Retail/e-Commerce Industry Special

Whitepaper

The all-inclusive handbook to converting prospects to long-term clients

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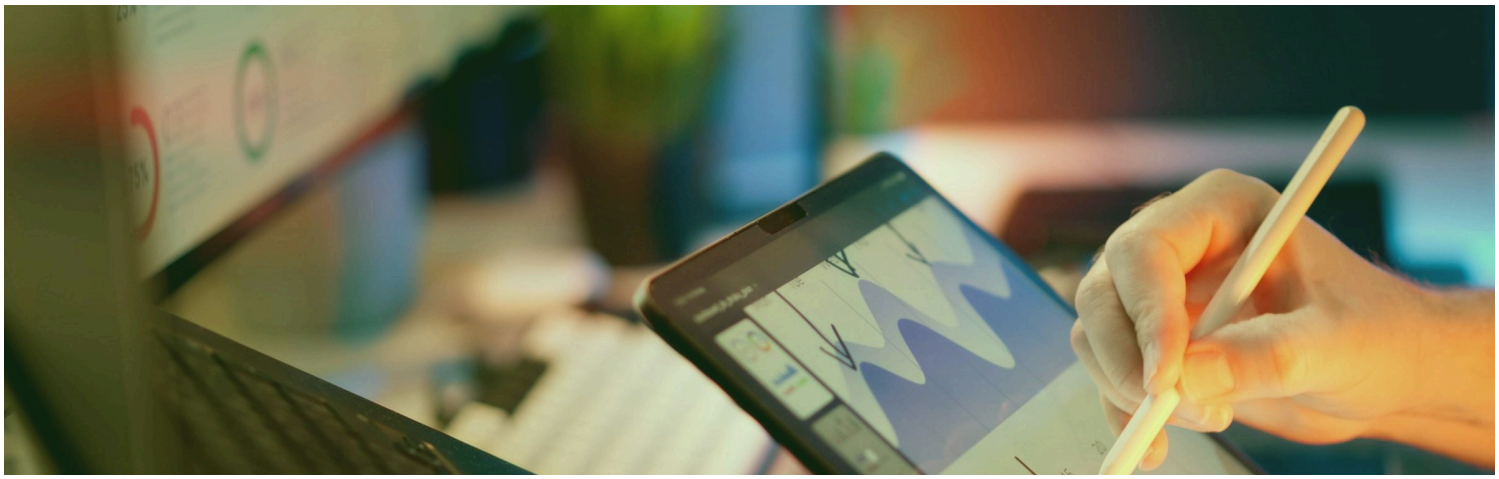

