Columbus®

Achieve Excellent Customer Experience in Retail

6 key challenges and how to solve them

My Store

Contents

Introduction

Today, retailers are facing more challenges than ever thanks to changing customer expectations, increased demands and a whole host of external factors. Being able to identify these challenges and react quickly and efficiently to reduce their impact is crucial for retail success at a time when competition is tougher than ever.

The primary change is around customer expectations which continue to increase, whether that's regarding price, brand ethos, quality, choice or delivery speed. The challenge is that as the consumer becomes more unforgiving and their loyalty and willingness to switch to competitors are increasing. Moreover, having survived the pandemic, retailers continue to be faced with additional constraints on their operations – from rising material prices to increasing energy costs and an over-stretched supply chain – all of which are putting pressure on everything from maintaining margins to sourcing merchandise and manufacturing.

On top of all that retailers need to ensure that their staff, the true lifelines of their business, are happy too. It's no easy task.

Retailers must respond by delivering a seamless customer journey that provides great experience keeping their customers coming back for more. And that means creating businesses where everything from supply chains to the operational infrastructure are aligned.

> " The pandemic has increased the speed of the changes that are happening in the market. It requires increased flexibility to scale up and down, and the change of resource allocation.
>
> CEO at Eton

Challenge #1

The Quick and the Quicker: Fast Deliveries and Seamless Click & Collect

Offering delivery options that the customer wants, when they want them, is challenging but vital to retail success.

During the pandemic the ability to offer efficient click and collect services helped solve some of the challenges of delivery and was crucial at a time when delivery networks were stretched. Many retailers launched new contactless services that allowed customers to receive goods into their vehicles without entering a store.

As well as offering an effective, and more sustainable, alternative to home delivery click and collect also offers a valuable opportunity for upselling when customers collect their items. But as with delivery, the click and collect service must be a slick and efficient service that delights the customer. This means that everything from the in-store experience (Are the parcels easy to find? Is there a dedicated area with minimal queues?) to communication and speed of pick-up, to be of top quality.

To avoid out-of-stock disappointment – whether it's a home delivery, click and collect or international order – real-time visibility of accurate inventory visibility is crucial. This is even more important as retailers move to ship-from-store strategies where they use their physical stores as micro-distribution hubs.

An integrated architecture is needed between digital and offline stores to make sure employees in the warehouse or in-store can find the right products and pick them/book them and avoid disappointing the customer. Such an integrated architecture requires collaborative ERP, digital store and modern POS systems.

Convenience is also additional services
But it is not always about speed, if you are offering heavy goods as furniture, large screens, stoves, or refrigerators it is also about convenient delivery. If you are living in a flat on the top floor, a large refrigerator with a freezer left on the curbside is of little value. And if the same fridge has an icemaker, you might need help from a plumber. Products are getting more advanced and so are the services needed to make them work.

In-store it is a part of the questions the staff would sort out, but you need to make this service as user-friendly and in as few steps as you can online. It should be perceived as a helpful service, and not annoying load of questions the customer has to go through. That is the difference between a good user experience and a bad one.

> " No matter what we do, our digital engagement and our processes should all be linked. Ultimately, it's about things working both in the digital engine and along the entire channel that we use to reach our customers. They should be getting competent advice and relevant, personal recommendations across all channels. No matter whether they're in the store, on our app or on matas.dk.

Director of IT at Matas

Snapshot: Customer Behaviour and Priorities

• I want my purchase to arrive fast, either the same day or next day.

• I want to be able to track my delivery and choose how I want to receive it or choose the most convenient pick-up option.

• I want it to be packed safely and I do not want anything missing or wrong in my order.

• I want to pay with the most convenient method and exchange/send products back easily and get my money back immediately.

