

REVOLUT IONIZING RETAIL

THE DIGITAL TRANSFORMATION
POST-COVID

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ABOUT MIK CONSULTIVO

MIK Consultivo is an emerging star in the digital transformation space specializing in offering solutions and services targeted mainly towards medium to large sized enterprises. MIK Consultivo helps companies with evaluation, selection, implementation and optimization of digital transformation solutions that multiply organizational effectiveness, boosts top line growth and bottom line profits, while minimizing overheads and business risks, all of which in turn lead to significant business growth and increase in organizational performance.

Select Team of Visionaries

A select team of visionaries who are passionate about enhancing customer experience.

5-Year Young

We are a rising star in the DX space and a 5 year "young" company.

International Talent

MIK CONSULTIVO consists of a team leveraging top talent spread across 5 countries now.

INTRODUCTION

The retail industry has undergone a seismic shift in recent years, accelerated by the global COVID-19 pandemic. As businesses adapted to new challenges and consumer behaviors, digital transformation emerged as a critical strategy for survival and growth. Medium-sized retail enterprises, in particular, have had to navigate a rapidly changing landscape, leveraging technology to stay competitive. This article explores the impact of digital transformation on medium-sized retail enterprises post-COVID, highlighting key trends, case studies, and industry statistics.

The Post-COVID Retail Landscape The COVID-19 pandemic forced many retail businesses to close physical stores temporarily, leading to a surge in online shopping. According to a report by IBM, global e-commerce sales grew by 27.6% in 2020, accelerating a shift that was already underway. This shift in consumer behavior has had a lasting impact on the retail industry, with digital transformation becoming a top priority for retailers looking to meet changing customer expectations and stay ahead of the competition.



CASE STUDY:

BEST BUY

One of the most notable examples of digital transformation in the retail sector is Best Buy. The company invested heavily in its e-commerce capabilities and omnichannel experience, allowing customers to seamlessly shop online and in-store. As a result, Best Buy saw a 175% increase in online sales in the third quarter of 2020 compared to the previous year, demonstrating the power of digital transformation in driving revenue growth.

INDUSTRY STATISTICS

According to a survey conducted by McKinsey, 73% of consumers in the United States have tried a new shopping behavior during the pandemic, with 81% of them intending to continue using these new behaviors post-COVID. This highlights the need for retailers to adapt to changing consumer preferences and invest in digital channels to remain relevant.

The Role of Data and Analytics Data and analytics play a crucial role in the digital transformation of retail enterprises. By analyzing customer data, retailers can gain valuable insights into consumer behavior, preferences, and trends, allowing them to personalize marketing campaigns, optimize inventory management, and improve the overall customer experience. According to a report by Accenture, retailers that invest in data and analytics capabilities can increase their operating margins by up to 60%.





CASE STUDY:

TARGET

Target is a prime example of a retailer that has successfully leveraged data and analytics to drive growth. The company uses data from its Target Circle loyalty program to personalize offers and promotions for its customers, resulting in a 74% increase in online sales in the third quarter of 2020. Target's data-driven approach has not only increased customer loyalty but also helped the company gain a competitive edge in the market.

The Rise of Omnichannel Retailing Omnichannel retailing has become increasingly important in the post-COVID era, as consumers expect a seamless shopping experience across all channels. Retailers that have successfully implemented omnichannel strategies have seen significant benefits, including increased customer loyalty, higher sales, and improved operational efficiency. According to a report by Deloitte, companies with strong omnichannel engagement retain an average of 89% of their customers, compared to just 33% for companies with weak omnichannel engagement.



CASE STUDY:

WALMART

Walmart is a leading example of a retailer that has embraced omnichannel retailing. The company has integrated its online and offline channels, allowing customers to shop seamlessly across its website, mobile app, and physical stores. Walmart's omnichannel strategy has helped the company maintain its position as a top retailer, with e-commerce sales growing by 79% in the third quarter of 2020.

The Role of Artificial Intelligence and Automation Artificial intelligence (AI) and automation are transforming the retail industry, enabling retailers to streamline operations, improve efficiency, and deliver personalized customer experiences. AI-powered chatbots, for example, can provide customers with instant support and recommendations, while automated inventory management systems can optimize stock levels and reduce costs. According to a report by Capgemini, retailers that implement AI and automation technologies can increase their operating margins by up to 60%.



CASE STUDY:

SEPHORA

Sephora is a prime example of a retailer that has embraced AI and automation to enhance the customer experience. The company's Virtual Artist app uses AI technology to allow customers to try on makeup virtually, helping them make informed purchasing decisions. Sephora's innovative use of AI has not only increased customer engagement but also driven sales growth, with the company reporting a 40% increase in conversion rates for customers who use the Virtual Artist app.

CHALLENGES AND OPPORTUNITIES

While digital transformation offers significant benefits for medium-sized retail enterprises, it also comes with challenges. One of the biggest challenges is the cost of implementing new technologies and upgrading existing systems. According to a report by Gartner, 90% of organizations that fail to prioritize digital transformation will lose market share to competitors that do. However, for those that embrace digital transformation, the opportunities are vast, including increased revenue, improved customer loyalty, and enhanced operational efficiency.



