

The Role of Collaboration in the Changing Retail Industry

Whether you're a main street retailer, a grocer or a multi-brand online store, the face of retail is changing, driven by consumer preferences and new digital disruptors. We believe that collaboration plays an important role in providing the agility to respond to your market – and here are just a few of the reasons why.

The Fundamental Pressures on Retail



With low, single-digit market growth, it's all about winning share and outperforming competitors.



Continued pressure on profitability requires focus on streamlining processes and reducing operating expenses.



There's a growing need to span generations and adapt to changing customer preferences.

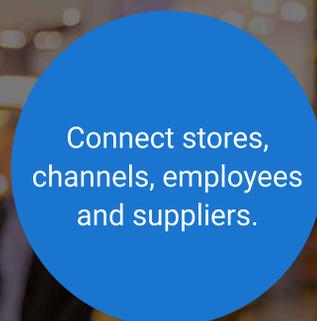
How These Pressures are Changing the Face of Retail



Whereas eCommerce continues to grow, in-store purchases remain the dominant channel. However, both consumer behavior and market disruptors are driving digitalization with **64%** of all sales now digitally influenced.

Source: Deloitte, Navigating the New Digital Divide.

How do Retailers Respond?



Where Does Jive Fit?



The Impact of Jive

For our retail clients, Jive's Collaboration Hub has made a significant impact on their business across a wide range of areas. Here are just some of the results we are proud of:



200%
Increase in store to store sharing



2 months to 2 hours
For product or service deployment



20%
less turnover



83%
Daily active user rate + Best Place To Work ranking

Jive is the leading provider of modern communication and collaboration solutions. We help retailers to attract and retain talent, break down geographic and divisional barriers, accelerate innovation and drive greater productivity.

Learn more and start your retail transformation today.
Go to jive.to/retail-infosheet

