ecommerce, point-of-sale (POS), financials, inventory management and warehouse management. With **seamless connections across the business, merchants increase order velocity, reduce inventory and reduce order cycle times, getting products to customers quicker and with less overhead.** More productive stores also reduce shipping costs and accelerate product delivery by leveraging stores for both pickup locations and fulfillment centers, powered by intelligent order management.

Single Source of Data

Do your store associates have the data they need to provide a personalized experience to customers, both pre- and post-transaction? A modern POS, integrated with cross channel data, gives store associates crucial visibility into previous orders, which allows them to better understand the customer's touchpoints with your store, including purchasing, returns and customer service interactions. With this intel, they can capture lost sales, eliminate overselling, and promote the most profitable products to their customers. **A single view of all customer interactions and transactions builds loyalty, deepens relationships and grows lifetime value.**

Modern Technology

Are your sales associates empowered to get out from behind the cash wrap, with mobile tools to engage customers? Stores embracing modern technology are able to move seamlessly from customer-created wish lists built online to the dressing room, with data-driven product recommendations. **Retailers have seen significant gains in average order value and overall sales by utilizing an endless-aisle approach, to expose enterprise-wide inventory to the customer.** Do these shoes come in another color? Online they do! Not quite the right dress? Take a look at this similar one. Is someone making a return? Make lemonade out of lemons by making sure they leave with a satisfying replacement.

The Omnichannel Experience

The modern, enabled, omnichannel store is the future of brick and mortar. By providing a variety of services to customers beyond the traditional cash-and-carry, your retail store is ready to win over customers and beat your competitors this holiday season.

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