

NÃO É SOBRE ELE. É SOBRE VOCÊ!

(SOBRE UMA EXPO NRF VOLTADA PARA O VAREJISTA MAIS DO QUE PARA O CONSUMIDOR)

loja do Bill!





PROMOÇÕES

TROCAR FORNECEDOR

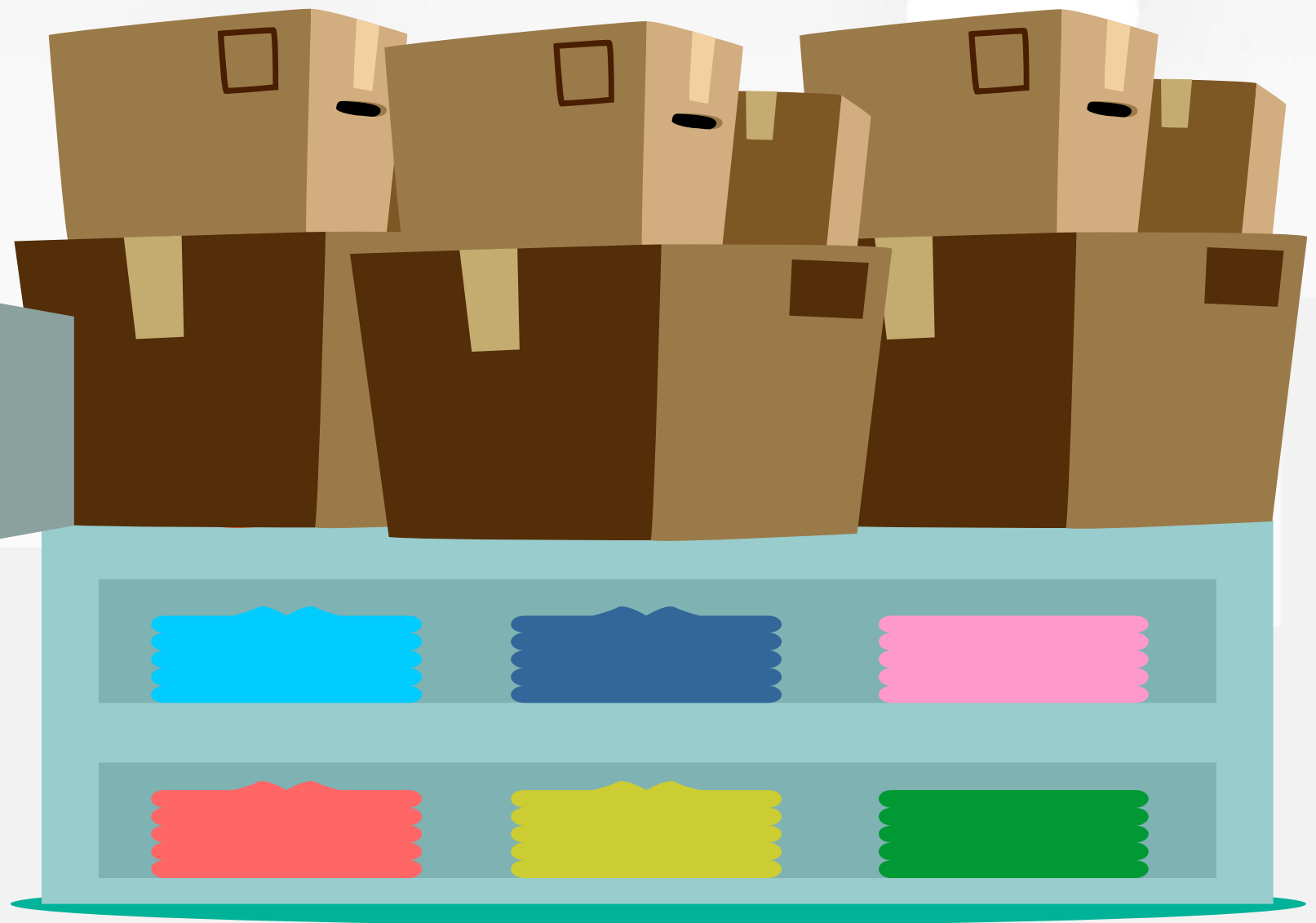
CORTAR CUSTOS

ABRIR E-COMMERCE

BAIXAR PREÇOS

DIMINUIR EQUIPE

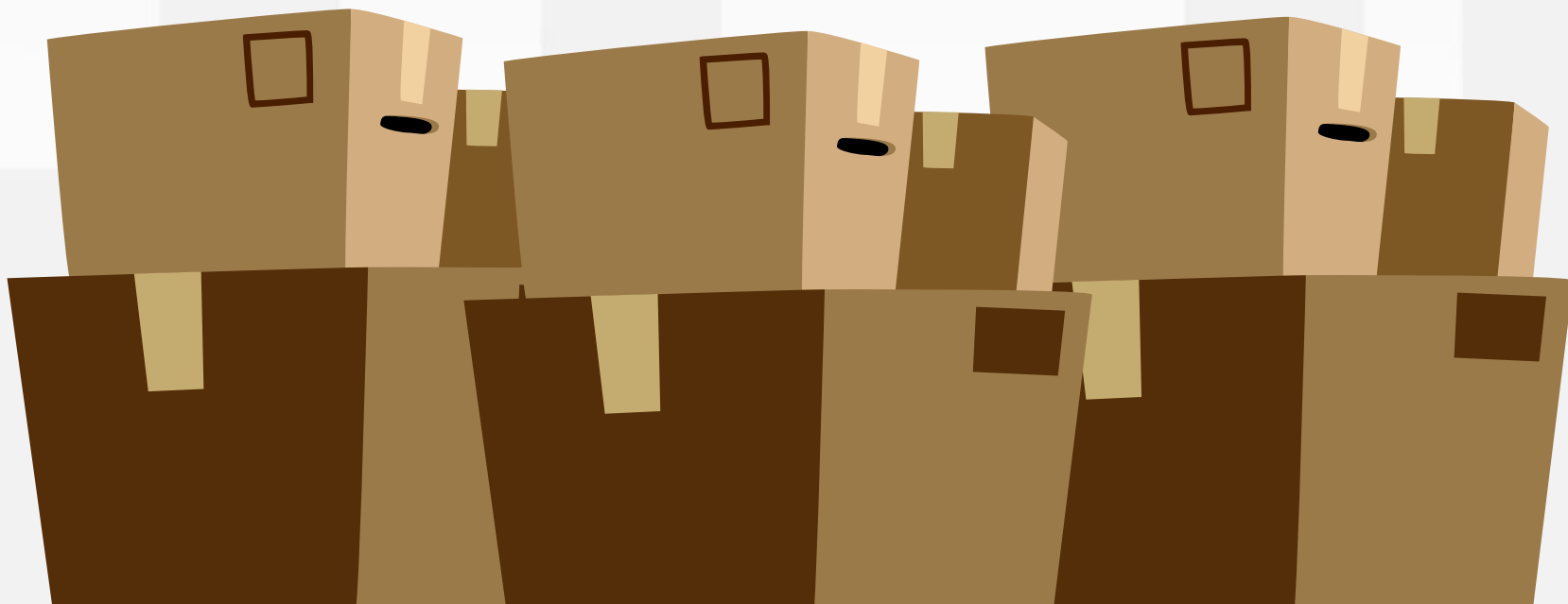




ESTOQUE QUEBRADO

