Resilience fit for retailers

Change is the only constant. And that is particularly true for retailers who have to be on their toes always addressing consumer buying behaviors, social trends, economic shifts, and digital transformation.

In today's age, business resiliency is a key strategy to stay in lockstep with the rapidly changing marketplace. To keep pace, trusted data becomes a key resource to better understand and reach consumers.

Business resiliency includes these seven essentials plus data quality as the backbone. Lets take a look.



7 business resilience essentials



For retailers to make it through various market disruptors, they need to incorporate these components across their business to sustain flexibility and success in their response.

88%

say that being data driven helps them stay on top of customer needs and market trends

Trends that require retailers to modernize

75%

of businesses say that they have seen a dramatic change in their customer's behavior during the pandemic Social media

Corporate responsibility

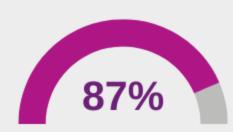
Shop local and small

Environmental sustainability

Health consciousness

Economic shifts

Top reasons to prioritize your data



of businesses say that improving the quality of their contact data is a priority over this year •

90%

of businesses say improving data quality has had a positive impact on customer experience

91%

of businesses say investing in data quality has positively impacted business growth

89% of leaders agree that

implementing data quality
best practices have
improved business agility

8

91%

of leaders say that
business resilience is an
expected benefit of data
quality automation

The benefits

Business resilience	91%
Better customer experience	91%
Cost savings + operational efficiency	90%
Business agility	90%
Greater customer retention	89%

Being a direct to consumer organization, retailers need to ebb and

Resiliency. Agility. Data quality. Experian can help.

flow with consumer trends. And, like we see with our own shopping habits, that can change quickly in a short period of time.

When retailers commit to data quality, they are constantly supported by a sturdy foundation of trusted consumer insights to keep up with

Reach out to see how Experian can help you make data fit

for purpose, and stay resilient.