Where to start

Keep stock levels visible across all channels

1 Stock level accuracy is vital to improve efficiency and avoid disappointing customers with out-of-stocks. Traditionally this has been done through manual stock-takes but increasingly technologies such as RFID are improving the inventory count process. Such technology is not only faster but also more accurate, ensuring you have a better idea of stock levels at all times. Feeding accurate data through your cloud ERP system also helps you to highlight and analyze stock discrepancies and avoid stock shortages in the end.

Maximize warehouse efficiency

2 Using analytics within your inventory management can help with forecasting and creating the intelligent insights on how to maximize your inventory and distribution strategy. It is especially important nowadays as the complexity of distribution networks are increasing.

Incorporating automation also helps to improve efficiency, e.g. the usage of various robots that can deliver products to shelves to replace manpower, and software allowing you to build route optimization strategies to improve employee productivity within the warehouse. Moreover, it's important to ensure that you are using an effective warehouse management system (WMS) that is embracing the latest technology to manage your warehouse as a whole.

Define processes for handling click & collect and upselling

3 This requires a combination of process and technology investment to create a positive in-store experience – for both staff and customers. Staff need to be able to quickly prepare orders and communicate clearly to the customer when an order is ready. This involves using intelligent order management or omnichannel engine capabilities as part of your ERP or retail system. Processes and automated workflows will let staff know that an order has been created and needs to be picked up, since the customer is in-store staff also need to make use of the opportunities for upselling at this stage.

Solve last-mile challenges with the right delivery method

4 Your various customers have many different delivery requirements. Partnering with various delivery providers that offer a range of options – from delivery to home, pick up or third-party collection locations – assuring you have the best chance of meeting those needs. In the long term, you also need to look at sustainable delivery options such as drone deliveries (whether on the ground or by air). Fully integrating your omnichannel engine to your delivery provider's system also give you the best real-time options on the choice of delivery provider, method and cost for customers.

Challenge #2

From Online Store to Mastering the Customer Journey Online

The online store can't be seen as a standalone element. Instead, it has to be seen as an essential part of the overall customer experience.

The vast majority of retailers offer a transactional website as the core or to support their business. However, expectations now mean that the website is not just covering the buying process. Instead, it must be a part of the whole digital customer journey. For example, it must complement the brand proposition, provide inspiration, promotions, easy navigation to find the right products, offer a range of payment and delivery options and provide frictionless operations to minimize cart abandonment and contribute to customer retention. And this has to be driven by data insights that help to deliver content personalized for each individual whatever touchpoint they have with the retailer.

The online store must match a variety of expectations – UX, search, performance, alignment across the system mix, recommendations, and so on. It is effectively a flagship store for you and it needs to share and reinforce the same narrative as your brand traditionally has in order to build emotional connections with your customers.

You need to be thinking with the customer 'top of mind' in everything that you do online – from presenting the right images and product context that helps them make the right buying decisions, to how you might follow up with post-purchase communications, manage returns or handle social interaction.

> " Some time ago, we realized that it became challenging to communicate with our customers across our channels holistically. We had product and campaign information stored in different places, and the risk of error and duplication of work was too high. We needed a major change to drive our multi-channel strategy.

Lindex

Snapshot: Customer Behaviour and Priorities

It is a known fact that customers want online stores to work fast and show the correct information about certain products and offerings. Products should also be accessible and easy to find. The possibility to shop seamlessly across platforms is also a top priority for the modern customer, as well as the option to have personal information remain safe and confidential, e.g. orders and purchases. Customizable options like editing orders, trackable details and 24/7 delivery is also highly appreciated.

Where to start

Develop a modern and intuitive UX

1 A friction-free user experience is vital online so it's important to make your site is easy to use with clear imagery, accurate product information and the ability for customers to easily find what they are looking for. Building dynamic page designs that use a mixture of content blocks will improve the experience but remember to optimize for different devices.

Focus your investment on the devices that your customers are actually using to browse and shop your site. For instance, if mobile penetration is high you will lose customers if you haven't optimized the mobile experience. Here your choice of ecommerce solution is also important since you want one with good integration possibilities with various APIs.

