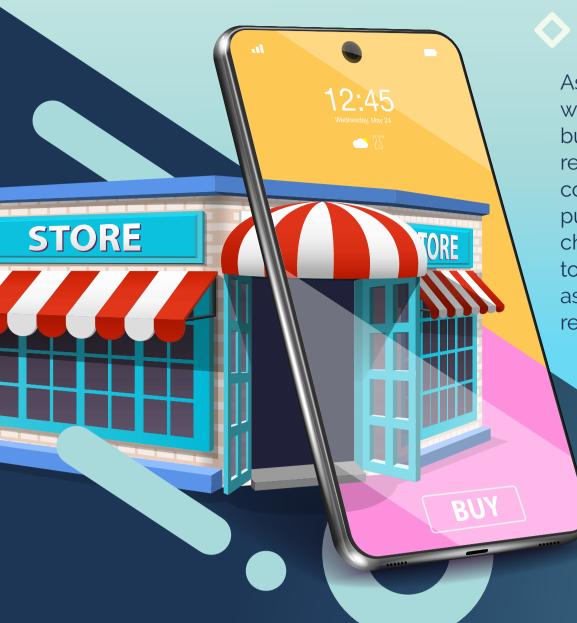


REINVENTING RETAIL

How to compete in the low touch economy



As retailers large and small navigate the uncharted waters of operating during COVID-19, technology and business leaders have quickly pivoted and prioritized a response to meet the demand for rapidly changing consumer expectations and how they prefer to purchase goods and services. In fact, with this swift change, it's now clear, delivering a frictionless and low touch customer experience is becoming increasingly as important as the actual products and services that retailers sell.

Welcome to the Low Touch Economy

T TOUCH!



PLEASE DON'T TOUCH!



PLEASE DON'T TOUC









The pandemic has accelerated the need for a streamlined omnichannel experience. As consumer sentiment about visiting retail locations continues to change based on national and local COVID-19 testing data, government guidance, and other restrictions; retail executives must continue to focus on building and improving a low touch frictionless shopping experience, customers can rely on now and post-pandemic.

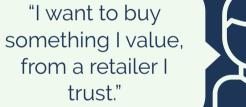


RETAIL OMNICHANNEL JOURNEY

Customer Value

Proposition

Online







Low Touch Economy

In-store

"I want to buy from a retailer who provides a superior value and experience."

Superior Competitive

Advantage



flexible, safe, hygienic, and contactless."

"I want to buy from

a retailer that is

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

experiences arrive, previously forecasted over the next five to 10 years.

COVID-19 has accelerated the demand for digital enablement in retail. In

only a few short months, we have seen the demand for low touch

Today, retailers must compete on more than a single dimension of strength. To defend and improve its market position, brands will need to check multiple boxes for retail success and elevate how they deliver both product

LOW TOUCH ECONOMY

benefits and an exceptional customer experience; plus, meet the threshold for operating in our new low touch economy. How does your brand stack up on the Digital Transformation Retail Success Matrix? **Product Benefits**



Product & Brand:

Branded product



DIGITAL ENABLEMENT

DIGITAL EN

Superior Competitive Advantage

- Data-driven Marketing

Business Operations Optimization Process Efficiency:

BPM, RPA, Process Mining, **Enterprise Applications** Data Efficiency: BI + Analytics Advanced IoT Automation





Customer Experience:

Customer first

Retail Success Backend Process Simplification

Artificial Intelligence

Human-centric UX Design



Eliminate Pain Points

Increase **Pleasure**

Retail Proposition

Digital Transformation

Matrix

For more information about Softtek's retail capabilities please visit: www.softtek.com/retail

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