



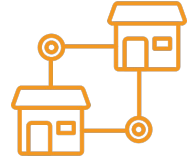
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## Retail Industry - B2B2C Buying Momentum

A Focus on Adapting to Changing  
Consumer Expectations



# Retail Industry Buying Momentum



Companies that sell to Retailers (B2B2C) can **accelerate revenue by connecting the value they offer** to the issues driving urgency for buyers in retail organizations. In this eBook, we focus on top concerns related to **changing consumer expectations** and share strategies for personalizing around this focus.

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# A Focus on Adapting to Changing Consumer Expectations

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**According to PWC, 43% of consumers plan to increase online shopping in the next six months. E-commerce grew massively during the pandemic but while the boom is subsiding, the long-term trend continues.**

Since the pandemic, CPG and retail companies have struggled to keep pace with the dramatic shift to e-commerce and omnichannel sales.



**Consumer purchasing habits have changed significantly along with their expectations of service and brand loyalty. Consumers expect the best price, in any channel, with fast delivery.**



# Retail Industry Pockets of Momentum



## A Focus on Adapting to Changing Consumer Expectations

To be successful in selling to retail organizations, companies need to understand what's creating urgency and driving buying momentum among stakeholders. Top concerns around *adapting to changing consumer expectations* are:

- 1 Omnichannel consumer experience
- 2 Personalized commerce
- 3 A challenging labor environment
- 4 De-risking the supply chain



# 1 Omnichannel Experience



While the pandemic accelerated the trend toward e-commerce, consumers say they want a hybrid shopping experience.

- **75% of US consumers engage in omnichannel activities**, doing their research and making purchases both online and in offline channels.
- Consumers expect to be able to interact with a brand via **mobile and social channels** - Gartner predicts the **metaverse is the next horizon**
- **Flexible payment options** are in demand, such as buy now, pay later

## Key Takeaway:

While many retailers now take a digital-first approach, it's not an either-or proposition. Investments to innovate and integrate across channels are needed to meet new consumer expectations.



## 2 Personalized Commerce



57% of CFO's says they will increase investment in customer analytics to make real-time and more tailored recommendations.

- **Social media is a major driver of online sales** with *creative social* and *micro-influencers* playing as large a role as traditional advertising
- **In-store services like personal shoppers** are increasingly popular
- Gartner predicts that a **majority of consumers will withhold critical data from marketers going forward**, despite their desire for personalization

### Key Takeaway:

Personalization is still king across channels, despite increasing data privacy concern. Retailers can differentiate if they create unique and memorable personalized experiences.





### 3 A Challenging Labor Environment



Seven in ten executives surveyed said labor was the number one challenge heading into 2023.

- Hiring and retaining staff remains a top concern with, **879,000 US retail jobs remaining unfilled** as of November 30, 2022.
- **45% of retailers plan to invest in self checkout** and other automations delivering better customer experience that **also helps employees**
- Retail executives identified labor costs as the second most critical risk for 2023, potentially affecting profitability targets

#### Key Takeaway:

Companies need a differentiated employee experience and must invest in a talent strategy to meet their strategic business objectives. A reactive talent strategy of filling open positions can no longer suffice.



## 4 De-Risking the Supply Chain



Supply chain worries linger after last year's crisis, with CPG execs again rating supply chain risk as their top concern for 2023

- **46% of companies plan tech investments for supply chain visibility**
- Many retailers are **expanding use of micro fulfilment centers** near residential areas to optimize customer deliveries
- Consumers want to know about delays. In fact, **70% are less likely to do business with a retailer that doesn't inform them of delays.**

### Key Takeaway:

Retailers are planning a range of responses to their supply chain challenges, leading with increased investments in supply chain technology. Visibility is a top goal for both retailers and consumers.