Recommendations & personalization

2 Incorporating personalization and recommendations can also help to amplify the user experience online. Personalizing search results, for example, improves relevancy for the customer. Recommending products and services based on the previous interactions improves the opportunity of upselling as well as making the customer feel like you know them well. Geo-location targeting, such as in-store, can help to improve relevancy of offers yet further but require you to engage your customer via mobile. Engaging via mobile should be a priority since it allows the greatest possibility to gather customer data and identify the customer sooner.

Optimise your shopping cart and checkout process

3 Abandoned carts cost retailers dearly so having a seamless cart function to minimize abandonment and maximize customer experience is essential. Convenient processes around delivery and payments will reduce abandonment. Having clear information about delivery times and prices at the start of the purchase journey rather than at the checkout will help to minimise customer frustration. Similarly, you should offer a range of payment options that suit your particular customers, embracing newer payment options such as vipps, buy now pay later options, if relevant to your customer base. Targeting a customer who hasn't converted with better options can help to close the sale while keeping cookies of the client as long as possible will allow the customer to return to the shopping cart later to complete the purchase.

Use new technologies such as AR and live sales

4 There are various technologies that can help to enhance the visual representation of products further. Augmented reality and virtual reality technologies are particularly useful to help the customer better visualize products on (in terms of clothing) or in situ (such as furniture) that will help to improve the experience and the customer's likelihood to convert. And the technology is becoming more available. You can now try on clothing using Snapchat and check if a shirt or trouser is your size. And several services are being launched, aiming to reduce returns. Still not as good as being in a physical store, but the consumer could avoid doing the biggest mistakes.

Challenge #3

In Real Life: The Physical Store and Merchandising

Despite the rise of e-commerce and the growing influence of social media, stores continue to dominate retail sales and the role of the store remains key to the success of many retail groups.

Although we have seen the power of online stores, retailers shouldn't forget the value of their physical stores. Indeed, it could be argued that they are more vital than ever as they provide a differentiator and value-add to your online offer that is exclusive for the physical store. But to make the most of their potential you need to be able to maximize the connection between the offline and online experience by combining what you know about the customer in all channels.

Better service levels are vital, with the need to make the most of the customer data you collect, alongside information such as in-store heat maps and cameras, that can help you to understand how your customers are shopping in-store. Operationally mobile POS and self-service can help improve in-store efficiency, reducing queues and delivering a better customer experience.

But retailers have to make the most of the unique advantages of their store networks too, using them to offer the experiential experience that face-to-face contact allows, whether that's the joy of trying out products or the immediacy of product availability. It means that you need to get rid of business silos and instead put your efforts into a connected store approach that delivers a seamless experience to your customers. Crucially this means in-store staff embracing the online opportunity – such as ordering a product online for the customer if it's not available in the store.

It is also vital to provide contextually relevant offers by connecting in-store transactions and online customer behaviour. Something that allows you to increase revenue with intelligent targeting offering the right products and services solving real customer needs. Then you can increase cross-selling online based on a customer's in-store purchases and personalization, with targeted communications, 'especially for you' experiences and tailored offers. Planning and forecasting are also key to ensure that the right product, coupled with optimal pricing and promotions, is available at the right time in the right place.

> " The true UX comes alive when a customer starts using everything your brand has to offer in all touchpoints, digitally and physically. That is when the Users Experience (UX) comes into play, and Columbus UX resources knows that. Columbus has been a perfect partner for us as they are as curious to improve the customer journey through testing, analyzing the data and continuously improving the status quo by understanding the customer behavior and pushing our CX further.
>
> Julia Paulsen, Director E-Commerce Nordics, Elkjøp

Snapshot: Customer Behaviour and Priorities

- I want to have an opportunity to learn about the products online and then go to the store to see and try them.

- I want a fun and pleasant experience when visiting the brand's physical store.

