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8. National Newsmakers Indian Retail Sector Adopts Customer-First, Technology Focused Approach

As the lockdown is being lifted in a phased manner across all the marketplaces in the country, brands are coming out of their funk, focusing on adapting to changing needs amid the 'new normal' and working to 'co-exist' with the virus



12. International Newsmakers Big Players Report Respectable Profits Post Second Wave

Social, mobile and e-commerce will significantly pick up and brands will need to increase their social media activity to promote purchasing and shopper loyalty

16. Digital Retail Retail in a Click

The pandemic has also altered the consumption volume in the retail sector, with higher consumer preference for home deliveries rather than visiting stores

20. Market Watch Retailers are Looking Forward to June 2021 for Improvement in Sales: RAI

The only way of getting rid of the economic impact of pandemic and saving livelihoods is by everybody participating in sharing of the cost burden and acting to revive retail business activity

30. Retail Transformation Building Asset-Light Retail Through Transformed E-Commerce

A roundtable, powered by OMUNI as part of the 'Omnicomm Intelligence Series', discussed the new roadmaps and constraints related to transformed e-commerce and Omnichannel retail, given the constraints brought forth by COVID

32. Retail Solutions Fraud Prevention: Delivering Trust-based Customer Experience

The reality is that new users are far more likely to be declined at the point of transaction leading to the immediate loss of this revenue, and in many cases these customers never return meaning longer term loss of lifetime value

COVER STORY (PAGE 24)



ONBOARD THE DIGITAL WAVE

The pandemic has accelerated digital transformation all across industries and retail is no different. From adaption of the right tools to changing the internal policies and working style to budget, there is a lot of consideration and over the last year and a half these transformations have been a part of every retailer's journey. How has the industry responded to digitalisation?

34. Retail Technology Advantage of Emotion AI in Retail Specific Recruitment

Emotion AI is a subset of artificial intelligence that can understand, measure, simulate and react to human emotions, enabling them to detect, interpret and respond appropriately to both verbal and non-verbal signals

36. Retail Experience Bridging the Gap

With consumer movement largely restricted, 50 per cent of consumers are now choosing more locally sourced goods, and a similar number indicate that they trust local products and services more and consider them to be of higher quality than the alternatives



40. Research Shopper-centric approach, Assortment & Space planning: Key Pillars for Retailers to Improve Retail Experience, Sales and Loyalty

Effective localisation of assortment and space planning can be a very challenging task, and most retailers often fall short of harnessing the true potential of technologies such as AI and modern approaches in ML and DS, often called "operations research," which is applied mathematics