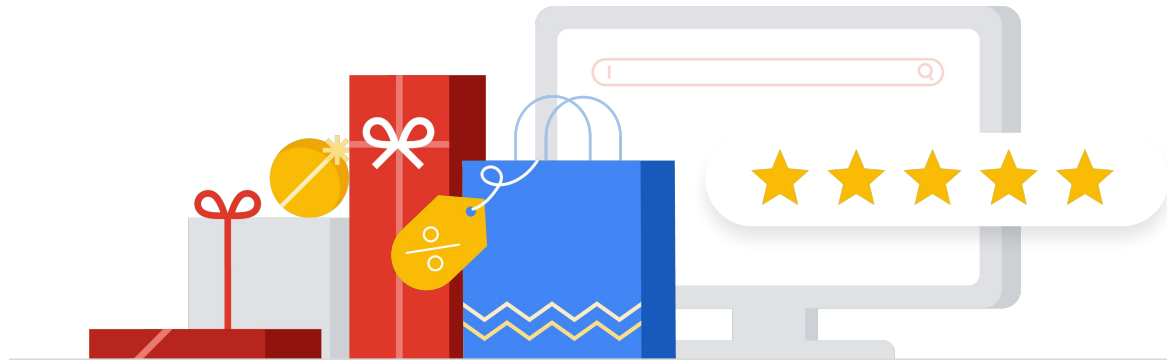Google Cloud

2020 Holiday Season Readiness

October 2020

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Topics we'll unwrap

Today's landscape

Shifts we're seeing in consumer behavior

Five keys to success

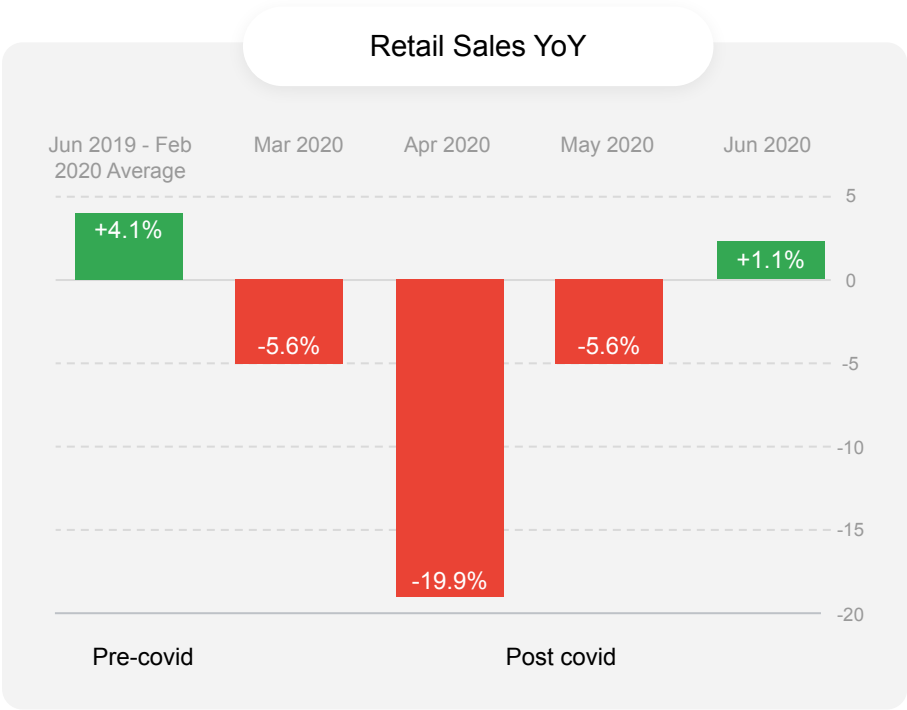How to learn more/Next steps

Thank you for keeping your communities served!

We're in uncharted territory

Retail Sales YoY

Jun 2019 - Feb 2020 Average	Mar 2020	Apr 2020	May 2020	Jun 2020
+4.1%	-5.6%	-19.9%	-5.6%	+1.1%

Pre-covid | Post covid

Source: Tradingeconomic.com | US Census Bureau

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One pandemic, many effects

210%

Increase in order volumes year-over-year for grocery retailers in March 2020.[1]

A lengthy economic contraction could have damaging consequences for unprepared retailers.

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Understanding consumer behavior can
help inform your strategy

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Shifts we're seeing

More consumers are going online for the first time, and for products they would normally buy in-store.

$82.5B

Of total online spending reached in May, up 77% year-over-year.[3]

1 in 4 of shoppers went online to purchase something they would normally buy in-store during lockdown.[4]

Source: 3. Forbes, COVID-19 Accelerated E-Commerce Growth '4 to 6 Years,' June 12, 2020
4. Google/Ipsos, U.S. Shopping Tracker, March 2020

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Shifts we're seeing

Shoppers expect new, contactless ways to make every type of purchase.

