Digital Retailing

Say WHAT??
What is Digital?

Is it more about the new way of doing things?

Personalisation  Data Analytics  Mobile  Intelligence
Accessible  Modular  Extensible  Flexible
What is Retailing?

Retailing involves selling products and services to consumers.
Is it innovation?

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WHY?

- Customer centric
- Content creation
- Support data-driven strategy
- Support shift of loyalty models

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Challenges

NOT?

- Organisational challenges
- Industry transition
- Compelling reason

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Industry concepts can support and set some guidelines, but it is what you make of it!
Goodbye PSS?

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