

RETAIL

How we're supporting retailers across the globe during COVID-19



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around the globe. For retailers, crisis planning typically covers events in which a set of



The pandemic has also had a polarizing effect on retailers. On one hand, grocery and mass merchandisers are experiencing unprecedented surges, while retailers in other categories, like fashion and beauty, are experiencing declines in many product categories. As we look to the future, we know that recovery will take time and will vary by sub-segment.

To help retailers tackle these challenges, we're sharing a number of industry-tailored solutions to support our customers and partners during this time.

G Suite collaboration tools to assist workforce enablement and optimization

As some retailers, particularly those in grocery and mass merchandise, experience a rapid rise in hiring to fulfill unprecedented demand, they're realizing how critical it is to build and maintain collaboration with their employees. G Suite offers video conferencing, chat, email, and shared documents, allowing teams to efficiently work together remotely and in real time.

As remote work and [video conferencing](#) continue to be the norm for many retailers, supermarkets like Schnucks—a family-owned supermarket with 100 stores in Missouri, Illinois, Indiana, Iowa, and Wisconsin—are using Google Meet to help keep dispatch running smoothly and as a help desk for in-store clerks. And in the UK, DFS Furniture Company Ltd has been able to transition its entire workforce to working from home using Google Meet.

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infrastructure to map to their changing business needs—while ensuring business continuity during unexpected business disruptions.

Lush, the UK-based beauty retailer, migrated its global ecommerce sites to Google Cloud in 2017 to help run its online channels smoothly, especially during peak seasons like Boxing Day. Migrating to the cloud has allowed Lush to control costs and, in return, develop innovative projects that will help drive its business forward, especially in light of COVID-19.

Capacity Management and Black Friday/Cyber Monday (BFCM) Assistance solutions to quickly rightsize cloud deployments

Buying behavior has changed drastically, with atypical demand for some retail sub-segments and extreme declines for others. This, paired with sudden shifts from in-store to online, has caused a strain on omnichannel capabilities. Through early capacity planning, reliability testing, and operational war rooms, we can help retailers quickly rightsize cloud deployments to reflect the changing needs of their businesses. We've also activated our special peak season support protocols for retailers seeing ecommerce traffic surges.

Ecommerce modernization to assist offline to online

As customer expectations shift during this time, providing a top-tier digital experience has become increasingly important. Having a flexible and agile ecommerce platform is

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revenue through stockouts, excessive discounting and markdowns, inventory holding, and spoilage costs. Retailers can also use Google Cloud's broad range of public datasets, including weather, traffic, and more, to better forecast demand down to the store level.

Google Cloud/Looker solutions for a 360-degree view of the customer

With substantial disruption in business due to COVID-19, it's imperative for retailers to rely even more on data that is real-time and reliable. Google Cloud and Looker provide pre-built data models and analytics packages (called "Blocks") that are specific for retail needs. With these pre-built resources, Looker can help quickly deliver solutions that transcend traditional business intelligence offerings such as reports and dashboards. By bringing multiple datasets across an organization together, retailers can create data experiences that help optimize in-store operations, increase retail margins, and improve customer lifetime value.

Looker is also fully integrated with Google Cloud for Marketing solutions, allowing retailers to make informed marketing decisions in real time. Through this integration, they're able to bring all of their marketing data from Google together for analysis to see how changes on Google Ads, YouTube, and Google Analytics affect one another. Retailers across all sub-segments can discover real-time insights and immediately implement changes within ongoing marketing programs.

Now more than ever, we're committed to bringing forward technologies the retail

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