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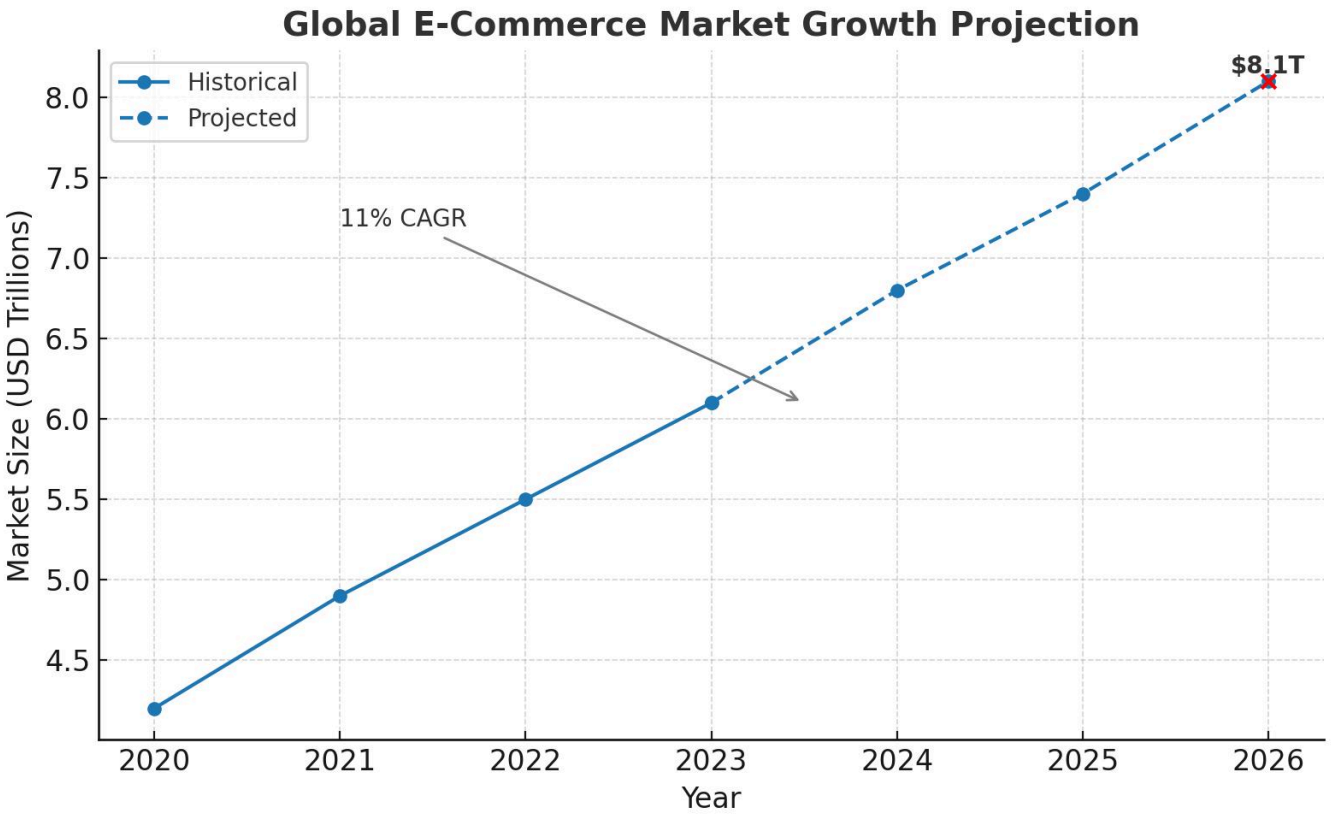
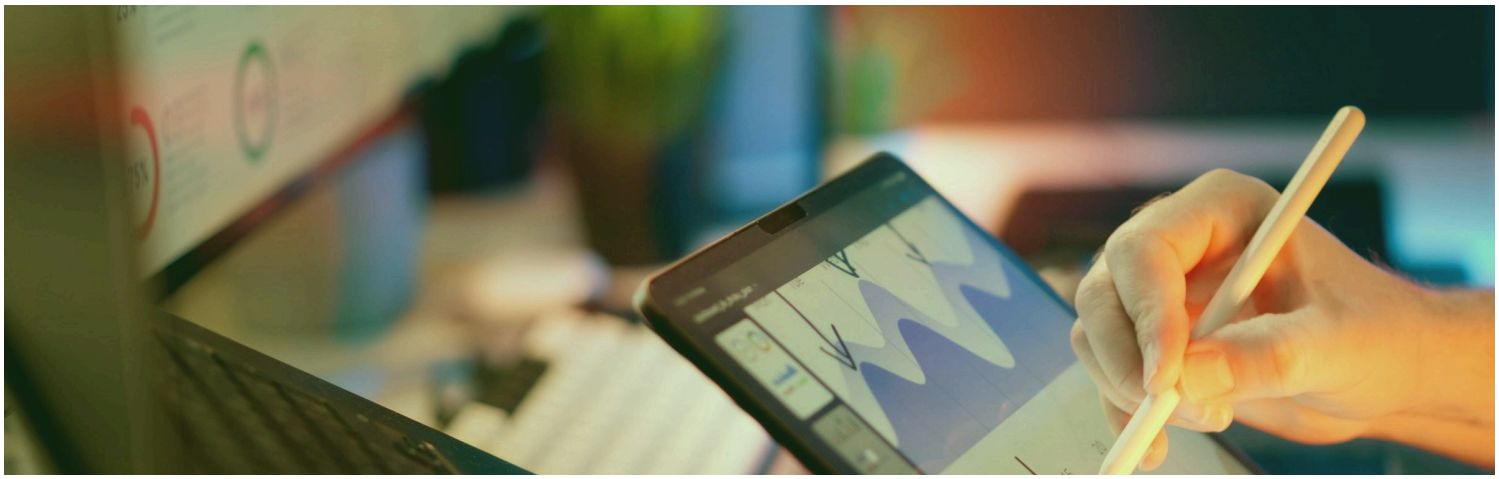


Automation in e-Commerce

- The global e-commerce market is projected to surpass £8.1 trillion by 2026, growing at 11% CAGR (Statista).
- 78% of retail companies plan to increase SaaS spending in 2025 to improve supply chain and customer experience (McKinsey).
- Omnichannel shoppers spend 30% more than single-channel shoppers (Harvard Business Review).



