



Retailers, grocers, and restaurants looking for technology that will allow them to create a **memorable shopping experience** both in the store and online.





# RETAIL IT

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Whether retailers succeed or fail in the future will depend on their ability to **engage customers** and **provide a cohesive shopping experience.**



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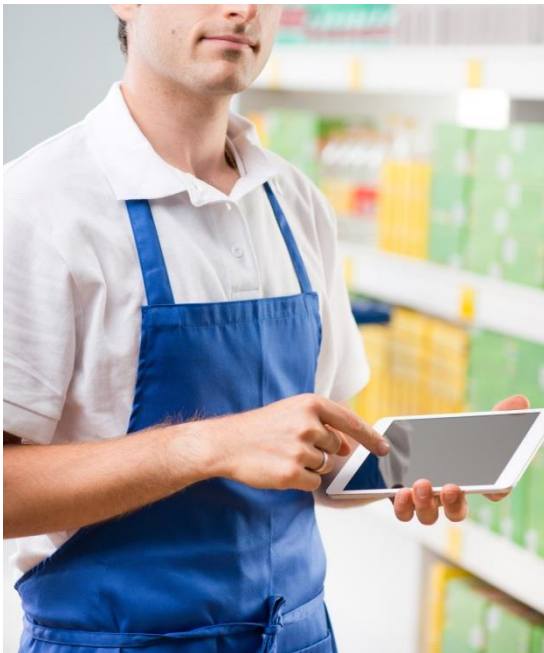
# 5

## Focus Areas

- Omni-channel in SMR
- E-commerce
- Associate enablement
- Before you get to the table
- In-restaurant

In 2016, how do  
you not have an  
**e-commerce  
presence?**





Do whatever you can to  
**enable the  
associate.**





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# Customer Experience in Hospitality



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## Action Step

- Examine each merchant's pain points.
- What pieces of the omni-channel puzzle are they missing?
- What will make or break their customers' experience?

# 2

## Action Step

- Be consultative.
- How can technology fill in those gaps?
- How can you provide that technology?



# 3

## Action Step

- Develop software or partner with an ISV.
- What are their core competencies?
- Do their values align with yours?