How can you prepare for the new rules of retail?

retailers will need to evolve and adapt new strategies and business models to compete effectively in the new normal. The reality is that consumer behavior has changed; online shopping habits and behaviours accelerated

More than a year after COVID-19 first landed in Canada, it's becoming increasingly clear that most

by the pandemic are here to stay, so organizations need to prioritize their long-term digital strategic plan now. To succeed in the next normal, retailers must assess their current operating models, digital capabilities, and audience engagement strategies—then make bold moves to transform themselves.



moved more of their spending online. Retailers were forced to quickly adapt to new consumer habits-ramping up online and curbside delivery as quarantine regulations changed from week to week. Now that the functionality of so many new retail methods has been tried and tested, there's an opportunity to continue to think about how to

optimize and work towards creating more enduring customer experiences. he next normal in consumer



pre-pandemic **66% of Canadians have increased**

Canadians have increased their

monthly online shopping spend by

more than \$2 billion compared to



their online shopping habits compared to before the pandemic

48.8% of consumers say they will

continue to shop online more

over

frequently after the outbreak is

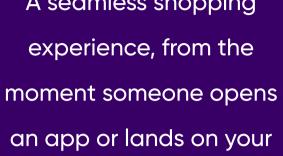


current consumer considers a combination of factors when choosing a brand: Innovation **Trust** Safety

expectations

It's not just consumers' behaviour that's changed; their expectations have dramatically shifted, too. The

Experience Payment From digital payments to A seamless shopping Transparency around Safe, clean, and quick Integration of new digital



an app or lands on your

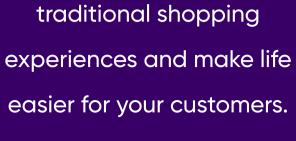
website, to the second the product or service is delivered.



alongside consistent and

reliable fulfillment.





technologies that reinvent

touch-free solutions-more, and more flexible payment options

at checkout.

3 in 5 Canadians



channels and devices.

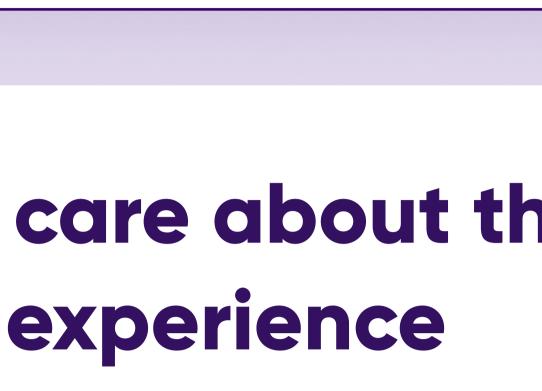
Customers care about the digital

88% of customers are

less likely to return to a

website after having a

bad experience



expect cashless

transactions will be

part of the typical

the next 5 years

shopping experience in

A 2021 study by Appnovation showed that about half of all consumers between 25-54 consider digital experiences to be extremely or very important across industries. Percent of Canadians who aligned themselves with each expectation of brands:

The global pandemic has upended consumer habits and transformed the role and importance of digital

experiences in customers' lives. Today's consumer expects easy-to-use, intuitive digital experiences across



Offering your customers a seamless digital retail experience means more than just

seamless.

their customers.



creating an e-commerce website-although that is a crucial and necessary first step. To truly stand out in today's competitive retail

landscape, you need digital and operational

customer is shopping from their computer or

mobile device, by telephone, or in a

bricks-and-mortar store, the shopping

experience across all channels should be

strategies that work in tandem to form a





An e-commerce store

Unified brand identity

A successful omnichannel retail strategy incorporates these essential components:

48%

I will be less likely to

engage with a brand

that does not offer

online experiences

Social selling holistic, user-friendly shopping experience. Omnichannel retail (or omnichannel commerce) is a multi-channel sales **Mobile-friendliness** approach that focuses on providing an integrated customer experience. Whether a

Today's consumers are researching, browsing, and purchasing on multiple channels and devices. With an omnichannel approach, you can develop one strategy that's executed across all channels—creating a unified, customer-centred experience.

objectives, and design across each channel and device.

Integrated offline experience

Omnichannel vs multichannel retail

73% of retail consumers omnichannel tactics use multiple channels see a 90% higher to shop customer retention rate than those who do not

experiences

Create a unified brand experience Omnichannel retail puts the customer at the center of the shopping

There are plenty of changes you can make to adapt your online business to the evolving realities of retail.