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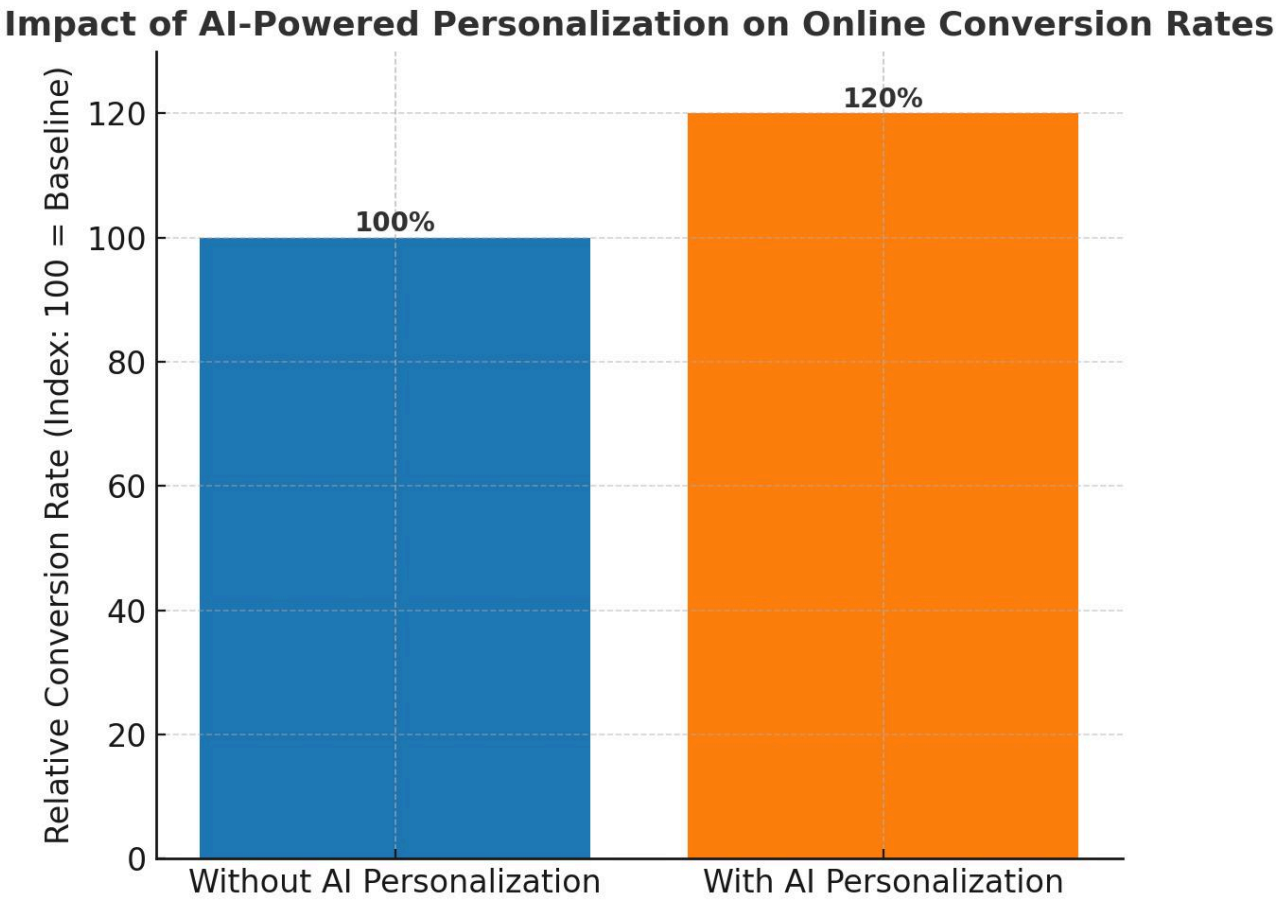
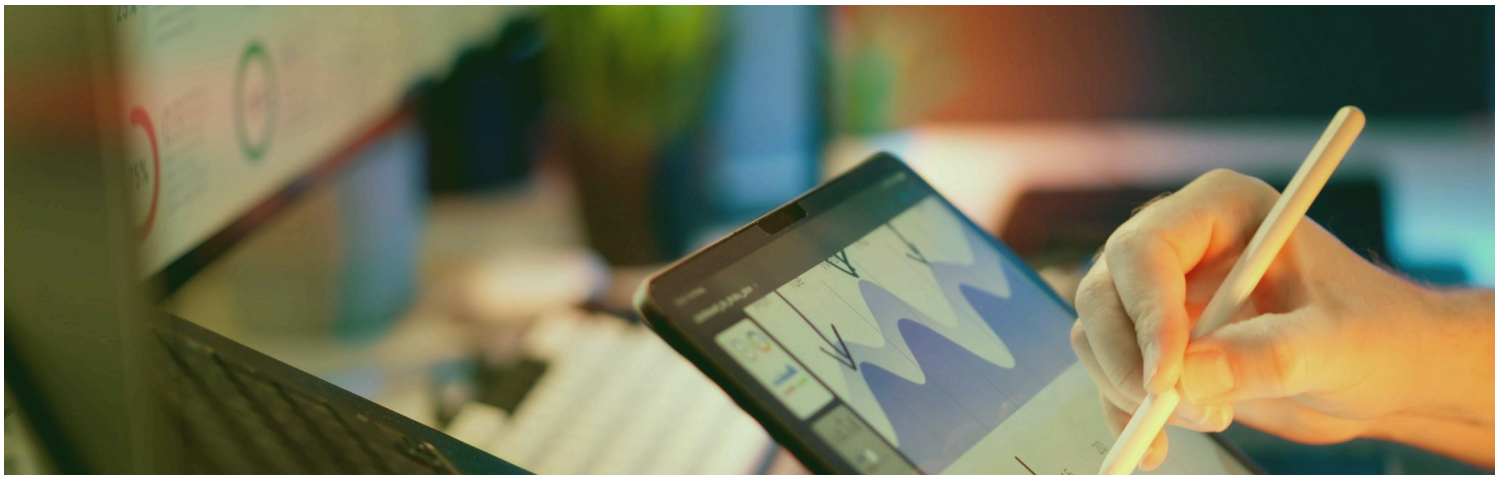