- I want to be able to buy without queueing.

- I want to be able to use self-service and this should be user-friendly.

- I want to find whatever I need easily in the store.

- I want the products I buy to be great looking, without faults or damage.

Where to start

Accelerate the omnichannel integration and a shared data model

1 Moreover, the legacy system background has previously meant siloed data and systems, meaning that it has been harder to make use of data across the business. Cloud-based data platforms, and the creation of a central data repository (data lake, dataverse), allows a single version of the truth that all parts of the business can use to drive decision-making.

Gain customer insights as you do online

2 Although it's easier to collect customer insights online there are still several opportunities for data collection in-store too. Legally installed in-store cameras can be used to help estimate gender and age which can help with approaching customers. You can also count the number of customers and use AI to estimate how long shoppers stayed, how they interacted and whether they converted to new customers. By connecting this data and external factors within your data lake you can use BI to gain specific insights into customers.

Unleash the capabilities of modern POS solutions

3 The traditional POS – or point-of-sale – has been a static system hidden behind a checkout desk. Although its functionality goes beyond simply taking payment it's the introduction of mobile POS that provides the greatest opportunity. Staff can use handheld devices in-store to move around and interact with the customer, not only queue-busting but also upselling and cross-selling using AI-driven recommendations, as well as capturing valuable information that helps you learn more about your customers.

Aspire to have best practice merchandising

4 The ability to offer an endless aisle assortment offers exciting opportunities for retailers but it also means they must be able to ensure the right products are where they need them when they need them. Restocking and merchandising should be done based on the data you have at your disposal, rather than just the static plan.

Automation and analytics, based on a robust but flexible, modular infrastructure and strong data governance, will help retailers move from a reactive replenishment model to one that involves better forecasting. Using AI and machine learning also allows you to use more parameters in your forecasting to enable a "what if" approach, allowing you to move from this reactive stance.

Orders

Challenge #4

A 360 View: Knowing your Customer

Retailers need to get under the skin of what customers actually want. But, being able to predict such specific needs and how they are constantly changing can be a major challenge.

To truly understand the customer, you need to remember they are likely to be engaging through multiple different touchpoints. Yet, despite the unpredictable and non-linear nature of their behaviour, they expect you to offer a seamless experience at any point in the customer journey.

So what can you do to help? A focus on customer service and customer experience is required. But, although related, they are two very different things. Customer service, for example, might include speed of service; level of product/service knowledge; and how well you meet the customer's needs. In terms of customer interaction it covers everything from how you communicate with customers in-store to how you handle a customer query in the call centre.

Customer experience, meanwhile, is about the delighting the customer at any point on the customer journey and making sure that at each touchpoint of the journey the experience is consistent and caters to the different customer needs and outcomes required. This ability to offer a seamless customer experience and excellent customer service relies on achieving a consistent response, regardless of the chosen path. This means that a customer 360-degree view of the customer is vital. And, the advantage of that is, that it allows you to gain customer loyalty over time. This can be achieved by offering personalization and a better experience or by building loyalty schemes aimed at rewarding the customer.

> " Previously we could tell you everything about your car but we didn't know much about you, our customer. Semler wants to make sure that the focus is on the customer by keeping all relevant information in one place. No matter which employee you get a hold of, you can expect the same high quality service.
>
> Head of fiancial governance,
> risk & compliance at Semler Gruppen

Snapshot: Customer Behaviour and Priorities

Customers want to feel special, hence the importance to make offers feel especially tailored to their personality. They also want the retailer to know what they need and get recommended to relevant products, in a 'non-spammy' way. The importance of receiving complimentary products, such as testers and promo codes as well as nice packaging, is high. In regards to loyalty cards, they don't want multiple versions, just digital ones all in one place.

