

Creating a consumer-centric, digitally optimized, and more sustainable future for Food & Grocery Retail

Gain the insights required to create optimized digital experiences, drive in-store spend, and improve supply chain optimization and efficiency

Food & Grocery retailers have been focused on competing for consumers' attention, loyalty, and share of wallet through digital engagement and services. Consumers' expectations have been set high by the likes of Amazon, Facebook, and Google, where their experiences are highly personalized and tailored, and new, differentiating services are delivered regularly.

Consumer loyalty is determined by whether they feel retailers reflect their values, deliver excellent customer service, and payment and delivery or collection options that are convenient and secure. Consumers are demanding more choice and transparency on sourcing, with increasing preference for local, health-conscious, and ethical offerings.


These shifting dynamics require retailers to be leaders in digital, and to excel in executing and delivering connected, personalized experiences.

This is creating a new set of challenges for grocery and food retailers. Such hyper-personalization of service and offering requires advanced data analysis, much more adaptive, intelligent, and agile supply and delivery chains, and the ability to deliver services digitally and in-store - all while managing operational complexity and costs. Those retailers that can create efficient yet adaptive consumer-centric business models, and integrate digital and physical engagement and experiences seamlessly, will stand to have a significant competitive advantage.

Mary

Laura

Tim



Working with customers to create a next generation shopping experience

CONSUMER EXPERIENCE SPOTLIGHT

UK retailers are sitting on £1.7 billion worth of unrealized revenues thanks to the datasets they have access to.

MORE INFO

Successfully delivering a next generation experience means meeting the demands of digital natives, like Tim, while supporting customers like Mary. They have similar preferences for fresh, sustainable products – but very different approaches and requirements from their shopping experience.

Accelerate digital transformation and gain the insight and agility required to deliver a tailored omni-channel experience

Artificial Intelligence (AI), analytics, and a centralized strategy for data management and reporting can turn complex information into valuable commercial and consumer insight. So, retailers know how they can increase loyalty from Tim and provide reassurance to Mary.

Atos brings decades of experience partnering with leading retail brands to help you align your business needs and technology solutions. In doing so, we enable you to shape your digital strategy and unify different needs from across the organization, so you get value from your digital investments faster and more effectively. And as a business partner with proven technology expertise, we help you maximize value from digital initiatives. By taking a holistic view, we can guide you through an organization-wide transformation that increases your ability to compete by driving consumer loyalty and spend, while optimizing efficiency.

5.8 million orders are made every year on a global customer's fully connected e-commerce platform provided by Atos and its partners.



Transforming the in-store experience to drive loyalty and spend

While consumers in many markets still show overriding preference for purchase in-store or BOPIS (buy online pick-up in-store), there is increased demand for more informed and personalized in-store experiences. Tim, Laura, and Mary all shop in-store, but for different reasons and in different ways.

Creating a fully connected omni-channel eco-system that enhances the experience across offline and online channels in a seamless, holistic and personalized way – and is profitable – is imperative. As is ensuring that it flows into adoption of intelligent display, connected coolers, and strategies on how to best 'monetize the aisle'. Digital engagement, contactless payments systems, digital vouchers, and e-commerce rely on seamlessly connecting delivery and collection choices. Modernization of payment technologies and platforms to provide contactless and secure online payment solutions should be advanced without leaving customers like Mary behind.

Create a consumer-centric in-store experience with data-driven insights, intelligently connected devices, and empowered employees

Grocery and food focused retailers need to create connected digital customer journeys and services to deliver enhanced experiences and increase loyalty and spend. All retailers hold vast amounts of data that can inform their strategies and drive hyper-personalization. However, extracting valuable, actionable insights is a challenge given the siloed, multi-format, multi-source nature of consumer data. The required data collation, enrichment, and analysis may not be supported by complex legacy systems that were never designed for omni-channel operations that rely on connecting physical and digital inputs and experiences.

Atos partners with our retail customers to build connected hyper-personalized consumer engagements. Artificial Intelligence (AI), analytics, and a centralized strategy for data management and reporting can turn complex information into valuable commercial and consumer insight. This enables the development of effective, innovative business strategies to increase loyalty from consumers with different demands. Demand and purchase are linked to secure, connected supply and delivery chains with complete end-to-end visibility and tracking through advanced AI, Machine Learning (ML), Blockchain, and IoT technologies that match stock levels with consumer requirement.