AI & Automation Impact

- AI-powered personalisation increases online conversion rates by up to 20% (Accenture).
- Automated chatbots handle up to 70% of customer service queries, reducing support costs by 25–30%.
- Inventory optimisation via AI reduces stockouts by 30% and overstocking by 20% (PwC).



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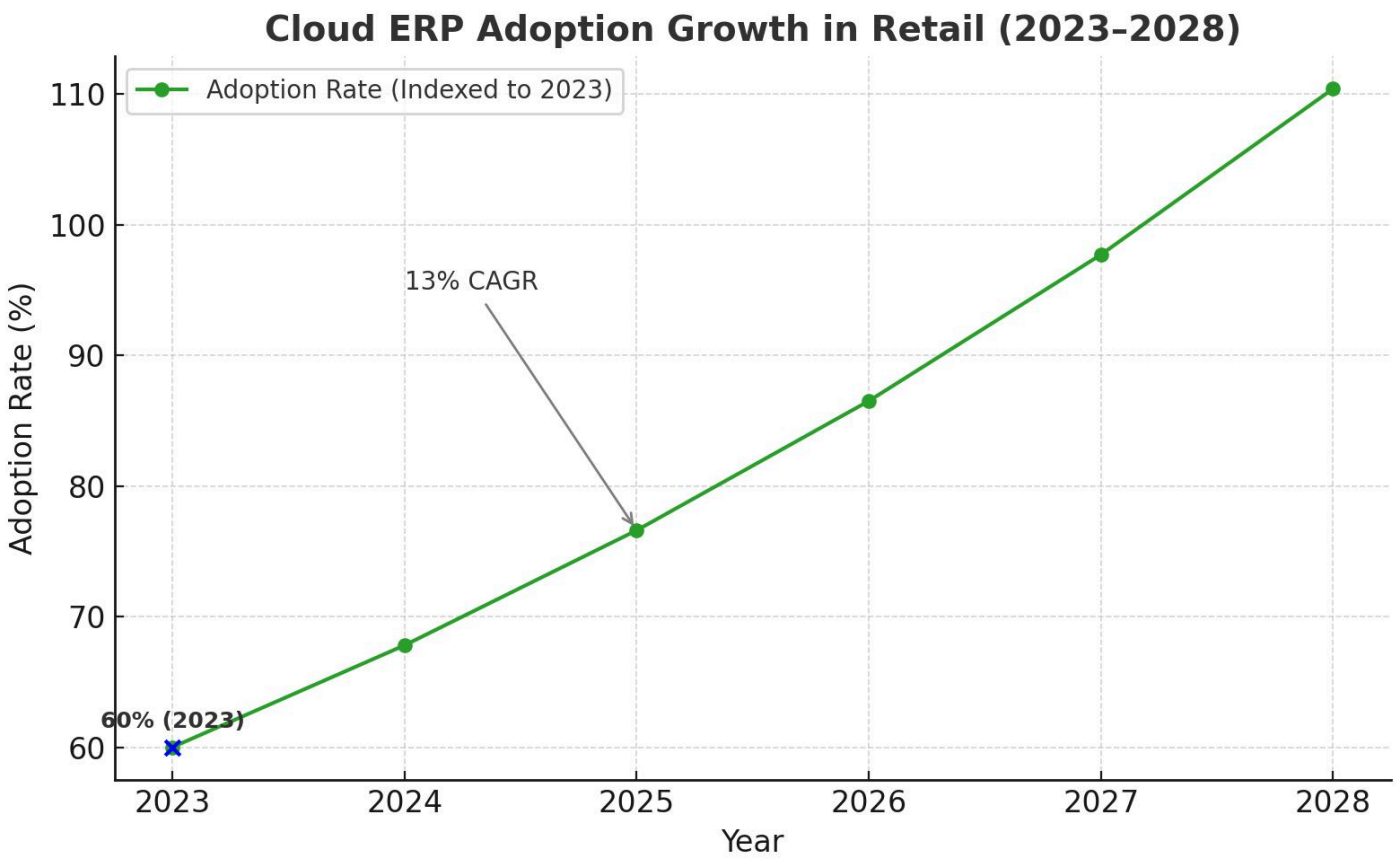
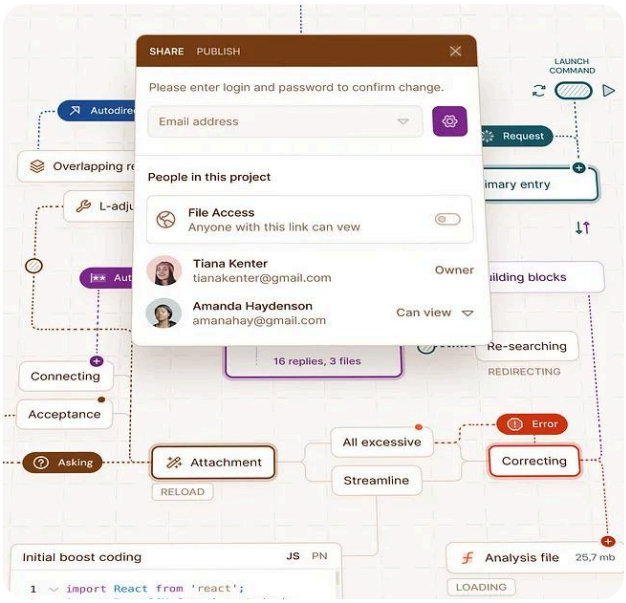


ERP in e-Commerce

- Cloud ERP adoption in retail is growing at 13% CAGR, with 60% of retailers already using ERP for inventory and supply chain management.
- Retailers using ERP integrated with AI achieve 25% faster order fulfillment and 20% better demand forecasting accuracy.
- Mobile-first ERP platforms improve workforce efficiency by 15–18%.

