



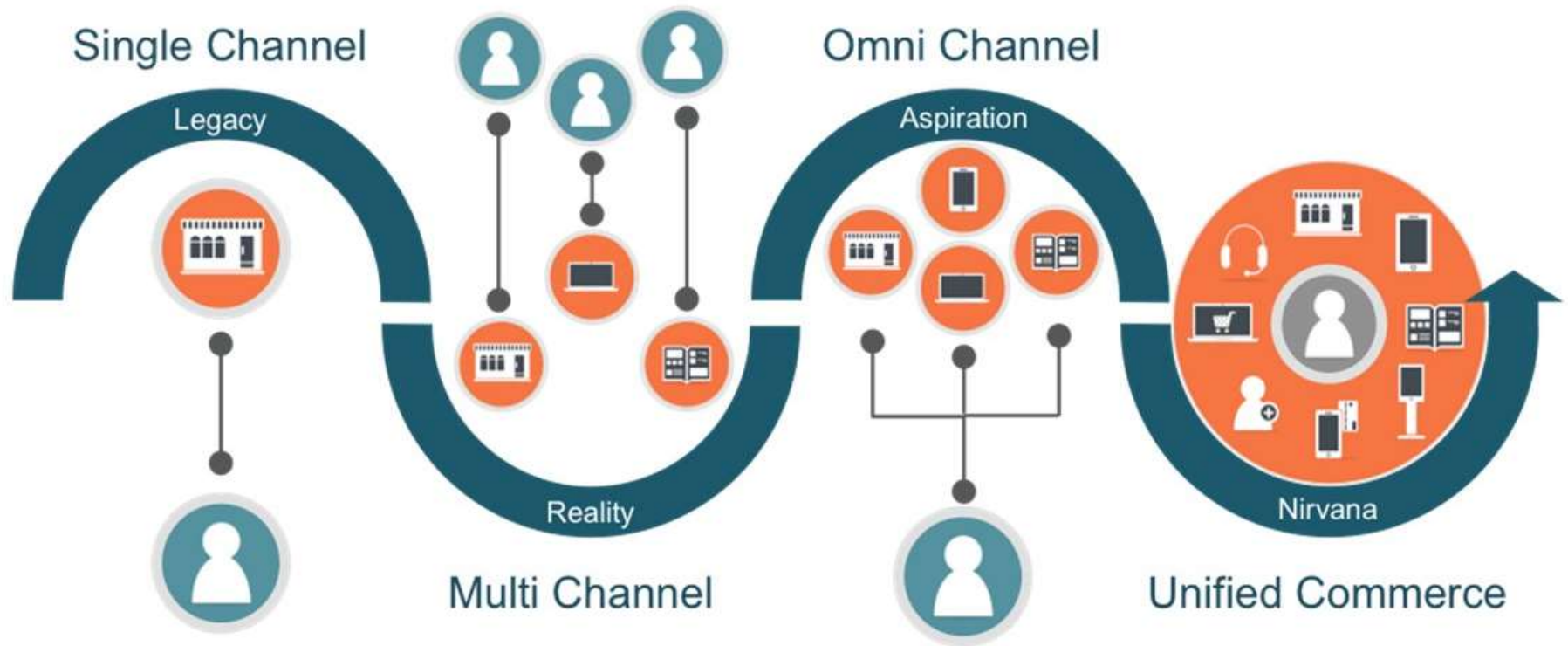
LS Retail

We make business easy



UNIFIED
SOFTWARE SOLUTIONS
FOR RETAIL & HOSPITALITY

WHAT IS UNIFIED COMMERCE?



Stores use standalone systems for retail operations

eCommerce is added but run as a separate system

Support for mobile loyalty & mobile POS – but still in a separate system

The move to unify all channels – running them from the same back-end solution

Retailer's Customer Experience Objectives



Unified Commerce Objectives

- Put the customer experience at the center
- Become as flexible as today's shopper
- Easily manage returns across all channels
- Give consumers the availability they demand
- Offer experiences that go beyond traditional retail
- Know your customers and get personal

Put the customer experience at the center

89% of retail businesses believe that most competition will be centered around the quality of the customer experience

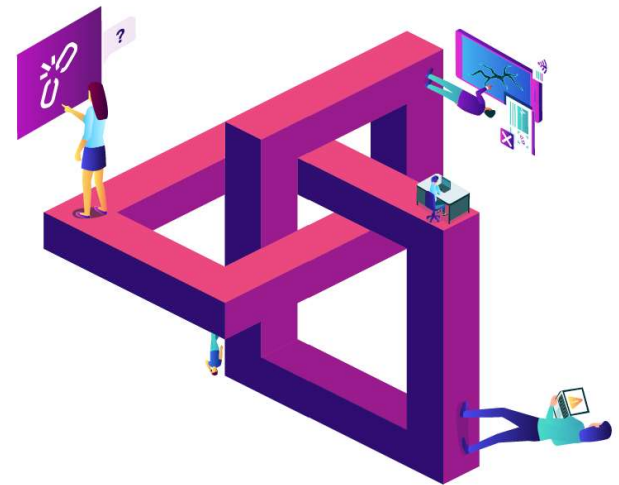
Become as flexible as today's shopper

Consumers think of terms of a brand – not channels.