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CASE STUDY:

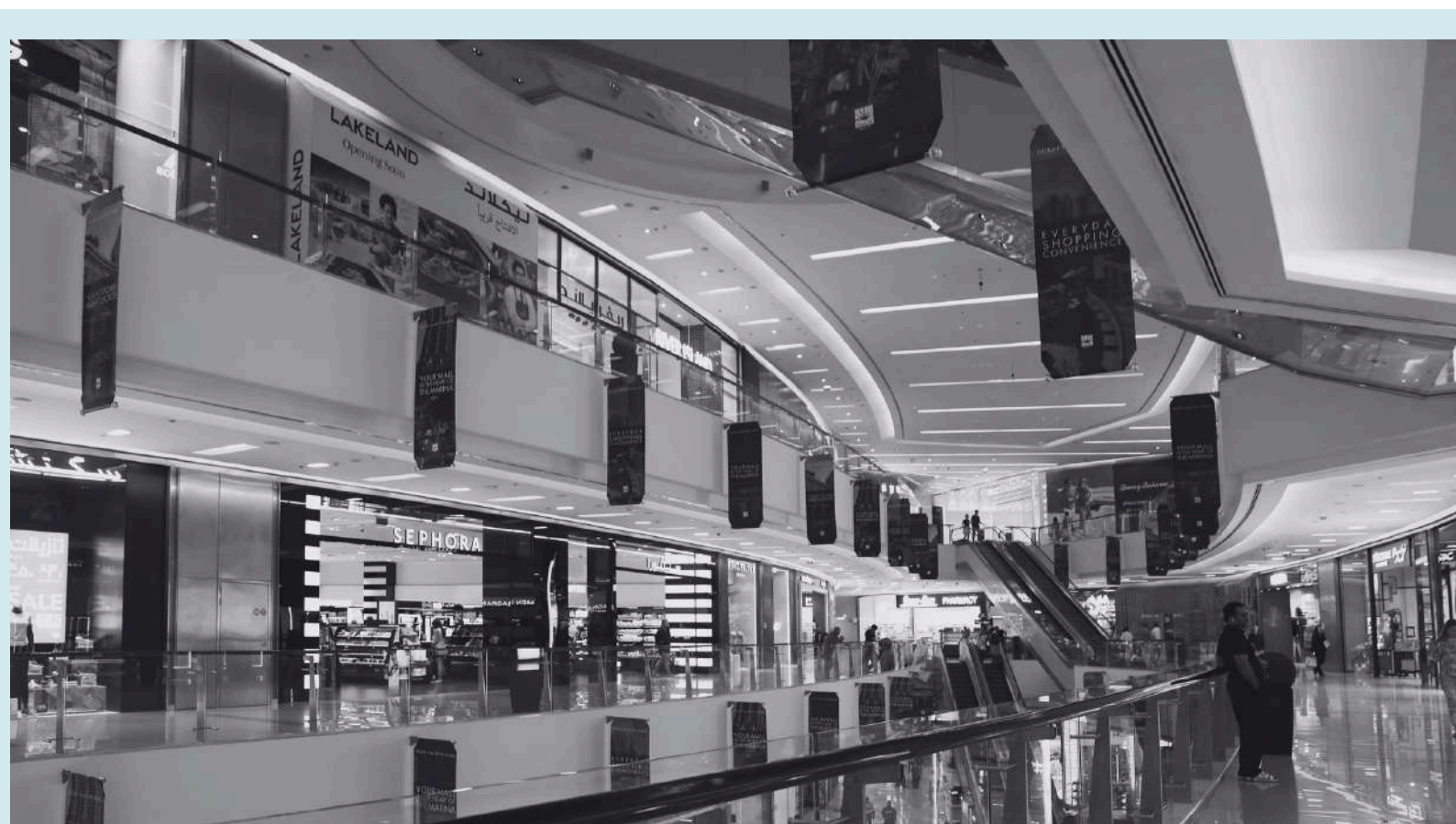
GLOSSIER

Glossier, a direct-to-consumer beauty brand, is a prime example of a medium-sized retailer that has successfully embraced digital transformation. The company has built a strong online presence through social media and influencer marketing, allowing it to reach a wide audience of digitally savvy consumers. Glossier's focus on digital innovation has helped the company achieve rapid growth, with revenue reaching \$100 million in 2018, just five years after its launch.



CONCLUSION

The retail industry has undergone a profound transformation in the post-COVID era, driven by digital technologies and changing consumer behaviors. Medium-sized retail enterprises that embrace digital transformation stand to benefit from increased revenue, improved customer loyalty, and a competitive edge in the market. By leveraging data and analytics, adopting omnichannel strategies, and embracing AI and automation, retailers can thrive in the new digital landscape, delivering exceptional customer experiences and driving growth in the years to come.



WHAT MIK CONSULTIVO BRINGS TO SUCCESS

At MIK Consultivo, we specialize in guiding businesses Optimize Current Systems as well as Implement New Systems with precision and expertise. Our bespoke consultancy services are designed to address the unique challenges of digital transformation, ensuring a smooth and successful transition.

OUR APPROACH

- **Tailored Strategies:** We develop customized digital transformation strategies that align with your business goals and industry requirements.
- **Expert Guidance:** Our team of experts provides hands-on support throughout the transition, leveraging deep industry knowledge and proven methodologies.
- **Comprehensive Solutions:** From initial planning and training to ongoing support and optimization, we offer end-to-end solutions that drive lasting success.

By partnering with MIK Consultivo, you gain access to a wealth of experience and insights that ensure your digital transformation journey is not only successful but also positioned for future growth.



MIK Consultivo is positioned in the market as a Digital Transformation Turnaround Specialist. We help companies significantly reduce the risks associated with Digital transformation projects by offering a range of superior quality 360-degree solutions and services that help us outperform almost any player in this industry, giving us an unfair advantage when it comes to winning opportunities to serve customers, the best way possible.

Embrace the journey with us and transform your business into a future-ready powerhouse.

MIK

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