



# TOP 10 WAYS RETAILERS CAN ADAPT TO TODAY'S CUSTOMERS

Shoppers have more options and control over how they purchase and receive merchandise than ever before. Here are 10 ways that retailers can align their operations and supply chain practices for omni-channel success.

## KNOW YOUR SHOPPERS

# 10

Which demographic are you targeting? Are they mobile users or do they prefer the brick-and-mortar experience? Know who you're reaching and how.



## MAKE "ROOM" FOR WEBROOMING & SHOWROOMING

Embrace the fact that shoppers might browse online and then head to a store to make their purchases, or even browse in the store and buy online.

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## TRACK HOW PRODUCTS ARE MOVING IN REAL-TIME

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Using RFID and GS1-128 barcodes to tag, identify, and track individual items, cases, and pallets will provide real-time inventory accuracy across your entire network.



## STEP OUT OF THE SILO

Traditional, proprietary data solutions are a thing of the past. Integrate your store and online systems to allow for scalable, repeatable processes, improved visibility, and better execution.

# 7

## EDUCATE YOURSELF

# 6

Shoppers' behaviors are evolving rapidly. Gain a competitive advantage by staying current on research, market trends, and other retail community educational initiatives.



## TURN YOUR STORE INTO A DISTRIBUTION CENTER

Major brands and retailers are showing that a backroom store operation can play a valuable role in fulfilling both online orders and orders from other locations.

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## LISTEN TO SOCIAL DATA

# 4

Being able to integrate social feedback back into your larger operation can help you capitalize on the widely reported buying power of the Millennial generation.



## THINK OF YOUR BRAND AS A COMMUNITY

Connect with shoppers in a relevant manner that makes them feel valued, not "sold to."

# 3

## TURN A "WALK OUT" INTO A SALE

# 2

Train your sales associates on the omni-channel strategy. Show them how to assist customers in the store with ordering online if they can't find what they're looking for.



## USE STANDARDS TO YOUR ADVANTAGE

RFID standards, global product identifiers, and extended product attributes support market needs to aggregate, store, and deliver data to both trading partners and consumers.

# 1

The GS1 System consists of the most widely used supply chain standards in the world. GS1 US makes it possible for industries and companies to move their business forward by adopting GS1 Standards that uniquely identify products and drive supply chain visibility and efficiency.