# Personalizing Value to Retail Industry Buyers

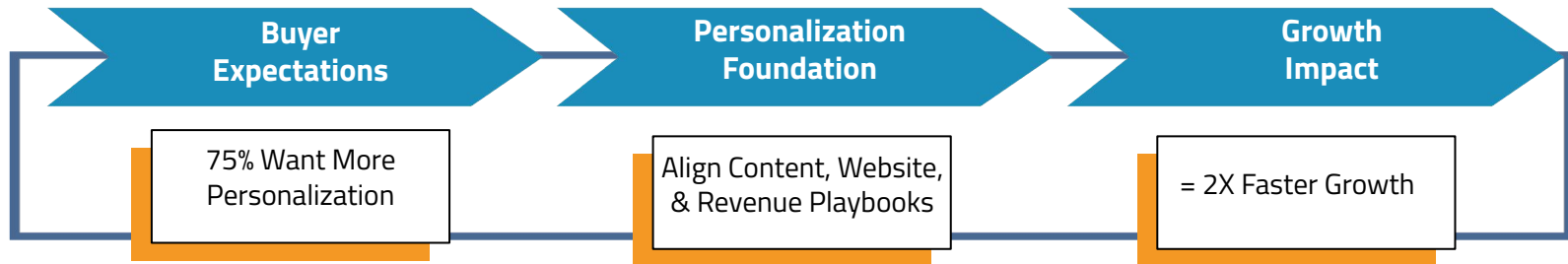


To have authentic conversations with buyers in retail organizations, you must recognize and speak to individual priorities within the larger context of the business.



**This means personalizing to each retail leader and linking individual role-based value props to a value for the broader stakeholder group.**

## Opportunity and Challenge of Personalization at Scale



# Retail Industry Key Personas

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There are a range of buyers within a retail organization. **For products or services focused on helping retailers adapt to changing consumer expectations, personalize to the personas highlighted in bold below.**



- CFO
- CMO/VP of Marketing
- Head of Customer Analytics
- SVP/VP, Head of Supply Chain
- COO
- Chief Customer Officer
- Head of Customer Experience
- General Manager/Principal

# Discovery Themes and Questions

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When personalizing to retail industry leaders, with a focus on adapting to changing consumer expectations, these themes can get you started.



## Omnichannel Experience

- How do you ensure consistency across channels? How well do you email, text, phone, social and web channels work together?
- What challenges have you encountered in managing & executing your omni-channel customer experience?
- How do you segment your customers across channels, and how do you confirm which channel is best for each segment?

## Labor Challenges

- What are the labor-related challenges you face in your retail operations?
- What impact have labor shortages or higher turnover had on your overall business performance and customer experience?
- What are your challenges in attracting and retaining top talent?

## Personalized Commerce

- How are you personalizing the customer experience throughout the commerce journey?
- What challenges have you encountered in managing & executing your personalized commerce initiatives?
- What role does customer data privacy play in your personalized commerce strategy, and how do you address privacy concerns?

## Supply Chain

- What supply chain challenges are you focused on solving?
- What impact has supply chain disruption had on your overall business performance and customer experience?
- What changes to your operations, technology and processes will you need to make to ensure supply chain resiliency?

## Buyer personalization has helped these companies grow faster

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ACTIVATOR 

 **HMI** Performance  
Incentives

“

The sales performance impact was quick and significant. Sales managers noticed within weeks that their reps were having more disciplined conversations and really focusing on identifying and speaking to personalized pain points rather than feature dumping.

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**Bobby Gaudreau**

Vice President, Sales & Marketing  
DealerRater



# According to Gartner Research, companies with lifecycle personalization around buyer roles and goals grow 2x faster.

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Winalytics **accelerates growth** by personalizing value to corporate learning buyers across your sales, marketing and customer success teams.

## Contact us:

Email us at [info@winalytics.com](mailto:info@winalytics.com)

Book a call with Brent Keltner, President of Winalytics

Find more resources at [www.winalytics.com](http://www.winalytics.com)



## Endnotes: Research Sources

### Retail Industry - B2B2C Buying Momentum : A Focus on Adapting to Changing Consumer Expectations

Protiviti Consulting: [2023 Top Risks in the Consumer Products and Services Industry](#)

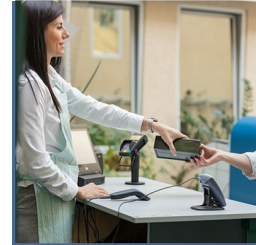
Forbes: [10 Marketing Trends and Predictions for 2023](#)

Deloitte: [2023 Retail Industry Outlook](#)

Business News Daily: [The Future of Retail - Trends for 2023](#)

Influencer Marketing Hub: [10 Retail Trends That Will Affect the Retail Industry in 2023](#)

Insider Intelligence: [5 Retail Trends that Will Shape 2023](#)







## Endnotes: Research Sources

### Retail Industry - B2B2C Buying Momentum : A Focus on Adapting to Changing Consumer Expectations

Gartner: [Metaverse Hype to Transition into New Business Models](#)

Zebra: [15th Annual Global Shopper Study](#)

Retail Dive: [9 retail trends to watch in 2023](#)

BDO: [2023 Retail CFO Outlook Survey](#)

PWC: [February 2023 Global Consumer Insights Pulse Survey](#)

McKinsey: [US Consumer Spending 2022 Survey](#)

