



Cognizant® Stores 360

Store management made simple

Accelerate store launches. Minimize operating expenses.
Guarantee asset uptime.

Fact: Brick-and-mortar is back.

In an era dominated by digital marketplaces, the relevance of physical stores has often been questioned. However, with U.S. offline sales expected to exceed **\$4.1 trillion** by 2028, it's clear that physical stores are here to stay, cementing their place at the center of the retail ecosystem.

The revival is driven by a renewed focus on creating immersive, personalized experiences that digital platforms simply can't replicate. This resurgence presents a unique challenge for retailers: **How can they optimize their store operations to ensure exceptional customer experiences and maintain store profitability?**

That's why we created **Cognizant Stores 360**, a comprehensive retail solution crafted to streamline store operations, boost employee productivity, and elevate customer experiences. Our capabilities connect all stakeholders on a unified platform for consistent, connected experiences across channels, allowing for integration of the entire retail system.

Modern stores, modern problems

Smooth store operations depend on the seamless integration of front office, back office, workforce management, and corporate systems. However, several factors stand in the way of retailers achieving this.



Technological integration

Managing multiple disconnected systems and coordinating with multiple contractors and stakeholders often prevents stores from opening on time and can make retailers more susceptible to scheduling and installation delays.



Operational efficiency

Managing daily operations across multiple stores demands significant effort. Retailers must train their workforce to maximize productivity while contending with an average annual employee turnover rate of **60%**.



Asset management

Efficiently operating store assets has become more complex. Approximately **35%** of small and midsize businesses report losing customers due to downtime, and over **93%** of enterprises lose \$300K+ per hour of downtime.

Cognizant Stores 360 aims to enhance retail operations by creating a store-centric associate experience, automating workflows, and driving cost efficiencies. This solution elevates store operations and boosts frontline employee productivity and customer experiences through integrated, automated, predictive, and generative AI capabilities.

It includes three sub-offerings tailored to retailers' needs: new store opening and remodels, store management, and store asset management.



New store opening and remodels

Establish standardization in new store openings, remodeling, downsizing to ensure speed and cost reduction, leading to a 20% reduction in time to launch new stores.



Store operations management

Drive efficiency across all day-to-day operations through real-time insights, effective task management, and a comprehensive view of key metrics, reducing operating costs by up to 40%.



Store asset management

Enable comprehensive lifecycle management to improve availability, visibility and optimized allocation of store assets, guaranteeing a 98% uptime for all technology.



Proven results

- Our offering is proven to boost retail operations end-to-end, driving a **40%** surge in customer engagement.
- Our offering is designed to help retailers handle **4X-8X** higher volumes effortlessly, enabling them with the resources to handle large-scale seasonal events or unexpected outages.
- Using remote diagnostics, virtual assistance, and predictive maintenance, we cut truck rolls by up to **10%** for retailers.



Why partner with Cognizant?

1. We enable clients to connect data, technology and operations across the entire retail ecosystem by leveraging AI and IoT to connect and automate all functions of store operations.
2. We deliver an end-to-end solution roadmap to maximize your business value, enabling us to leverage the ServiceNow platform, other platforms or custom solutions to drive optimal value for your business.
3. We have a proven track record of helping leading retailers, including opening 200+ new stores in an 18-month period, reducing service call times by 50% and improving POS uptime by 80%.

Ready to take the next step toward operational excellence? Find out how Cognizant can help.

www.cognizant.com/stores-360