



# Get your Unified Commerce Readiness Assessment completed in a week (free)

**NOW  
or NEVER**

Now more than ever, retailers and CPG (Consumer Packaged Goods) companies are appreciating the importance of having a strong e-commerce operation.

We believe solid e-commerce capabilities can help organizations thrive during the COVID-19 crisis but also afterwards, since consumers will be more accustomed to ordering online and embracing its benefits further.

After COVID-19, consumer behavior will again change significantly reaching a point of no return!

# Change is Permanent - Resistance is Futile!

These changes will also consist of the following:

**Higher consumer expectations - Online experience is becoming the main interaction** between companies and consumers. Companies must adapt and enhance their online offering and experience to meet the new expectations.

**Local consumption - people will look to buy local, an existing trend that** will accelerate post-COVID-19. Consumers will be willing to pay more if needed or limit their choices to what is locally available.

**Environmental Savvy - consumers are going green and this is another trend** that will continue accelerating post-COVID-19.

**Government support - Governments are setting up programs to enable** local retailers, producers and manufacturers to reactivate their business and enable them to better leverage e-commerce.



## COVID-19 IMPACT ON CONSUMER BEHAVIOR

**58%** of customers are buying more online than usual

**73%** of respondents will further increase their online shopping compared to in-store if COVID-19 outbreak continues

**60%** would increase online shopping if they were worried about catching the virus in stores

Source: Red Points Market Research - Impact of COVID-19 on eCommerce sales

## The operational benefits of unified commerce

- better interaction with consumers, increasing on the most-used channels
- post-COVID-19 come-back readiness to new opportunities (new markets, new offering)
- improve staff efficiency with new tools and ability to easier accept change

# Optimal & Efficient E-Commerce - Back-end Operations are Mission Critical!

More than a functional front desktop/mobile website, today's successful e-commerce operation requires an advanced and sophisticated storefront in which offerings are optimally positioned. Friendly content management capabilities strengthened by intelligent personalization and all the usual commerce functionalities is essential. So too is operational consistency across all touch-points. Delivering the best unified commerce experiences depends on optimizing and integrating every element of chain, from supply chain and order management to warehouse and inventory management, fulfillment and customer service. – [read article.](#)

## How we can help you

We can address specific needs/problems/gaps while considering the overall foundation of an efficient unified retail platform. Leveraging Microsoft Azure Cloud and our partners' modern technologies and solutions with key accelerators and connectors, Thinkmax can help in the following key areas:

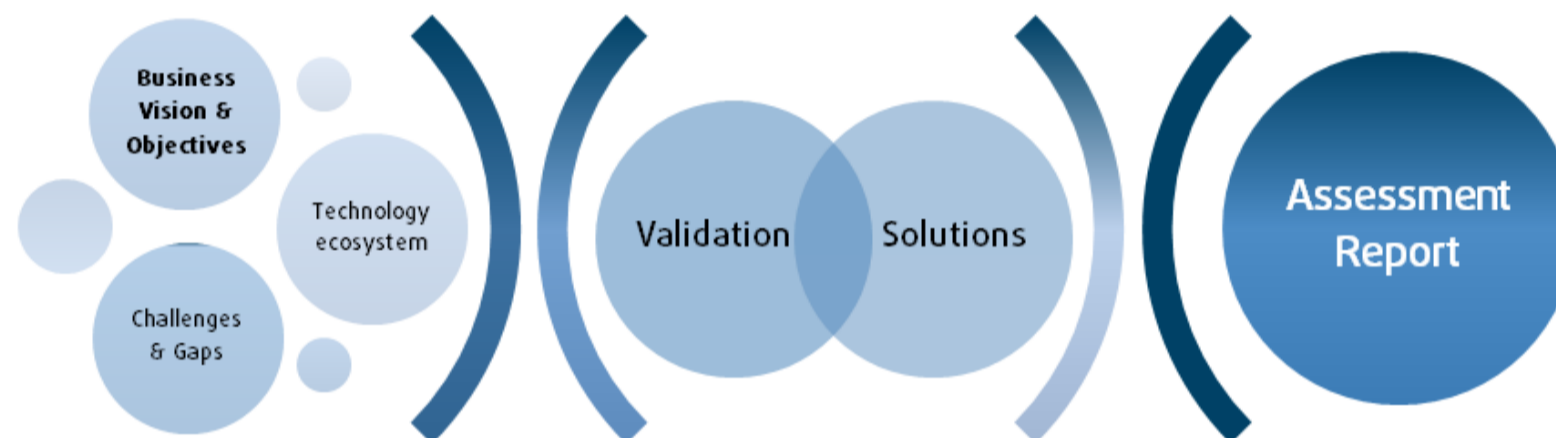


- E-commerce
- In-Store Experience (clienteling, in-store operation, Modern POS)
- Finance
- Supply Chain
- Order Management
- Product Management
- Price & Promotion
- Payment & Tax
- Warehouse Management
- Loyalty
- Customer Service

# ONE WEEK : FAST-TRACK APPROACH

LIMITED AVAILABILITY (Must meet minimal conditions)

- 1- Contact us
- 2- Answer brief questionnaire
- 3- Engage with our key experts
- 4- Workshop sessions
- 5- Your Commerce-Ready Assessment delivered



**Accelerate your digital transformation and respond positively to the current business challenge. Consumer behavior is changing to the point of no return. Thinkmax can keep you ahead of the curve.**

**TALK TO US NOW**

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