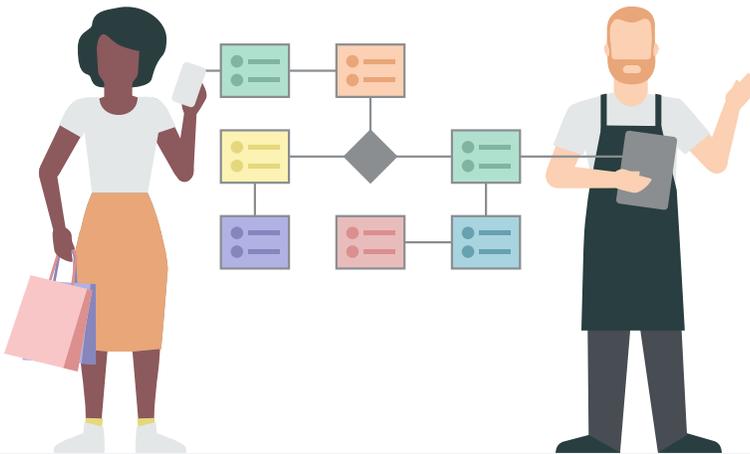You can deliver amazing customer experiences and create an agile, intelligent, and efficient retail organization. Here's how.

ServiceNow connects your teams, workflows, and systems—all on a single, integrated platform.

How does that help you solve the problems that matter?

**Your customers** want convenience and flexibility

**Your workforce** wants a seamless experience

**Your IT team** needs to boost productivity
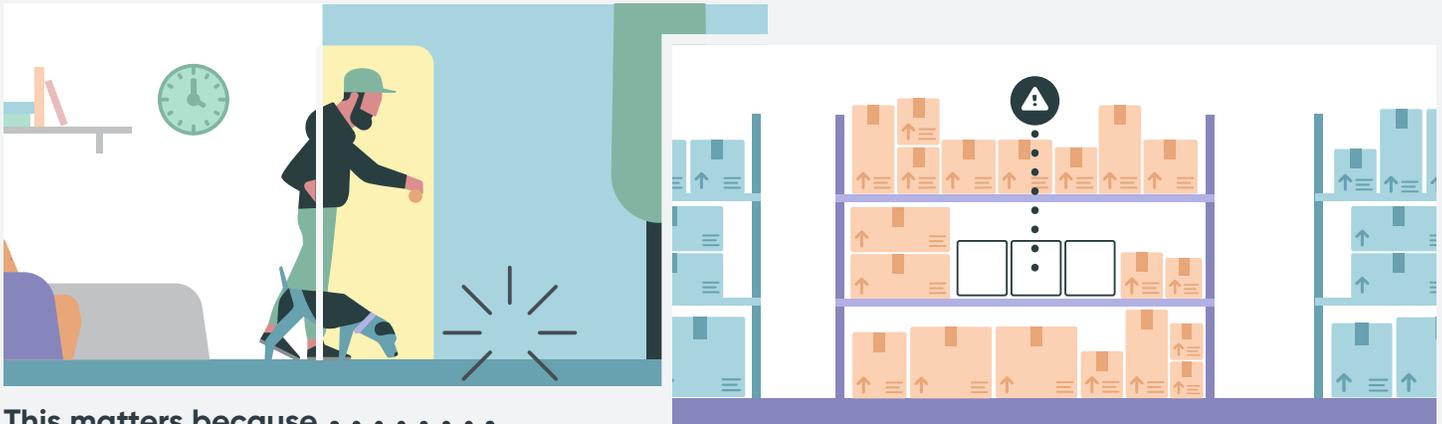
**Your security** needs to protect everyone's data

# Your customers want convenience, flexibility, and exceptional experiences

**For example:** Your customers need to know right away when there's a potential issue with a transaction—like that delivery they were expecting at the front door.

