

**amazon**

Did not  
cause

Retail Giants to Fail.

They did THIS instead....



# They ASKED their Customers what they wanted from them

Sell more than just  
books

Unprecedented  
Customer Service

Offer  
Memberships &  
give better offers  
to members

Faster Delivery

Make it easy to  
shop

So, they LISTENED to their customers and began making the CHANGES.

These changes did not happen overnight, but the people spoke, and Jeff Bezos listened.

Retail companies like Sears, Macy's, Boston Store, Sports Authority and others did not fall VICTIM to the "Amazon Effect", they simply did not want to make the necessary changes to adapt to their customers.

How can retail survive now?

Simple.

3 factors will save "retail" as we know it.

#### Technology

- Legacy systems can no longer keep up to today's world. Outdated systems will kill a business.
- Customization is no longer a good thing.

#### Customer Service

- It's about the customer, not the employee with an attitude in the store "too busy" to help you or who "cannot" help you on the phone. No one's hands are tied.
- Bad Customer Service will kill a business faster than outdated technology.

#### Change

- It is inevitable. Change happens all the time. Those not willing to change or listen, will fall to the wayside like all these retail companies that thought they were too big to fail.
- Online experience & fulfillment/availability has to coincide. Can't be different for online vs brick & motor. Listen to your customers!



Missed the digital age of cameras & photographs



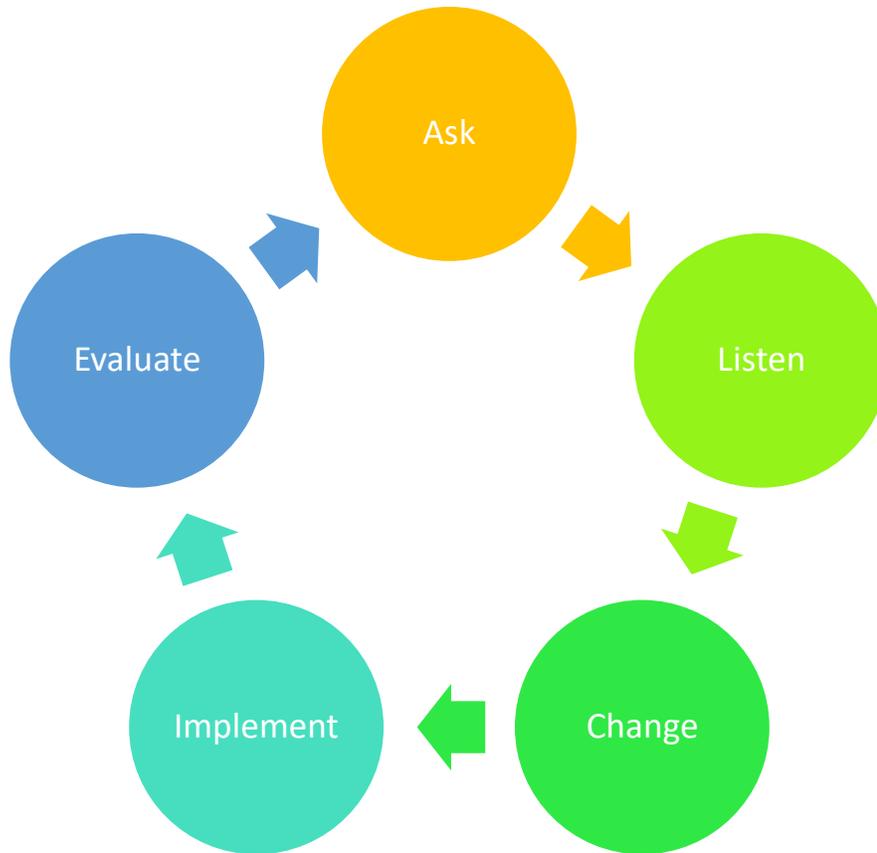
Thought ordering movies on demand was a joke



Didn't think Greek yogurt would amount to anything in US

Not listening to customers or be willing to change will cause retailers to go out of business all together or fall to the wayside of their competition.

Retailers aren't losing ground BECAUSE of AMAZON, they just need to follow a simple process.....



*Supply Chain Connection is a leader in supply chain consulting & lead generation. With over 20yrs experience in supply chain & lead generation, they bring an inside view to what other companies cannot: a valued unbiased opinion.*

*For more information on Supply Chain Connection, [Contact Us](#)*

*Copyright 2018 Supply Chain Connection*