Key Pain Points in Retail & e-Commerce Automation & ERP



Operational Challenges

- Manual or disconnected inventory systems leading to stockouts and lost sales.
- Inefficient order fulfillment causing cart abandonment and delayed deliveries.
- High returns and refunds eroding profit margins.

Compliance & Security Concerns

- Data privacy regulations like GDPR and CCPA require strict compliance.
- Fraudulent transactions and cybersecurity threats cost e-commerce businesses billions annually.
- Difficulty maintaining audit-ready records across multiple sales channels.

Customer Experience Gaps

- Inconsistent experiences across online and offline channels.
- Lack of personalisation in recommendations and promotions.
- Slow or confusing checkout processes, leading to 69% average cart abandonment rate.

Our Retail & e-Commerce Automation Solutions

1. Retail & E-commerce ERP Suite

- Modules for inventory, supply chain, CRM, payments, returns, and compliance.
- Cloud-based and mobile-first for fast adoption.

2. AI-Powered Automation

- Predictive demand forecasting for seasonal spikes.
- AI-driven product recommendations to boost cart value.
- RPA bots for refunds, invoicing, and customer support.

3. Omnichannel Integration Hub

- Seamless API links to Amazon, Shopify, WooCommerce, eBay, and POS systems.
- Centralised inventory management across online and offline stores.

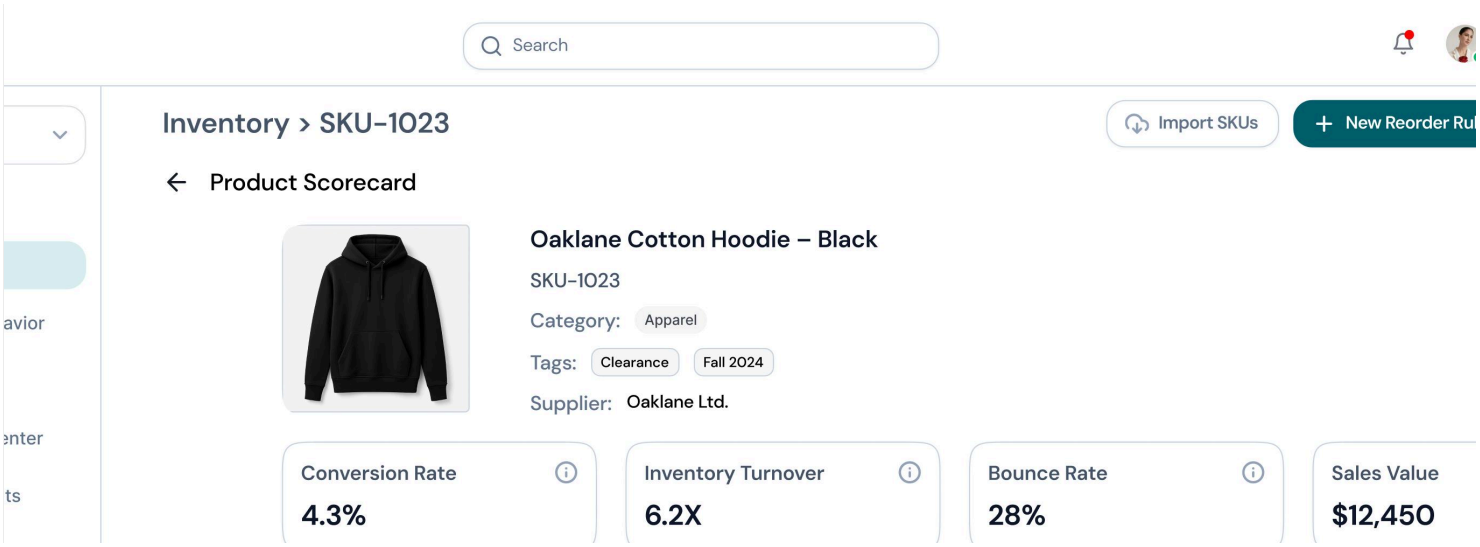
4. Compliance & Security Suite

- Automated fraud detection and chargeback prevention.
- GDPR/CCPA-compliant data handling.
- Encrypted payment gateway integrations.

5. Outcome-Based Pricing

- Flexible plans tied to revenue growth, order accuracy, or reduced return rates.

