

 **LS Retail**
an aptos company

 **NAVIONTECH**



Transforming retail with modular unified software: **5 key benefits**

Retailers amass lots of valuable data on what consumers like, their shopping habits, available stock, and marketing efforts. However, in most cases, this data is spread across different disconnected systems, which makes combining, analyzing, and interpreting the collected data a complex, costly, and time-consuming task. And when the systems are custom-made, as is often the case, it can be an even greater challenge to see information clearly. As a result, many businesses lack the means and resources to properly execute this job, leaving retailers without a clear understanding of their customer base and a wealth of untapped information.

Until recently, this was the norm in retail, but all of that has changed with the introduction of unified software, which consolidates the diverse functionalities that are essential for retailers into a single platform. By centralizing business and customer data into one database, retailers remove the risks coming from multiple solutions, and instead gain access to consistent and reliable information.

Adding modularity to unified retail software

Unified software has revolutionized the way retailers can **manage their daily tasks and information** – but not all businesses need the same type and breadth of functionality. This is where the **modular approach** makes the difference. With modular, unified retail software, retailers can **select the functionality** that suits their business and meets their needs.

This ebook will explore **five ways** a modular unified software solution can completely transform your retail business, enabling you to deliver an experience fit for tomorrow's consumers.

1 Put the customer experience at the center

2 Gain flexibility and scalability

3 Improve information flow

4 Easily manage returns across channels

5 Offer experiences that go beyond traditional retail

NUMBER ONE

Put the customer experience at the center

If you want to deliver a shopping experience that follows and supports the way people shop, it's important to remember that consumers expect **consistent information and quality service** regardless of whether they're shopping online, in a physical store, or on social media. They also expect **recognition and relevant information**, advice, and offers. A unified retail system can help you provide this seamless experience and deliver the services your customers are looking for. For example, you can connect your **eCommerce site to your physical stores**, recognize customers across channels, offer them visibility into what products are available, and give them multiple payment and shipping options.

A unified retail platform also makes it possible to **access sales insights** easily from a centralized database, so you can keep up with demands and offer a shopping experience that **aligns with your customers' needs**. Access data about your best-selling items, your peak times of day, and how often your customers shop with you to make sure you can provide them with the **types of products and services** they'll love.

In retail there are constantly new trends to study and watch out for, including omnichannel strategy. Having the customer at the center of your retail business is vital for success. LS Retail can easily support your growth strategy, help meet demands, and deliver results.

- adidas

Save on costs with flexibility and scalability



Retail management software is a serious decision, and a significant investment for a retail business. Selecting one with a modular approach empowers you to **start with essential components**, for example the POS and the ERP, which are at the core of your business, then **add or remove modules as your requirements evolve**. This means you can strategically invest in the elements you need when you need them, allowing you to **stay flexible and scale up** when it makes sense for your business.

You can also feel more confident in the software when you know you can easily expand your base platform and save on costs and complexity. This targeted approach ensures **you're not paying for features you don't need**. Instead, you can expand to extra industry functionality and business requirements, and **add extra modules** like advanced analytics, staff management, or self-service options, precisely where and when you need them, helping you optimize your software investment, streamline operations, and grow efficiency.

Without LS Central, we wouldn't be talking about expansion today. It certainly puts us in the big league.

- **Bain Depot**



76% of consumers

look for a company's online presence before visiting a physical store.

Improve information flow

Retailers need to make sure that they can engage with customers online and show **accurate information** on their website and mobile apps. First, it's critical to make sure your customers can see online **what products are available** in the various store locations. Second, consumers now shop in quick micro-moments throughout their daily activities on their **mobile devices**. They may research products while waiting in line, check out sales during breaks, or buy items during their commute.

To effectively engage with modern consumers, you must **be there during these micro-moments**, so it's important that the technology you choose can help you make sure that:

- Your brand appears when customers seek **product inspiration**.
- Shoppers can easily access all **necessary information** (product specifications, availability, delivery, etc.) when making purchase decisions.
- When customers are ready to buy, the **purchase process** is smooth, regardless of the chosen shopping channel.

But if you're using separate systems for your Point of Sale, back office, inventory, and online sales, **you'll struggle to provide this level of visibility**, which may cause delays and frustrations for customers. Consider Maria's experience browsing your website during her lunch break. She finds the animal cookie cutters she needs for an upcoming charity bake, but when she visits your nearest store after work, she **leaves disappointed** when she finds out the cutters aren't available.

When you manage your business with a unified platform, you can **reduce the risk of losing sales**. By consolidating information into a single database, you can **maintain accurate information** across all your locations and touchpoints.