**This matters because** • • • • • • • •

Moments of friction in the shopping process—like availability issues when inventory is low or demand is suddenly surging—can cause a negative customer experience and affect loyalty. **But now** • • • •
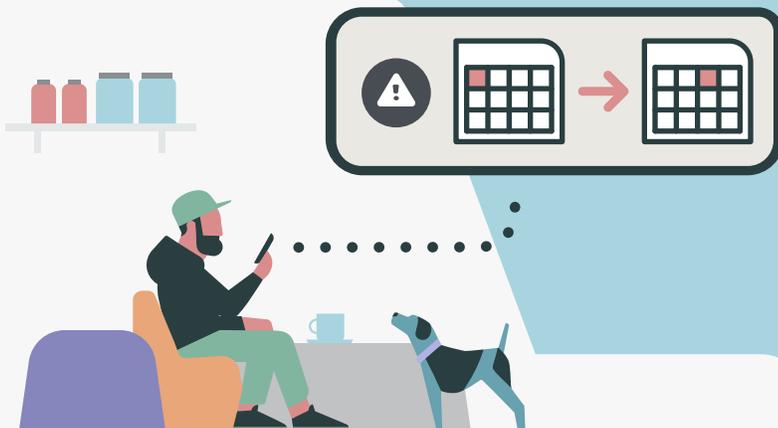
**With your systems integrated across all locations, you can monitor product availability throughout the supply chain. Better inventory management means fewer delays. It also means you can proactively alert customers if an issue does occur.**

# Your workforce wants a smoother experience.

**For example:** It takes too long to onboard new employees.

**This matters because** . . . . . . . . .

. . . . . . . . . You need to get your new hires up and running fast, especially during seasonal fluctuations. Plus, slow onboarding processes can sap employees' morale— before they even get started. **But now** . . . .

With online self-service portals, you can provide employees a fast and easy way to get themselves processed and established on the system.

# Your IT team needs to boost productivity.

**For example:** Low-level tasks, like tracking assets across multiple locations, are consuming too much of IT's time and resources.

**This matters because** · · · · · · ·

IT is bogged down by routine tasks and transactions—instead of focusing its energies on strategic business goals like innovation and growth.

**But now** · · · · · · · ·

An integrated platform gives IT a centralized, real-time view across the organization. They can track assets faster, automate routine workflows, and devote more energy to higher-value, strategic activities.
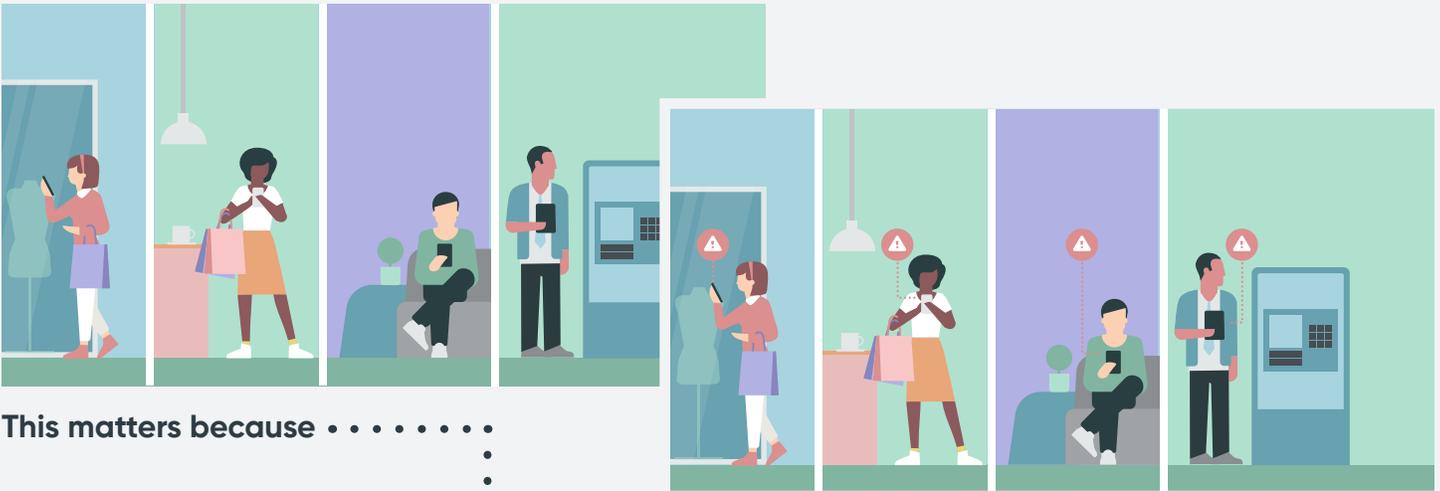
# Your security needs to protect data everywhere.