Where to start

Make the most of data

1 Your data is vital, both in terms of understanding the general trends of the market and getting deep customer insights. Today the opportunity for gathering data is bigger than ever – covering everything from customer interactions to transactions, social media and more. Merging multiple data sources such as these allow you to create one customer profile. However, your customer data is of no use if it's corrupted, repeated or held in silos. Ensuring best use of the datasets requires aggregating and cleaning of data, which once processed should be stored in a cloud-based platform that serves as a data lake which all parts of the business can use.

Deliver a unified platform for sales, marketing and operations

2 This ability to offer a single source of truth relies on a modern CRM system that can fuel everything that you do throughout the full customer journey. Using the knowledge you have about your customers, predictive CRM systems can help you to deliver exceptional customer experiences and service, building the loyalty that brings customers back to buy again. The fact that the CRM offers this full record of customer interactions also makes it easier for staff to interact with customers – whether they are sales staff in-store or a call center employee handling a service query.

Develop next-generation loyalty programs

3 Simply offering a points equals discounts model doesn't necessarily cut it any more. Customers increasingly want to feel emotional attachment and see more imagination in what retailers give in exchange for their loyalty. This is where technologies come into the picture. Try to systematically use the modern loyalty management software powered by predictive analytics to help you understand your customers and allowing you to better target loyalty program efforts and investment. Such loyalty systems can be integrated models as part of the cloud CRM system or be a part of your headless commerce architecture as a stand-alone solution.

Use closed loop reporting

4 Closed loop reporting means you can use data gathered by both your sales and customer service teams and make it available across both disciplines. This helps to reduce the silo approach and makes it much easier to identify trends and potential issues within the customer journey, as well as to understand where you might need to focus time and resources for business improvement.

Challenge #5

Service: The Importance Of Happy Employees

Retail Employees can often get overlooked, particularly on the frontline, and yet they are at the essence of driving customer experience excellence.

Retail staff came under particular stress during the pandemic when lockdowns and restrictions saw very different working and shopping patterns compared to normal. On the frontline it meant dealing with scared and nervous customers. In the back-office it meant trying to understand and react to new consumer demands and buying behaviours. This has led to an increasing challenge for retailers of retaining and recruiting staff. And yet knowledgeable and motivated employees are key to the retail proposition both in-store and online. Staff should always know more about the products than customers to provide better service and upsells.

This relies, however, on being able to quickly provide employees not only with the relevant product knowledge that they require, but also the specific customer knowledge – such as past purchases, loyalty membership and so on – that helps employees build a more complete picture of the context of the purchase. Adding AI helps the employee by enhancing that knowledge, such as with insights, smart recommendations and next best actions that they can offer customers.

Reducing mundane or repetitive tasks can enable better effectiveness and efficiency. For instance, self-service checkouts and kiosks can help free up staff in-store for more customer-focused tasks. The benefit of getting rid of the mundane also means a more interesting role that helps the reduce the churn commonly associated with retail employees.

Snapshot: Customer Behaviour and Priorities

Customers want to receive friendly support, both online and offline, and deal with a knowledgeable person who can solve their challenges or answer their questions quickly. If they visit a store, they want the staff to talk to them only when they're ready, but they also want the staff to be available any time. Customers often wish to be consulted professionally and want to feel that they can trust the advices they get. They also want to be informed about both online and offline assortment, prices and special deals.

Where to start

Build an omnichannel staff and enable personalization

1 While store systems should be omnichannel so too should employees. You need to remove silos between ecommerce and stores not only in terms of process and technology but also in terms of mindset. Store associates need to be trained and equipped with the tools (e.g. tablets with POS software) to engage with customers and identify their online and in-store behavior to increase selling opportunity and sell the right products for the customer.

The integrated AI capabilities helps to drive more sophisticated recommendations and assistance that the customer will find truly beneficial, helping to build loyalty as well as sound spend. By enabling this through mobile devices on the shopfloor, rather than at checkout, your store staff have more time to tailor their interaction with customers, providing a more personal experience in-store as a result.