What actions can you take now?

experience, allowing them to engage with your business across

multiple platforms and devices. But it only works if you provide a

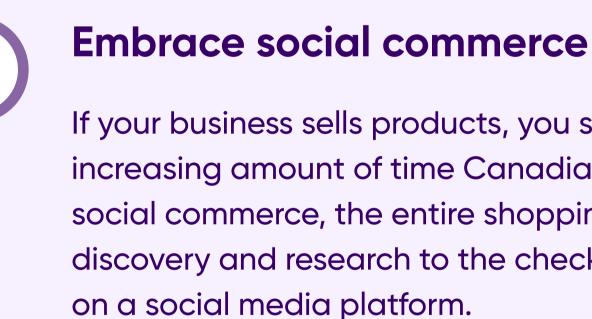
channels by enforcing consistent branding,

Find experts in **e-commerce** and **mobile app development**

Create a unified look and feel across all of your

unified brand experience across all your channels.

messaging, and visuals.



experiences

branded experiences.

Checklist:

Use our checklist to get started.

Build trust in your brand by establishing an active presence on social media and set up direct selling through platforms like Facebook

Find experts in **digital marketing** and **community management**

Leverage data to create personalized customer

Consumers today want a more tailored and "human" shopping

solutions that deliver data-driven personalization and unique

Use a customer relationship management

experience. To stand out from the competition, invest in technology

and Instagram.

If your business sells products, you should be capitalizing on the increasing amount of time Canadians spend on social media. With social commerce, the entire shopping experience—from product discovery and research to the check out process—takes place right



If you don't know which marketing activities are working, you could be wasting time and money and missing out on potential profit. Having access to statistical information from all areas of your online marketing and sales activities gives you an advantage over

competitors and allows you to make informed decisions that will

experience update, your user experience can impact how people

Make changes to your website to improve page

your site design is user-friendly and accessible.

load speed, optimize for mobile, and ensure

Retailers that can stabilize their supply chains and operating

procedures will be in a better position to adapt to whatever

Consolidate and synchronize the software you

use throughout your business and access store

data in real time (and from any device) with a

Find experts in **SEO optimization** and **UX/UI design**

Enhance operational efficiency

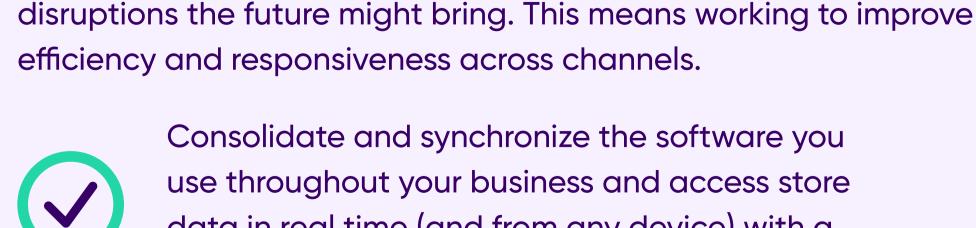
cloud-based ERP solution.

Set up a tool like Google Analytics to start tracking key website metrics and optimize your active marketing campaigns. Find experts in **marketing strategy** and **website development**

find your website, too.

increase your revenue.

Optimize your website experience for visitors Creating a great online experience for end users helps build trust, drive conversions, and reduce churn—and now, with Google's page



Review your payment/POS system The checkout is your store's most critical moment. Capitalize on the

cloud-based POS system that enables popular

fulfillment options like "ship to customer" or local pickup and lets you access your store data

Connect your online checkout to a

digital and marketing projects. Hire the best e-commerce, digital marketing/SEO, and logistics experts, on your budget and timeline. With the help of our platform and specialist support team, post your project and connect with three compatible service partners in 48 hours, free of charge.

• 5,000+ pre-vetted agencies and experts

Proven matching algorithm and process

Most businesses today already engage in some form of multichannel marketing. They have a website, blog, Facebook, and Instagram, and they use each of these platforms separately to engage and connect with Like multichannel, omnichannel commerce takes place on multiple channels, from your social media to your e-commerce store. The big difference is that omnichannel connects all of the channels in order to provide a



71% of consumers want

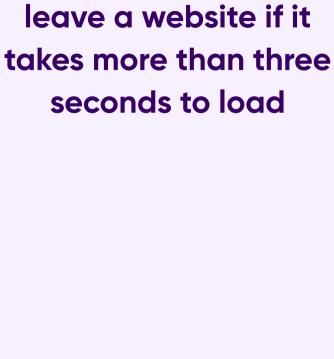
a consistent

experience across all

channels, but only 29%

say they get it





Over 40% of visitors



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desire for speed and convenience by making sure your customers can do business with you wherever they like and on any device.

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Find experts in **POS systems and software**

Find the right outsourcing partner to help your retail business grow helloDarwin is a web-based marketplace designed to help businesses find professional support for their