Case Studies



RetailFlow

Challenges:

- Stockouts during seasonal demand peaks.
- High cart abandonment (72%).
- Manual return processing causing delays.

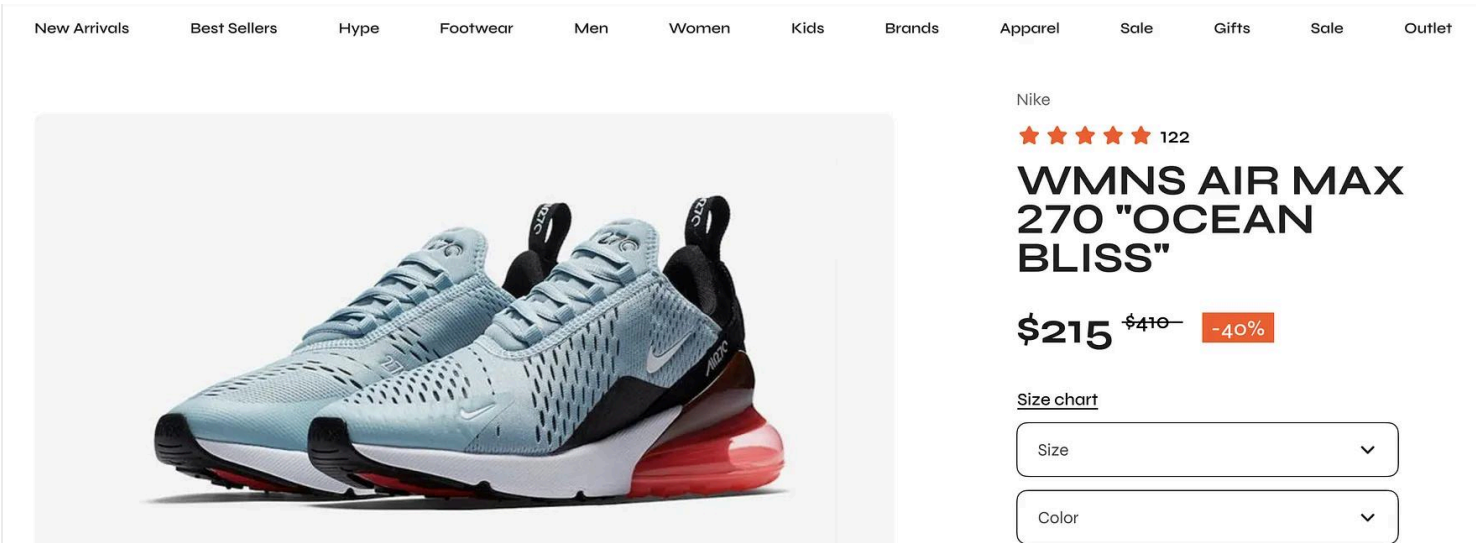
Solution:

- ERP integration with AI demand forecasting.
- RPA bots for automated returns.
- AI-driven personalised recommendations at checkout.

Results:

- Stockouts reduced by 28%.
- Cart abandonment dropped to 54%.
- Return processing time cut by 40%.

ROI: Break-even in 7 months, £2.3M annual revenue lift.



ClickCart Online Marketplace

Challenges:

- Fraudulent orders leading to £500K annual losses.
- Lack of a unified view across multiple sales channels.
- Customers complaining about slow delivery updates.