## Rapidly digitize and automate non-value-added work

2 Freeing up your staff from mundane in-store activities through digitalization and automation allows them to concentrate instead on work that will generate better returns both emotionally and financially. Smart systems can also help improve in-store processes, such as stock counting with RFID or self-service POS.

Improve training and onboarding

3 Offering comprehensive training not only upskills your employees, but improves job satisfaction since they feel better equipped to do their jobs. Training can take place in stores or classroom settings or through digital means to help improve engagement. You can use mixed reality to run in-depth demonstrations and trainings, and gamification to increase employees' engagement. A short module-based approach to learning can better suit the retail environment since it involves bite-size learning and ensures minimal distraction from everyday selling while still covering all the different aspects of retail.

Improve workforce flexibility

4 By focusing on labour scheduling and budgeting retailers can achieve more efficient workforce management, which again will help to support employees and provide a better customer experience. And it allows easier planning and forecasting for retailers that may have a variety of different sized stores and need to plan varying staffing schedules and budgets for them as a result. That in turn ensures more efficient use of staff time, meaning that staff are neither overworked or left idle. By having modern shift management tools in place you are also able to create self-service workflows and enable fast approval from management.
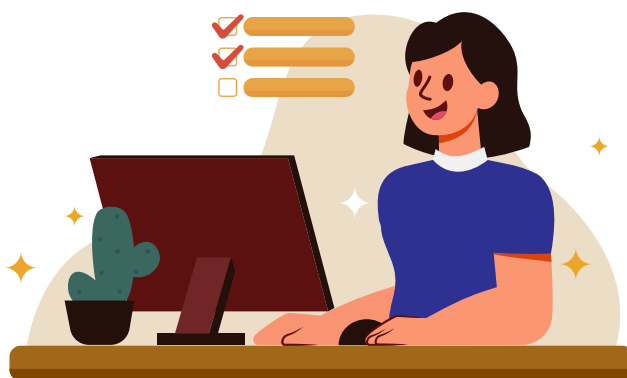
A Happy Customer!

Challenge #6:

Completing The Journey: Making The Most Of After Sales

The customer relationship is not over once the transaction has been completed, indeed the after-sales service can often be the defining impression left with a customer.

It's easy to forget that in retail the opportunity after the sale has been made is almost as important as the initial sale itself. But with customer acquisition more expensive than customer retention it's vital to look after your existing customers rather than only investing in attracting new ones. The after-sales opportunity is broad – covering everything from after-sales communications to how you handle returns and repairs. You need to offer an experience leaving the customer with a positive impression, meaning they will shop with you again.

It means harnessing every opportunity. For instance, when handling returns a return anywhere policy means that customers can return products bought online in-store. Equipping staff with the relevant customer information they need from the CRM and ERP allows them to resell to customers in-store, capturing their attention before customers go elsewhere. Similarly, fast returns processing and refunds help to make the most of the sales opportunity while the customer is still looking to buy. But, as mentioned, the opportunity is much broader than just one aspect of the after-sales experience. For instance, it's also about managing customer feedback, monitoring social media feedback and reviews as an example. associated with retail employees.

Snapshot: Customer Behaviour and Priorities

- I want to get fast support if I need it, both online and offline.

- I want to communicate with the retailer in the channel that I prefer.

- I want to be able to exchange, return, and service the products easily and quickly.

- I want my feedback to be heard and responded to.

Where to start

Manage returns and exchanges efficiently

1 Efficient returns processes are vital for managing the after-sales opportunity at the point where a sale is at greatest vulnerability of being lost. But it's not easy. Customers increasingly expect to be able to return / exchange anywhere, whether they have bought online or in-store. So those retailers that can offer in-store returns for online orders and vice versa not only improve the customer experience, but are also more likely to re-capture the sale.

It's also important to see and understand your returns data, using it to identify where you may have issues. It is common that customers order several items and then return part of the order, which creates a challenge in tracking and understanding which items are already available for sales but not available for deliveries.