CONSUMER EXPERIENCE SPOTLIGHT

Mary

McKinsey projects that e-commerce will constitute just 21% of total retail sales and 5% of grocery sales (worldwide) by 2023.

MORE INFO

Over 500,000 coolers for The Coca-Cola Hellenic Bottling Company were connected using IoT with the goal of having a fully connected fleet of approx. 1.6 million coolers in operation across 28 countries. This provides huge amounts of point-of-sale data, such as cooler placement in the store, availability, temperature, product placement, and behavior and trends.



Building a resilient, adaptive, and transparent supply chain to reduce operational costs, environmental impact, and exposure to risk

CONSUMER EXPERIENCE SPOTLIGHT

Only 6% of businesses currently have complete visibility into their supply chain.

MORE INFO

As consumers become more informed and their requirements become more diverse, the supply chain is becoming more complex and regulated. Supply chains are under pressure to deliver just-in-time all the time, and are becoming, longer and more integrated. This means 'small' issues can quickly create larger problems and disruption across multiple supply lines. Sudden changes in supply due to environmental, political, and other factors are likely to become increasingly common, and current supply and delivery chains are often unable to adjust at such speed, as witnessed early in 2020.

And as consumers demand more sustainable, local, and health-conscious offerings, providing visibility of suppliers, sources, and ethical, or sustainable credentials from across many multiple supply chains will be key to delivering the products customers want, however they want to select, collect, or buy them. It will also be key to ensuring food and grocery retailers stay true to their brand values and meet their own ethical and sustainability goals.

Increase transparency and compliance, efficiency, and sustainability in the supply and delivery chains with integrated Intelligent Logistics 4.0

To quickly address changes in demand or issues in their supply chains, grocery retailers need more transparency, insight, and agility in their supply chain, inventory, and warehouse and delivery processes. Atos partners with our retail customers to create solutions that combine AI, Machine Learning (ML), Blockchain, and IoT technologies to create secure, connected supply and delivery chains and with complete end-to-end visibility and tracking.



Partnering with retailers to deliver global solutions that adapt to local needs

Atos has over 35 years' experience of partnering with clients in the retail and grocery sector, and over 25 years in delivering innovative, complete supply chain solutions.

Retail consultancy services

Working with more than 350 retail clients – over 40 of whom are in the food and grocery market – we have established a strong understanding of the challenges our customers face. Using our experience, we can help our customers understand how digital innovation can help them increase their ability to compete and realize value delivery more quickly from increased efficiency, enhanced customer experience, data monetization and business model reinvention. We align this extensive domain knowledge with unrivalled technical expertise and technology partnerships to work with customers and develop the strategic solutions to meet their unique requirements and specific goals.

Atos has 6,000 business technologists and 3,000 industry experts, and the Atos scientific community heavily contributes to our retail thought-leadership, applying best practice knowledge from other industries. Atos is also the Digital Partner of AEOLIX, the European project for the digital transformation of logistics – AEOLIX will improve the visibility of data throughout the supply chain, making the transport of goods across Europe more efficient and sustainable while reducing energy consumption by more than 30%.

Contact our Food & Grocery experts at: rtlmarketing@atos.net

Delivering adaptive, scalable, retail platforms

Working with industry-leading partners, we help customers migrate from legacy systems to adaptive, intelligent cloud platforms to increase agility, scale, and ability to innovate. We help customers understand how they can realize commercial value from newer technologies such as AI and predictive analytics that enable enhanced CXs and a fully connected, end-to-end omni-channel. And we provide cybersecurity expertise, service, and solutions to protect retailers and consumers from data theft and fraud, and to reduce supply chain loss and risk.

In-store experience and supply chain optimization

Our consultants and technology partners share deep expertise in designing and delivering connected retail devices, coolers, fridges, labels, and trolleys to deliver the enhanced in-store experience and product availability consumer's demand. We also bring our Edge computing and IoT experience to optimizing supply chain efficiency and transparency, along with Blockchain solutions to enable track and trace authenticity of product and payments.