Running on a unified platform allows both staff and customers to see **real-time stock availability**. If you add a modular approach, you get a system that helps you quickly respond to market shifts and emerging trends by **strategically adding new functionality** to adapt your offering, ensuring your business stays on top of consumer demands and ahead of the competition.

Since we applied LS Central to our business operations, our management always has a clear overview and control over the whole company. By having a unified system, Skechers benefits with data consistency and integrity throughout all our distributors and online stores.

- **Skechers Vietnam**



Easily manage returns across channels



Post-purchase interactions, like returns and exchanges, play a vital role in building customer relations and loyalty. Having a **simple returns process** is crucial, especially when you consider that 84% of shoppers review return policies before making a purchase.

Hassle-free returns are important for keeping your customers satisfied with your business. However, many consumers are split on whether they prefer to return items **in store or using a delivery service**, highlighting that retailers need to offer **various return options**. Unified retail solutions simplify managing product returns and exchanges across various channels and locations because **all sales are registered in the same system**, no matter if they happen in a store or online. This way, you always see what you have sold, are able to track transactions, and can offer **simple swaps and returns** to your customers.

97% of customers

who have a good return experience are likely to buy again.

The increased productivity of our branch processes and the direct access to a common database through the conversion to LS Central significantly optimized our processes.

- **Nivea Germany**



Offer experiences that go beyond traditional retail

To broaden revenue streams and maintain customer engagement, retailers are embracing various strategies, including:

Pop-up stores

Pop-ups have gone from experimental to **established brand extensions** in just a few years. Temporary and pop-up locations captivate consumers with their fleeting and exclusive nature.

Courses and experiences

Offering learning experiences, like makeup classes, yoga nights, or photography workshops, **creates a sense of community** among consumers and adds a unique dimension to store locations.

Venturing into new industries

Retailers are exploring diverse ventures, such as opening hotels or gyms, to increase engagement and appeal to consumers across industries. **Blending retail with foodservice**, like using retail spaces for in-

store dining experiences, is a fast-growing trend both in the casual and luxury retail space.

To effectively manage this diversification while maintaining a consistent brand experience, you need **a unified software solution that covers multiple industries and functionalities**. Managing retail sales, restaurant operations, event bookings, and cross-channel customer accounts on one platform lets you have **single overview of your business**, streamlining processes, reducing costs, and minimizing errors and complexity, so you can **deliver smoother experiences** for both your customers and your staff.

And by moving to a unified platform with a modular approach, you can easily **add more functionality when you require it**, be it the ability to manage appointments and bookings, run a café, add a loyalty program, or open a self-service store concept.

By having one system for the bar, retail, and back of house, it's easier to move people around.

- Medieval Times



A unified customer journey

Traditionally, it's common for management in a retail company to have to **wait weeks** to get a crucial report. When the report arrives, it's already outdated – and it might anyway lack vital information.

Today's retailers can't afford to act based on a gut feeling – or outdated information. [LS Central](#), LS Retail's unified, modular software solution, brings a transformative approach to managing retail businesses. LS Central combines sales, financials, store operations, inventory, eCommerce, customer loyalty, and more on a single platform. And, because of its modular design, retailers can easily add new functionality when and where they need it – without having to go through an extensive upgrade project.

Ditching outdated, disconnected systems for a flexible and fully connected solution will enable you to understand your clientele, craft experiences that deeply resonate with them, and easily adapt and change your strategy to stay on top.



Don't let the wrong technology spoil your customers' experience

It's hard to create a great shopping experience when the technology you're using stands in the way between you and your customers.

Make a strategic decision for your business and invest in a system that supports your business goals, instead of hindering you.

We can help you find the right solution for your needs.

[Contact us](#)



LS Retail is a world-leading provider of software as a service (SaaS) unified business management software solutions for retail, hospitality, F&B, and forecourt businesses of all sizes. Our all-in-one management systems power tens of thousands of stores, restaurants, ferries, department stores, malls, hotels, supermarkets, and more. For further information on the company and products, visit [lsretail.com](https://www.lsretail.com)



Navisiontech offer fully integrated and flexible business applications based on Microsoft Dynamics platforms, including Navision/Business Central and LS-Central, designed for Wholesale Distribution, Retail, Manufacturing and Hospitality industries.

Our team's deep understanding of both traditional and modern business strategies motivates us to help enterprise clients achieve maximum success. We do this by providing solutions that improve efficiency, ensure strong control and security, and offer strategic platforms for significant growth.

[Contact us](#)

www.navisiontech.com