

# Accelerating digital transformation to drive meaningful change inside retailers



# In a rapidly changing retail landscape, building customer loyalty requires continuous evolution.

Creating exceptional experiences is imperative as competition in the retail sector grows increasingly fierce. Today's consumer expects their interactions with retailers to be convenient, personalized, and consistent—whether it's mobile, online, or in-store. And they want their needs met immediately.

Retailers know they need to move faster and be more innovative to win over customers. To succeed, they need to better manage operational costs and fluctuations in supply and demand. They must find a better way to minimize supply chain disruptions, and leverage customer data and advanced technologies. And they must keep customer data well-protected in the face of escalating cyberattacks.

While the industry's digital transformation has been underway for some time, operational silos and legacy systems are complicating progress. To thrive in the future, retailers must invest more strategically in technology that enables them to quickly scale, automate, innovate, and manage complexity.

This is where ServiceNow comes in. The Now Platform® helps retailers:

1. **Adapt quickly** to changing customer needs and expectations
2. **Build** more connected, efficient operations
3. **Empower** employees
4. **Protect** customer data



## Rising tensions in retail

Competing pressures are continuously erupting inside retail organizations. Major sources of tension include:

Run the business (operations)	↔	Change the business (innovation)
Emphasize center-led standards (control)	↔	Empower front-line workers (flexibility)
The art of retail (instinct)	↔	The science of retail (math and machines)
Deliver consistent quality (protection)	↔	Launch and adapt new offers (speed)
Delight investors (manage to plans)	↔	Delight customers (manage to opportunity)

ServiceNow helps alleviate these tensions, connecting disjointed information and systems, so that work can be done more efficiently—and retailers can become more responsive to changes, threats, and opportunities.

# 1. Adapt quickly to changing customer needs and expectations

Convenience reigns supreme in retail today. From contactless delivery to same-day shipping to curbside pick-up, consumers expect retailers to make it easy for them to get what they want, whenever they want it. But to build a fanatical customer base, retailers must deeply understand niche customer personas to create highly personalized shopping experiences.

ServiceNow brings together disparate information about customers in one place, so that retailers can derive more meaningful insights about customers that improve decision-making and address customers' requests and concerns more quickly. Our low/no-code application engine helps organizations quickly create products that seize new retail trends and market opportunities.



# 2. Build more connected, efficient operations

Supply chain disruptions create enormous headaches for retailers, leading to lost business and, potentially, lost customers. Even without disruptions, slow or delayed communications between different parties around shipments and other logistics can lead to big problems with customers.

ServiceNow improves visibility around supply chain issues, connecting disparate systems and information siloes on a single platform. We streamline and automate supply chain processes with digital workflows to help everyone and everything move faster.



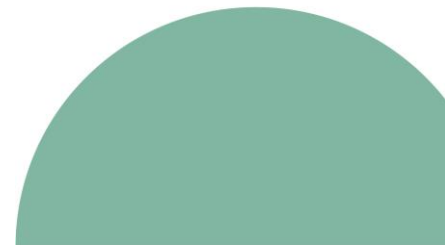
# 3. Empower employees

Fluctuations in staffing make it difficult and expensive to train and onboard new people. Addressing all employees' HR needs can be cumbersome for the HR team, and distracting for customer-facing staff. ServiceNow provides employees with a self-service portal to find answers to commonly asked questions and accelerates onboarding of new staff, so everyone is up-to-speed quickly.



# 4. Protect customer data

With so many different points of entry to extract customer data, retail has long been a hotbed for data breaches. ServiceNow helps retailers swiftly address vulnerabilities and security incidents, with one platform that provides a real-time view of issues across the enterprise and continuously monitors for risks. Compliance and security issues are managed more efficiently with seamless automation of key processes.





## ServiceNow for retailers

ServiceNow helps retailers bolster brand loyalty, kick-start innovation, and minimize risks to gain a competitive edge. We bring your digital transformation vision to life, enabling next-level customer experiences with a more empowered and efficient workforce.

[Learn more](#)

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