

# Retail

## Our shopping experience is changing...

We want something personal, to buy or – even better – try out the right product or service.

We want it to be meaningful and convenient.

At Lagash we help the Retail sector by bringing them closer to their customers so they can find the right product in a meaningful way through insight analytics, scalable platforms for consistent experiences and process digitization.

## Our Approach: Customer, Data and Technology

From logistics, operations, and online digital journeys to in-store experiences – at Lagash we help the Retail sector by envisioning the [Modern Digital Store](#).

# The Digital Store



The Customer



The Product



The Store Associate



Technology

The Digital Store is all about knowing and connecting with customers, transcending the physical store into the digital world and integrating it with the ecosystem. In this way, the Digital Store brings together the customer, the store associate, intelligent products and the right technology.

At Lagash, we help connect the dots and enable the core digital capabilities needed to create the Modern Digital Store.

Bringing together  
the Customer,  
Store Associate,  
the Product, and  
Technology

# Our Vision

## Our vision of the Store of the Future is one in which Experience is the Business.

In terms of loyalty, it means having the right product, providing personalization alternatives in all interactions, delivering a convenient and meaningful experience, and offering try-first or subscription-based options.

Let's use a grocery store as an example. The future store is a local and known store in the neighborhood, with assorted items relevant to the people that live nearby.

In order to be relevant to local customers, large retail stores need to geo-target potential consumers with their marketing campaigns, making sure they are never out of stock of preferred items.

Due to its smaller size/ format, the store also needs to select the right products to keep in stock, as they cannot afford having much variety. This requires analytical capabilities and knowledge of consumer behavior in terms of preferred brands, products, seasonality, social interests, etc.

Local shops can also work as a last mile delivery or pickup center for the customer's favorite online brands. By ordering products online and having them delivered to the nearest, most

convenient local store, potential customers can pick up online orders after work (and why not, take a few additional items with them.)

Facilitating the last mile delivery is just one example of a B2B approach that benefits all parties. In the near future, retailers will increasingly need to do B2B through integrated and automated digital channels.

Consider the following example, in which your refrigerator will order food for you by analyzing your preferences and tracking what is currently in your fridge. It could, for instance, suggest a risotto for this Friday night's dinner and order extra groceries automatically.

As food ordering is made autonomously, people don't select particular brands or stores - those decisions are made for you. This is a similar case to Alexa or Google Home-type devices ordering products for you. Decisions are delegated to the channel with analytical capabilities.

Last but not least, a subscription-based alternative is definitely an approach that will allow brands to truly and better understand more about consumer behavior.



Designing a subscription-based service that is both convenient and value-based is not easy, but if done correctly will create a bond with your consumers and provide great insight.

Consider a fashion store providing new outfits regularly without the customer needing to manually pick or select styles. Amazon Subscribe & Save is a good example of this model for everyday articles valued by consumers.

Lagash can help by connecting the dots, from envisioning to capability enablement. We work on the following Digital Strategy Pillars for Retail:

# 1. **Consumer and Product Analytics**

A Modern Data & Insight Strategy provides a unified view of the customer and helps identify the right products

# 2. **Customer Experience Innovation & Journey Discovery**

Made possible by conducting Design & Discovery processes and implementing cognitive capabilities for customer-facing processes

# 3. **Agility & Efficiency**

Prioritized and put into play by designing automation workflows