To solve it, ensure the full visibility across the transition stock, seamless connection between your warehouse management system and cloud ERP and headless commerce architecture. You also need to think about convenience while paying and receiving money back. "Buy now – pay later for what you keep" options can contribute to a great customer experience.

Make repairs convenient

2 Use mixed reality connected with physical ancors to interact with the client, and enable clients' devices to interact with retailers to fix issues remotely. With mixed reality you can share manuals, highlight what to focus on and close the case. If you can't handle the repair remotely, you can always convert the case to work orders connected to your CRM system and then schedule an on-site meeting to fix the item. It's highly beneficial, as you don't loose a client to another company, you keep them within your business.

Provide automated self-service options and proactive customer care

3 Providing the right balance of customer contact options will help to increase the after-sales opportunity and customer satisfaction. Automated self-service options, such as interactive voice response (IVR) systems or chatbots, can help customers answer common queries without the need for human interaction. Collating this customer activity in a single data platform helps to provide a clearer view of the customer journey and can be proactively used further by your employees in the customer care center for tailored conversations.

Ask for customer feedback and monitor customer satisfaction proactively

4 Customer feedback can be incomplete and inaccurate and often doesn't reflect the actual customer experience. CRM systems with sophisticated feedback loops can teach you which behaviours yield the best results and show where to focus resources. Using predictive analytics and machine learning can help overcome limitations as well as identify how a customer might interact and spend in the future based on their current experiences. Tools such as social listening can also help you understand where and how you can improve your business by monitoring all digital mentions.

What's Next: Unified Commerce is the Answer

Retailers can't afford to stand still in today's retail environment. Adaptation is not a choice but rather a necessity for long-term survival and success.

For retailers, the path to purchase has become hugely complicated, but for consumers it has to appear simpler than ever. And yet a failure to deliver in a way that the customer understands and feels comfortable with – whether that's something simple like easy payment or something deeper such as ethical consumerism – will result in lost sales. What is clear is that retailing is not about online, stores, social media or brand activations. Instead it's about a wider, all-encompassing customer journey that covers all channels. It is about everything working together seamlessly to provide the customer with whatever experience and service level they choose.

Without the right technologies, structured data, intelligent insights and smarter approaches to connecting all these parts, retailers will fail to adapt their businesses to meet these new demands. Successful retail strategies, and successful retailers, have one thing at heart – they have moved beyond the concept of omnichannel to an even more integrated approach that is called "unified commerce".

The concept of unified commerce is a bold but complicated ambition that requires excellent, clean data, forward-looking technologies and agile infrastructures. It offers customers a seamless and relevant purchase journey whatever their channel is, driven by real-time data that's transparent to all. It means that every part of the retail process, whether it's customer-facing or back-office related, has the customer at the heart.

An intelligent, 360-degree view is vital in providing retailers with a competitive advantage and a business model which can be flexed and adapted, using intelligent insight to inform strategic decisions. This is especially important as consumer trends, and behaviour, continue to evolve with consumers becoming increasingly conscious of what they are buying, why they are buying and who they are buying from.

The 'Columbus Way' of Working

Working with the right partner to enable 360-degree transformation is essential. You need support from the professionals that can make that happen. Columbus can be that partner.

We are a global consulting company creating lasting value for enterprise customers through digital transformation, also highly specialized in the retail & distribution industry. Columbus advise, implement, and manage business critical solutions, delivering cloud ERP, digital commerce, and CRM to optimize entire value chains and business processes – and of equal importance – to create excellent customer experiences and increased revenues.

Through strategic digital advisory, innovative use of AI, ML and data driven insights we create new, sustainable business opportunities for our customers.

" The efficiency of the project can be explained with the fact that we set a project plan and kept it in full and accurately, both in terms of time frames and costs. Main reason for this being the expertise and experience of the entire project group from both Jula and Columbus.

CIO at Jula

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