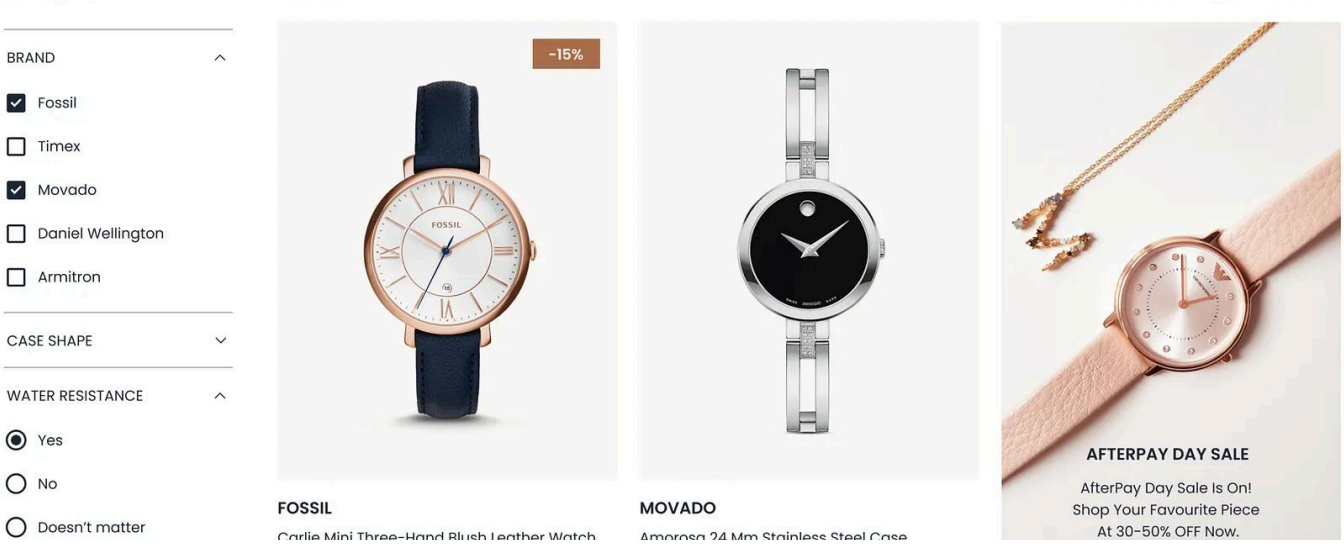
Solution:

- ERP with centralised order management and real-time tracking.
- AI-powered fraud detection module.
- Integration hub for Amazon, Shopify, and eBay stores.

Results:

- Fraudulent transactions reduced by 65%.
- Delivery ETA accuracy improved by 33%.
- Seller satisfaction scores rose by 22%.

ROI: Paid back in 10 months; annual savings ~£1.1M.



UrbanMart Superstores (Hybrid Retail)

Challenges:

- Customers expected mobile-first shopping but mobile site was unoptimised.
- Inefficient workforce scheduling during peak hours.
- Difficulty maintaining compliance across EU locations.

Solution:

- Mobile-first ERP with AI workforce scheduling.
- Automated GDPR audit trail creation.
- Personalised mobile app with real-time promotions.

Results:

- Mobile sales grew by 41%.
- Workforce costs reduced by 15% with better scheduling.
- Compliance audit preparation time reduced by 60%.

ROI: Achieved in 8 months, £3M annual uplift.

Go-to-Market Tactics for Retail & E-commerce

Target Segments

- Mid-market online retailers seeking omnichannel ERP integration.
- Brick-and-click retailers expanding into digital-first strategies.
- Marketplaces & aggregators needing fraud prevention & real-time visibility.

Messaging & Positioning

- Empowering retail & e-commerce brands with AI-driven ERP: Sell smarter, deliver faster, and stay compliant.
- Stress omnichannel capabilities and customer experience personalisation.
- Highlight ROI metrics: reduced cart abandonment, increased order accuracy, fraud prevention.

Lead Generation Channels

- Retail webinars on AI personalization and fraud prevention.
- Whitepapers & case studies showing reduced cart abandonment and stockouts.
- Partnerships with Shopify Plus agencies, POS providers, and digital marketing firms.
- Free 60-day pilot for demand forecasting or AI chatbots.

Customer Success & Retention

- Dedicated e-commerce success managers for ROI tracking.
- Quarterly reports on KPIs: order accuracy, fraud prevention, conversion rates.
- AI-driven dashboards tracking customer engagement and repeat purchase rates.

Summary Table

Area	Retail & E-commerce Insight
Market Growth	£8.1T by 2026; strong SaaS adoption for omnichannel and AI personalisation
Pain Points	Stockouts, cart abandonment, fraud, compliance challenges
We Deliver	AI ERP for forecasting, fraud prevention, omnichannel integration, mobile-first UX
Wins	Cart abandonment ↓25%, fraud ↓65%, mobile sales +41%
Go-to-Market	Shopify partnerships, AI webinars, fraud prevention pilots, omnichannel messaging