More than

50%

of surveyed shoppers tried a new shopping service for the first time

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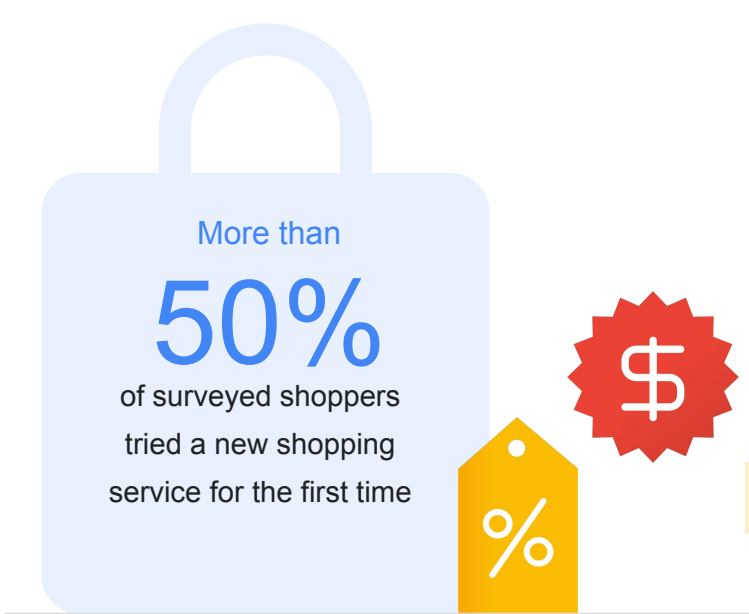
Shifts we're seeing

With consumer sentiment low, shoppers are more value-conscious than ever before

1/2

over half of consumers globally expect their finances to be impacted negatively for at least four months

Source: McKinsey and Company, Consumer sentiment is evolving as countries around the world reopen, June 2020

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Retailers need to adapt and
respond with more flexibility and agility
than ever before

Five keys to success

1 Increase agility and reduce costs with a high-performing ecommerce platform

2 Improve inventory visibility and fulfillment in a contactless world

3 Differentiate with experiences that deliver customer value and drive top-line growth

4 Provide better customer service at scale

5 Leverage proven protocols for peak-season readiness

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Increase agility and reduce costs with a high-performing ecommerce platform

1

Scale up or down

Quickly build digital experiences that can flex to accommodate high traffic, remove overall friction from the shopping experience, and yield higher sales.

Reduce expenditures

Manage and prevent duplicate data, fine-tune your data warehouse, and ensure you only pay for the compute power you need.

Operate with agility

Prioritize aspects of your website that hurt the customer experience, then optimize for performance.

91%

Of shoppers leave an ecommerce site if pages are too slow to load.[8]

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2

Improve inventory visibility and fulfillment in a contactless world

Manage inventory with insight

Gain real-time insight into the movement of merchandise across channels.

Develop new online to offline capabilities

Modernize your existing applications, build new ones, and run them anywhere.

Searches for "in stock" items grew globally by over 70% in March and April.9

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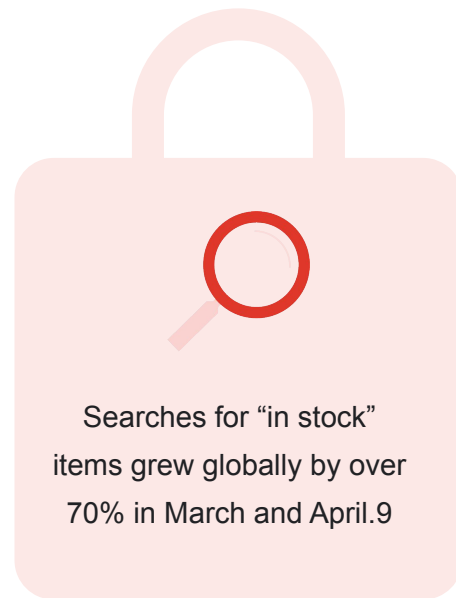
3 Differentiate with experiences that deliver customer value and drive top-line growth

Unified data strategy
Bringing data together from its various silos is the first step in your data journey.

Optimize search and recommendations
Leverage machine learning to gain insights about customer preference and behavior.

Personalize communications
Create more effective marketing campaigns based on real-time insights.

On average consumers have 160 touchpoints with retail brands when they shop for a product online.

Google Research, February 2019

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4

Provide better customer service at scale

Leverage customized, AI-powered virtual agents
Quickly provide answers to the most common questions around store hours inquiries, inventory questions, and pick-up options.

Enable new services and revenue channels with APIs
Quickly deliver mobile apps, drive new insights, and integrate third-party suppliers, distributors, and delivery partners.

Integrate smartly to improve experiences
Enable seamless payment through Google Pay and connect with your customers through Business Messages.

More than 50% of customer service professionals dealt with more complex issues in response to COVID-19.

75%

Of consumers prefer to engage with a brand over private messaging versus traditional channels.

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5

Leverage proven protocols for peak-season readiness

Plan, prepare, and execute
Increase organizational readiness and system reliability so that peak events become non-events.

Learn more about white-glove support
Google Cloud's range of services help retailers plan and execute peak seasons flawlessly.
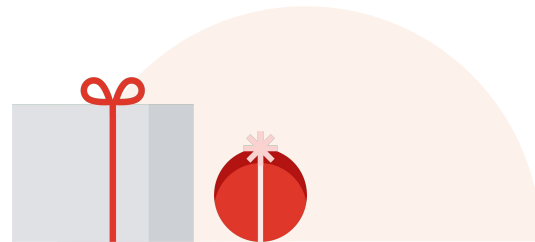
Retail Acceleration Program (RAP)
Designed to offer more in-depth assistance to select retailers - from helping optimize websites, to building a unified view of the customer.

10%

Of surveyed retail executives said their business experienced an outage during BFCM last year.

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We are all in uncharted
waters this holiday season.

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Thank you

Time for some Q&A

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