DN Storevolution™ Advisory Services: Driving Retail Success

DN
Diebold Nixdorf

DieboldNixdorf.com

Retail stores have undergone significant transformations over the past few decades, evolving from purely physical, brick-and-mortar transaction points to integrated, commerce hubs offering brand immersion and curated, personalized experiences. However, the underlying fundamentals of retail store excellence and operational discipline still remain a critical priority. Nearly 90% of retailers now implement an omnichannel strategy, seamlessly integrating physical stores with online platforms to meet changing consumer expectations.[1] Looking ahead, the pace of change is expected to accelerate even further. Innovations like artificial intelligence, augmented reality, and the Internet of Things (IoT) are set to revolutionize the retail landscape and the operating model of the store.

[1]Forrester Research

Diebold Nixdorf's Storevolution™ Advisory Services are designed to help leverage the investment in retail technology solutions to its fullest potential. Our model helps transform the checkout and drives retail success.

1. The Strategy

Understand the retailer's objectives, the vision for their stores, and the experience they intend to deliver.

2. Store Profiling

Build a picture of the current operations, friction points and store profiles of the estate.

3. Customer Profiling

Understand the customers that shop at the brand, what their mission is and their perception of "a good experience".

4. DN Analysis

Leverage our data model to map current friction points, recommend hardware and/or software solutions to achieve gains, or propose a deeper analysis where needed.

5. Business Case

Pull all this information together to build the right strategy and business case for the estate, customers and brand.

6. Simulation

Utilize system configuration tool "Configure IT" to plan virtually the most suitable solution placement in 3D format.

7. Operationalize

Ensure the right in-store operations are executed to deploy self-service solutions to ensure success.

8. Pilot to Rollout

Execute continual improvement to ensure ongoing improvements are made to the stores to deliver.

DN

Understanding the Unique Needs of Each Store

Every retailer is different, and each store is unique. This is why instead of a one size fits all approach, we focus on the specific needs of each location's environment. We begin with a comprehensive analysis of the strategy and the business performance. This includes understanding the vision for the store experience and the intended objectives for deploying new store solutions. We take the time to understand store profiles, shopper demographics and the specific needs of each. This personalized approach ensures that the solutions we recommend are tailored to best fit the requirements of the business.

Data-Driven Decision Making

In today's retail environment, data is power. Storevolution Advisory Services makes use of robust data analysis capabilities tools that have been developed in-house to help harness the power of a retailer's data and make informed decisions that drive growth. By analysing shopper behaviour and transactions data, we identify any friction points or capacity bottlenecks within daily operations. All the data points retailers have available can be used in countless ways. Our experience and expertise empower retailers to interpret data most effectively, unlocking new opportunities for global implementations across many verticals. Leveraging our extensive data analytics capabilities, our experts help determine which solutions will provide the most significant impact for the business and pull all quantitative and qualitative data to create the business case.

A Partnership for Success

Our Storevolution Advisory Services are designed to be collaborative and ongoing. We believe in working in partnership with our clients in every step of the way. This includes ensuring the right processes and operational best practices are employed for successful adoption of self-service solutions. Utilizing our advanced data analytics tools, we can continuously monitor performance against KPIs and make recommendations when any improvement potentials are identified. We don't just offer solutions; we work with our clients to optimize the solutions to implement them and provide continuous support to ensure they deliver the desired results. This results in continuous improvement, better ROI and enhanced customer and staff experiences, making self-service the optimal solution for retailers.

Success Stories

Our Storevolution Advisory Services have already made a significant improvement to many retail businesses. Here are a few examples of the key results we helped retailers globally achieve:

13%
Increase in Average Basket Value

15-20%
Increase in Card Payments

3,000 hours
Average Checkout Labour Hours Savings

Speed, choice and convenience
Improved Customer Experience

12%
Increased Revenue

71%
Increased Availability

18%
Increase in Sales Volume

Get Started Today

Ready to elevate your business with self-service and store automation?
Our Storevolution Advisory Services team is here to help you. At Diebold Nixdorf, we don't just provide technology. We drive retail success.

Join us to experience the difference that expert advice and cutting-edge technology can make.