Your brand **pops up** when customers are looking for product ideas

Consumers can easily find **all the information** (product specifications, availability, delivery, and so on) they need while they are still deciding which item to buy

When customers are ready to buy, they can do it **easily and snag-free** - no matter what channel they decide to use



Easily manage returns across all channels

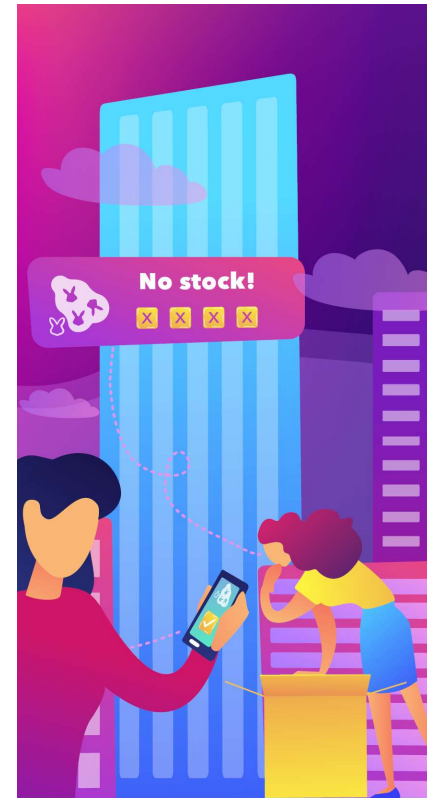
The MIT Sloan Management Review conducted a research comparing customers who had made legitimate product returns, and customers who never return items.

People who never make product returns tend to buy less overall, and have a significantly lower lifetime profitability for retailers.



Give consumers the availability they demand

- 88% of consumers research and select options online before heading out to a store
- 66% of consumers want to know that the item they are looking for is available before they even enter a store.
- 46% of shoppers expect store associates to be able to fix out of stocks instantly,



