



Retail matters

Online, on mobile, on demand.
The retail world is changing; are
you ready?

NineFeetTall
delivering positive change



Its all about easy...

Customer expectations are changing rapidly, and the retail sector is at the forefront of the next digital revolution. Are you ready to take advantage of the opportunities that lie ahead?

Bricks vs Clicks

The landscape of retail is changing; the lines defining physical and digital buying experiences are becoming blurred. Customers increasingly expect consistent service at every interaction with a brand, be it in-store, online or on mobile. Consequently, the traditional high street store will evolve. Companies like Apple are leading the way by radically redesigning their stores to focus on community interaction and customer experience; clouding the distinction between a physical store and the online world.

The development of high performing teams that can easily flex to respond to changes in customer behaviour are critical. To do this, organisations need to make sure workforce management and back office systems provide accurate information to enable better forecasts and meet customer demand.

While retail organisations have been expecting this shift for a while, few are taking steps to truly maximise on this opportunity, giving competitors the chance to pull ahead from the pack. Tomorrows leading retail organisations need to start evaluating their service offering today. How they are able to continually adapt to this change in culture and bridge the physical and digital divide is going to be critical to future successes. At the heart of this will be the focus on providing a uniform customer experience across channels. **Making it easy**

The move to multi-channel shopping, centred around experience and ease, means customers now expect even more from retailers. While price and quality remain important, customers will be looking for convenience and quality customer service. In short, organisations need to make it easier than ever to buy their products.

Asian countries are leading the way in transforming purchasing channels, with messenger apps such as Line allowing customers to buy products right from within an app. Elsewhere, integration solutions are enabling new forms of purchasing through social media, such as comment selling. Closer to home, Waitrose have now opened the first completely cashless supermarket in the UK. In each case, customers can shop for products with ease, removing the need for anything other than a phone to make purchases.

Those that are quick to adopt new technology and make retail interactions and transactions easier will be the ones who obtain a competitive edge. To do this is going to require the re-imagining of their ways of working and the rebuilding of key infrastructure. Those who do it quickly will be the ones who succeed.

Big Data

Gathering, using and controlling customer data from multiple channels is a known challenge, further still with the General Data Protection Regulation (GDPR) that came into effect in 2018. This EU regulation has given consumers greater rights over how their data is used and transferred. With 73% of customers saying they would reconsider using a company if it failed to keep their data safe¹, the

need to control and manage data is more important than ever.

7

**of the 20
biggest
brands in
2015
were in
the top
20 in
1999²**

Within this drive for better regulation, transparency and security, there will be a huge opportunity for retailers to transform their data management, to drive market intelligence and sales. Better utilising customer data sources in the future will enable retailers to target advertising, streamline customer service and meet rising customer expectations.

Complying with new legislation by improving security, and capitalising on this opportunity to use 'big data' to drive your business forward, must therefore be at the centre of any future investment plan.

Some organisations are yet to consider the opportunities that will make their operations more secure, more efficient, and easier to use. But here at Nine Feet Tall we have already been working with leading retailers who have been proactively adapting to these coming trends.

NineFeetTall

We are working with companies across the retail sector to speed up their organisations' response to future trends.

We are a premium consultancy famous for our excellent people. We deliver your projects with passion, openness and accountability.

We focus delivery on the changes that are not only safeguarding the present but setting up organisations for future success.

We focus on action, not words, and transfer our knowledge to those we work with to leave lasting value.



Feedback from our clients tells us that we are different from other consultancies.

They value our practical hands-on approach to getting things done. More importantly, they value the fact that we don't just fix today's problem, we work with you to make the changes stick.

We leave your business and people in better shape to face the future.

What can we offer you?



Project
Management

We are experienced at leading the kind of complex business change programmes that are needed to respond to the challenges in this sector.



PMO

We help you achieve greater visibility and control of project activity and performance. This helps get key projects over the line.



Portfolio Review

We help organisations prioritise change programmes, and ensure only those aligned to business strategy remain part of the portfolio of change.



Business
Analysis

We help organisations identify and achieve real operational efficiencies that last long after we are done.



Change
Management

We engage with you and your people to make change stick, crucial when delivering the latest innovation.

Our experience speaks for itself

It was a **genuine pleasure** working alongside Nine Feet Tall on our transformation programme. The **flexibility and ease to work alongside** made the whole process an utter joy.

Enough about us.

Let's talk about
you and your
business
needs...contact us for
a FREE consultation.

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