



SCANTRANX

SELL SHIPPED WITH ONE PLATFORM - IN-STORE & ONLINE

4 WAYS TO

START WINNING IN YOUR RETAIL BUSINESS

01 DETERMINE WHERE YOUR CUSTOMERS ARE



This is the first step toward building a successful business. You need to know which platforms and devices your customers use every day. People interact with businesses in many ways — through e-commerce websites, mobile apps, physical stores, and social media platforms like Facebook or Instagram.

A simple way to understand how customers connect with your business is by using tools such as Google Analytics. It helps you track website traffic and see where your customers are coming from.

Once you gather enough useful data and insights about your customers, you can use that information to run targeted promotions that boost your sales.

02 MAKE EVERY TOUCHPOINT SHOPPABLE



A key part of building a strong omnichannel retail strategy is making every customer interaction shoppable. Today's shoppers engage with retailers in many ways — in-store, on websites, and through mobile apps.

You need to make sure that no matter how a customer connects with your business, they can easily make a purchase. For example, if a shopper adds a product to their cart on your website, it should also appear in their mobile app. If they visit your Facebook page, they should see product suggestions based on what they viewed earlier.

Every interaction is a chance to make a sale, and the possibilities for creating shoppable touchpoints are endless. With a solid omnichannel strategy, you can provide a seamless shopping experience and stay ahead of your competitors.



Seamlessly connecting your in-store and online channels is one of the best ways to boost sales and efficiency. If your business sells both online and offline, it's important to make sure these two channels work together smoothly.

Customers now expect to interact with your brand wherever they are — online or in person. They want to check what's in stock before visiting, add an item to their cart on the way, and pick it up at the store when they arrive.

Since the COVID-19 pandemic, many shoppers prefer Buy Online, Pick Up In-Store (BOPIS) to minimize physical contact.

Retailers that use a strong omnichannel solution often see up to three times higher returns thanks to a seamless shopping experience across all channels.

04 CENTRALIZE YOUR BUSINESS DATA



Making smart business decisions — from staffing and store layout to inventory and product selection — depends on having accurate, centralized data. Successful retailers understand that good decisions are the backbone of business growth.

When decisions are made separately across different parts of the supply chain, inconsistencies arise. This can cause problems like overstocking, empty shelves, leftover seasonal items, and lost sales.

By combining data from all stores and online channels into a single AI-driven forecasting system, retailers can manage their entire supply chain more efficiently and make better, faster decisions.

Those who fail to centralize their data will continue to waste time and money, struggle with changing demand, and risk falling behind competitors.

WHAT IS SCANTRANX? Scantranx is a Cloud-Based Omnichannel Retail solution that helps businesses like yours to increase sales, save costs, and enhance customer experience by integrating online & in-store sales. Our platform provides retailers with integrated components such as powerful Smart Inventory management system, POS Software, e-Commerce, API for third-party integration, and a powerful analytics dashboard to make informed business decisions in real-time.

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