**For example:** Customers are interacting with you over more devices and from more locations than ever before.

**This matters because** · · · · · · · · · · ·

All those points of entry are expanding your vulnerability to security breaches—threatening your operations, your customer data, and your brand.
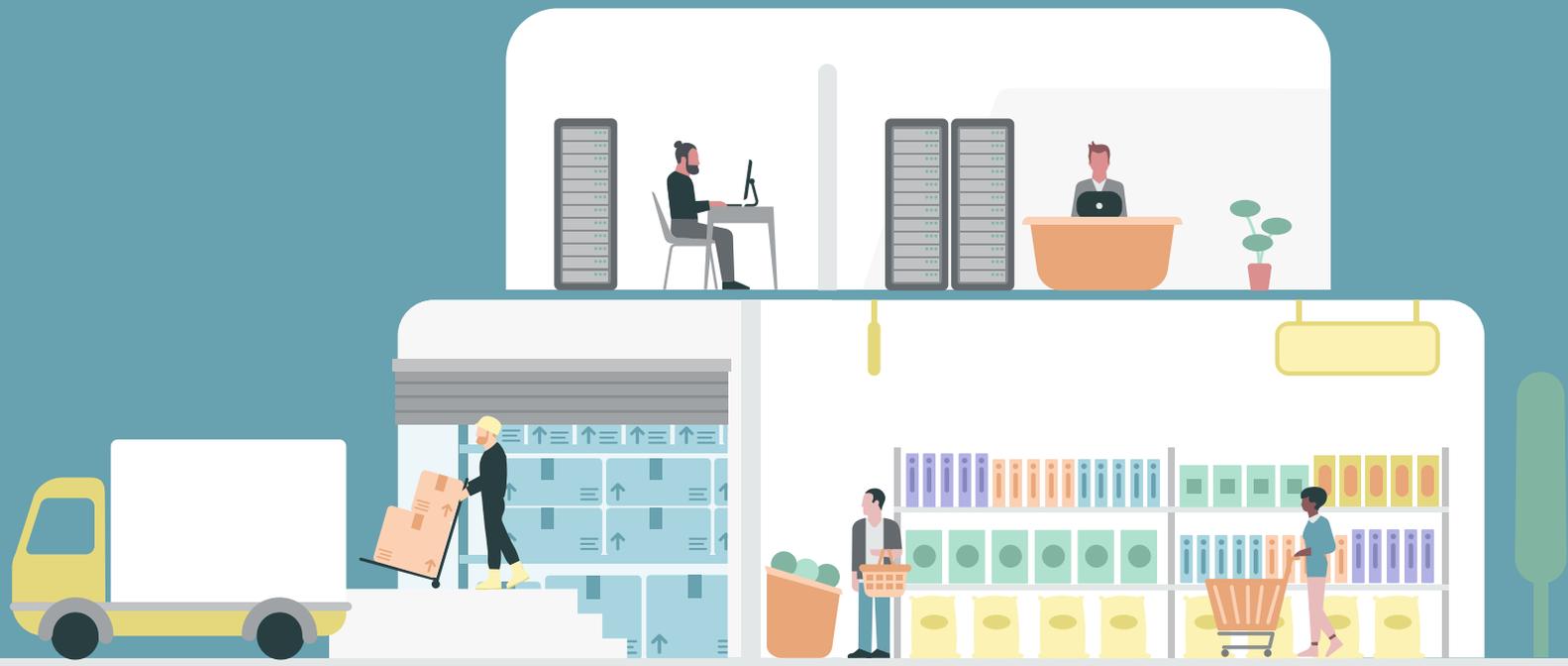
**But now** · · · · · · · · · · · · ·

**With continuous risk monitoring and real-time reporting and alerts, you can detect and remediate vulnerabilities fast—stopping breaches before they occur.**

# And that's just the beginning.



With ServiceNow Retail solutions, you can streamline your operations. Free up innovation. **And deliver amazing experiences to your customers.**

**Learn more**

servicenow.