Know your customers and get personal

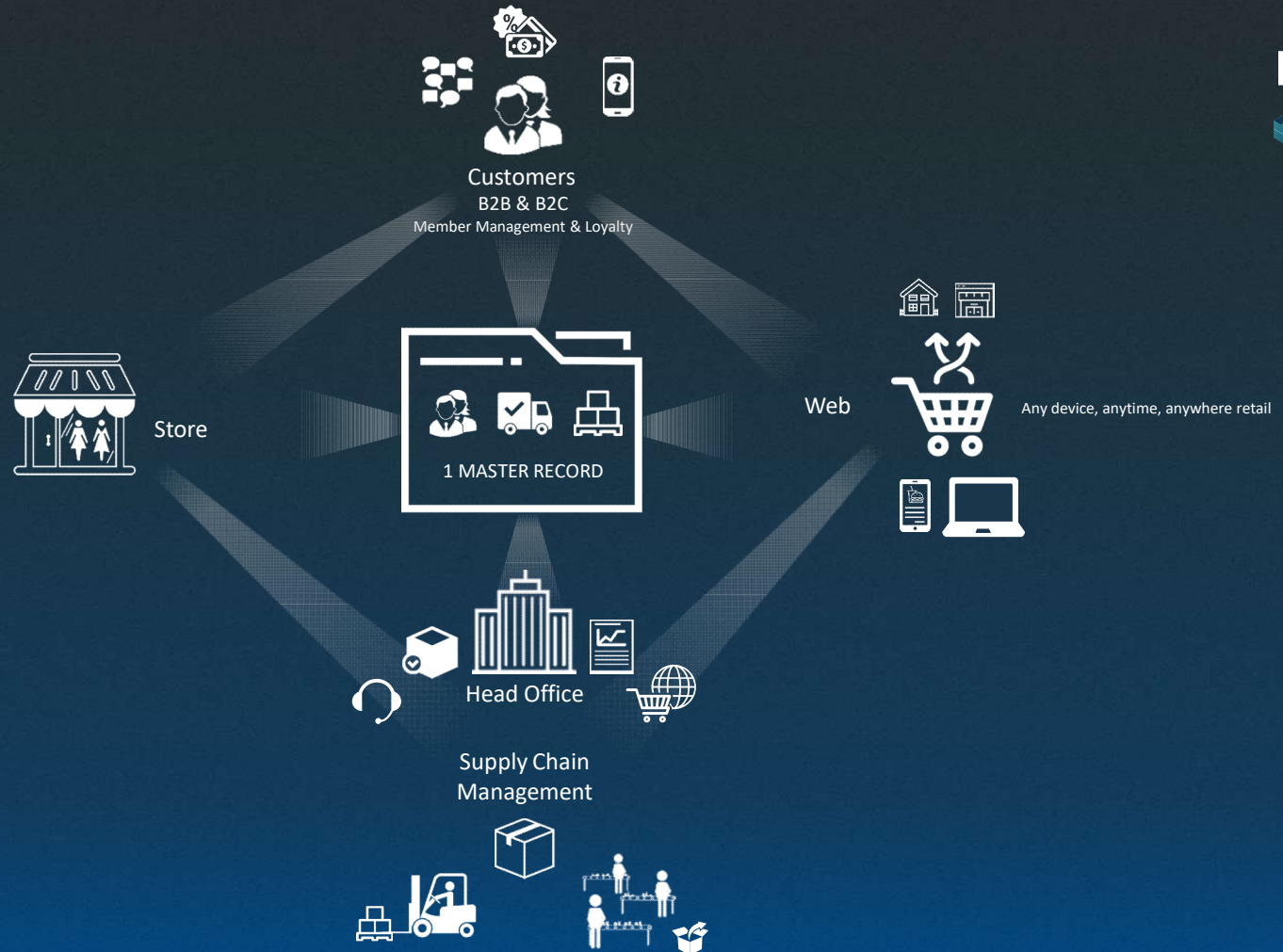


- Complete 360-degree view of your customers.
- Tailor the shopping experience to your customers' expectations.
- Be innovative and personal.
- Predict shopping behavior

How?

All-In-One

- Complete Solution
- Every Department
- Every Job Role
- Cross functional
- Hyper efficient

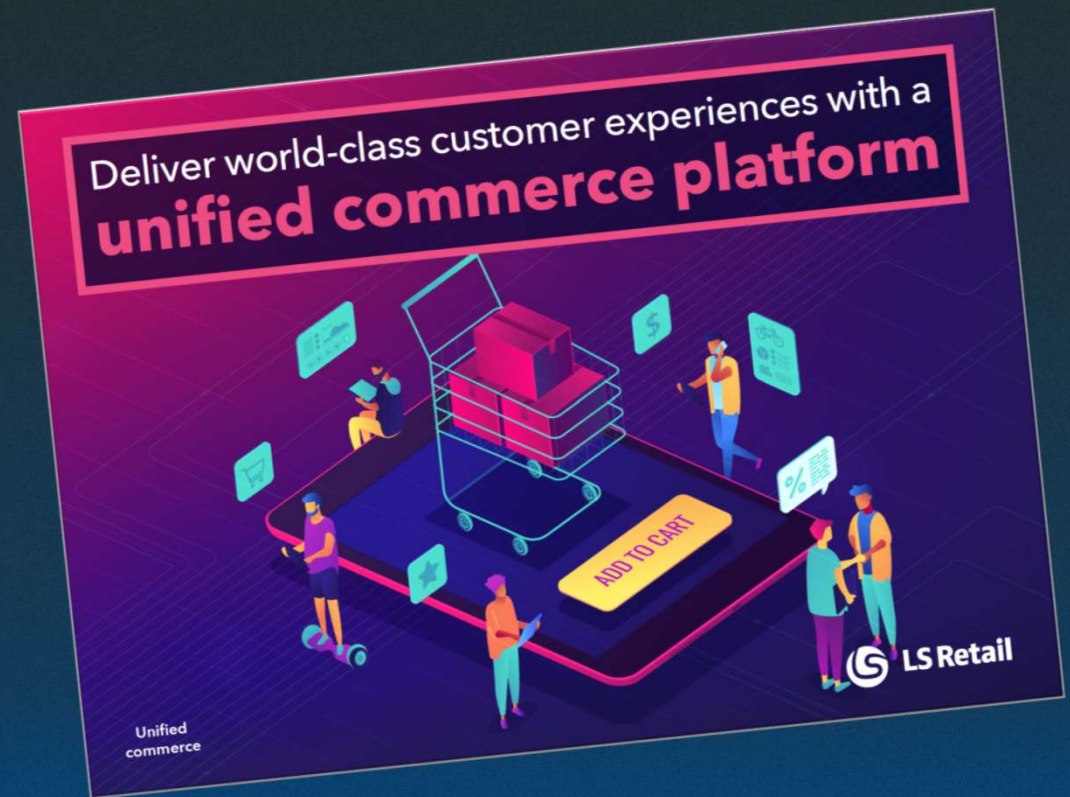


LS Retail

LS Central

Learn Even More

- Pick Up The White Paper
- <https://www.lsretail.com/industries/retail/>
- Sign up for our Blog, <https://www.lsretail.com/blog>
- Contact Me
 - John@LSRetail.com
 - +1 916.770.7756



Q&A?