

Achieving Digital Transformation

How retailers can thrive in the new digital environment



\$15-30B

estimated losses due to organized retail crime this year¹

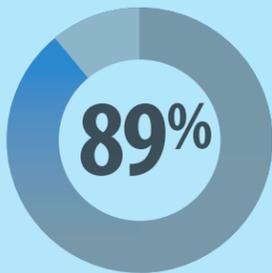
13%

of dissatisfied customers tell more than **20** people²



\$1.2T

in excess stockpiled merchandise³



of consumers began doing business with a competitor following a poor customer experience⁴

Ecommerce sales are up **18%** from this time last year⁵

Fewer than **50%** of retail businesses survive after four years⁶

2014



It costs **6-7x** more to acquire a new customer than retain an existing one⁷

1. Deliver value to empowered customers

Because customers know more, and expect more, you have to deliver more. More value, more service and more of what they are looking for. And when you do, you get more, too: customers, incremental sales, and positive reviews.

2. Re-define the shopping experience

Abandoned shopping carts. Showrooming. Customer dis-loyalty. All of these are signs your shopping experience is less than what your newly empowered customers demand. Turn those metrics around by analyzing the why of abandonment, offering real-time, targeted promotions, and converting the tire-kickers into wallet-openers.

3. Drive operational efficiencies

Higher revenues are great, but only half the profit equation. New technologies give you the capabilities to better match supply and demand; connect partners, suppliers, and channels into one seamless order-to-sale supply chain; automate fulfillment and reduce customer support costs; and minimize losses due to fraud.

86% of buyers will pay more for a better customer experience. But only 1% of customers feel that vendors consistently meet their expectations⁸

67% of shoppers abandon online shopping carts⁹

Only **37%** of brands received good or excellent customer experience scores this year¹⁰

Retailers expect **\$2.9B** LOSS due to return fraud this holiday season¹¹

90% of customers trust recommendations from their friends or peer groups

47% trust the company advertisements¹²

26% of companies have a well-developed strategy in place for improving the customer experience¹³

69% of retailers have no way of seeing their suppliers' inventory¹⁴

Tata Consultancy Services delivers solutions that help organizations navigate the path to successful Digital Transformation. Through deep industry expertise, modular, customizable solutions that meet real needs, and an "experience certainty" commitment, TCS helps retailers stay ahead of customers' needs and drive down costs.

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