

# Demystifying Retail Success in Disruptive Times



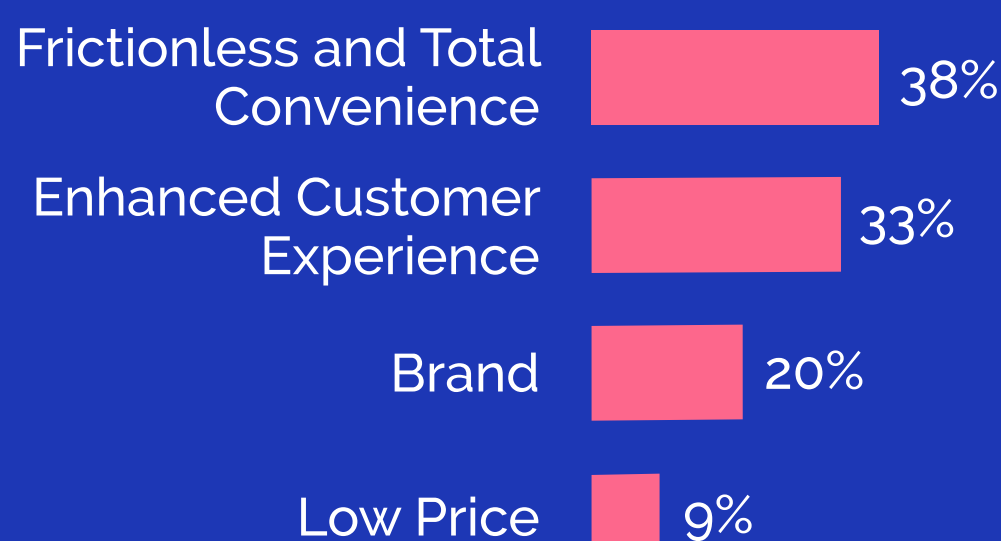
Few retailers were fully prepared to operate during the pandemic, but a handful of them have survived and even thrived during this unprecedented time. What makes these unicorn retailers better positioned to weather the storm, and what can we learn from their marvelous success?

In a recent survey\* we asked technology and business leaders across the retail industry about their outlook on recovery and growth. Here's what they said.

## Elevating Customer Expectations

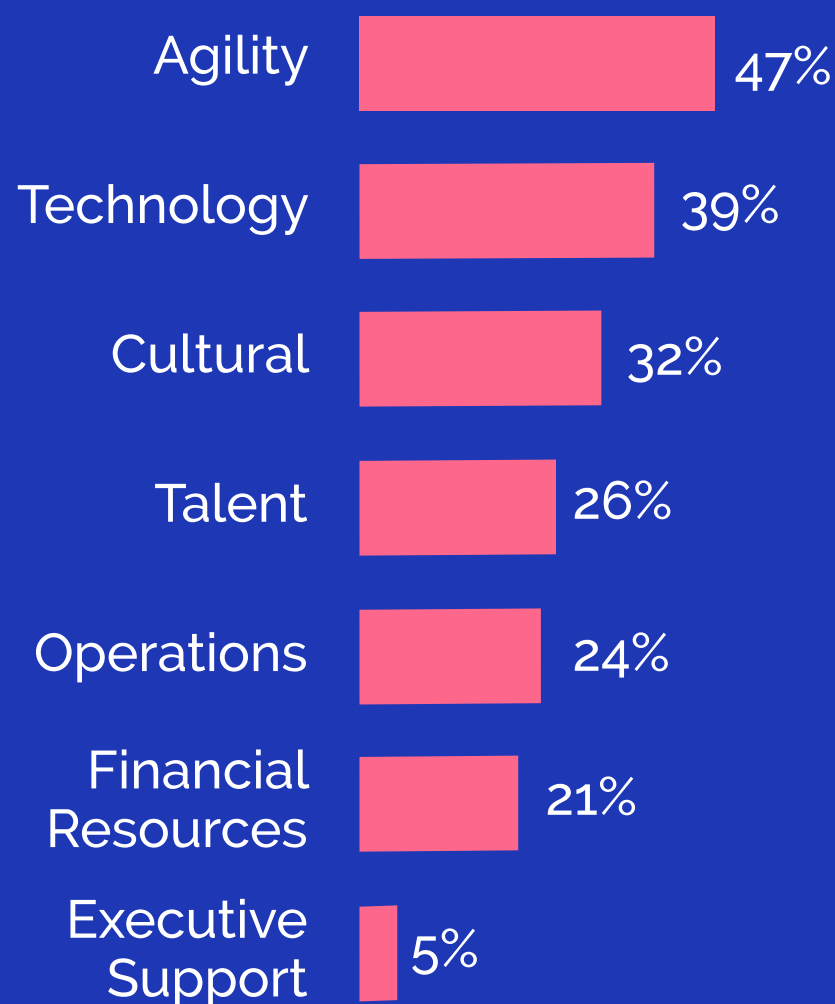
### Which area has your organization prioritized on its journey to delight customers?

Rapid innovation from incumbent and digitally native retailers has radically changed consumer expectations, and as this pace accelerates, you may be considering how your brand can compete and win in the era of endless disruption. While your tech certainly needs to be buttoned up, your customer should find value in other dimensions of your retail offering, too. Rethink the entire online and instore customer experience, and how you can add convenience and remove friction across the entire value chain. Then build up your digital maturity to deliver a seamless click-to-brick experience.



## Pandemic Prioritization

### Which areas do you believe are risks to driving success within your retail organization?



Zero in on what your customer needs the most, then work with your business and technology partners to design and deliver an experience that fills that void. Leveraging Agile practices can help your team prioritize, move quickly, and build the digital maturity needed to disrupt.

"When everybody else is closed, and you're open, that gives you an incredible advantage. Amazon leveraged that advantage, and they're doing better than ever."

**Dr. Barbara Kahn**  
Retail Expert, Author and Professor at The Wharton School

## Improving Digital Capabilities

### Which area of your retail operation can benefit the most from digital optimization?

(Select all that apply)

While this may seem like a trick question, improving digital capabilities across the retail supply chain is one of the most important things a retailer can do to improve overall operations. Hidden in each area of the retail enterprise are areas of opportunity to digitize, automate, and leverage intelligence to improve the customer experience.



### How does your brand stack up?

Download the Retailing Success Canvas  
[softtek.com/retailingcanvas](https://softtek.com/retailingcanvas)

\*Source: Based on Softtek's September 2020 Retail Lab Study

For more information about Softtek's retail capabilities visit

[www.softtek.com/retail](https://www.softtek.com/retail)

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