EQUIPE IMPRODUTIVA

VENDAS INSATISFATÓRIAS



PÓS NRF 2016



ANALYTICS

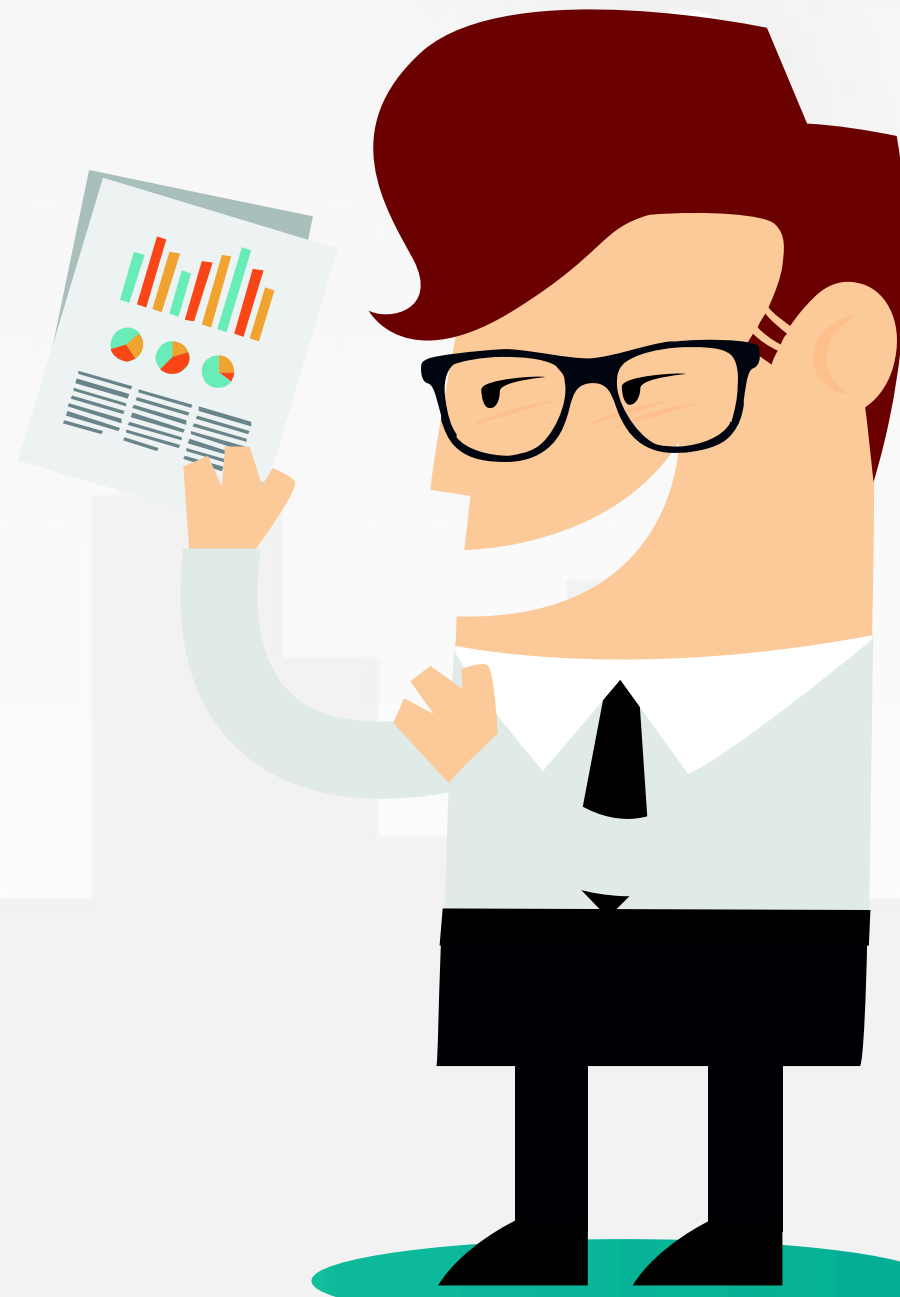
PARA ENTENDER O PROBLEMA
E ACHAR A SOLUÇÃO

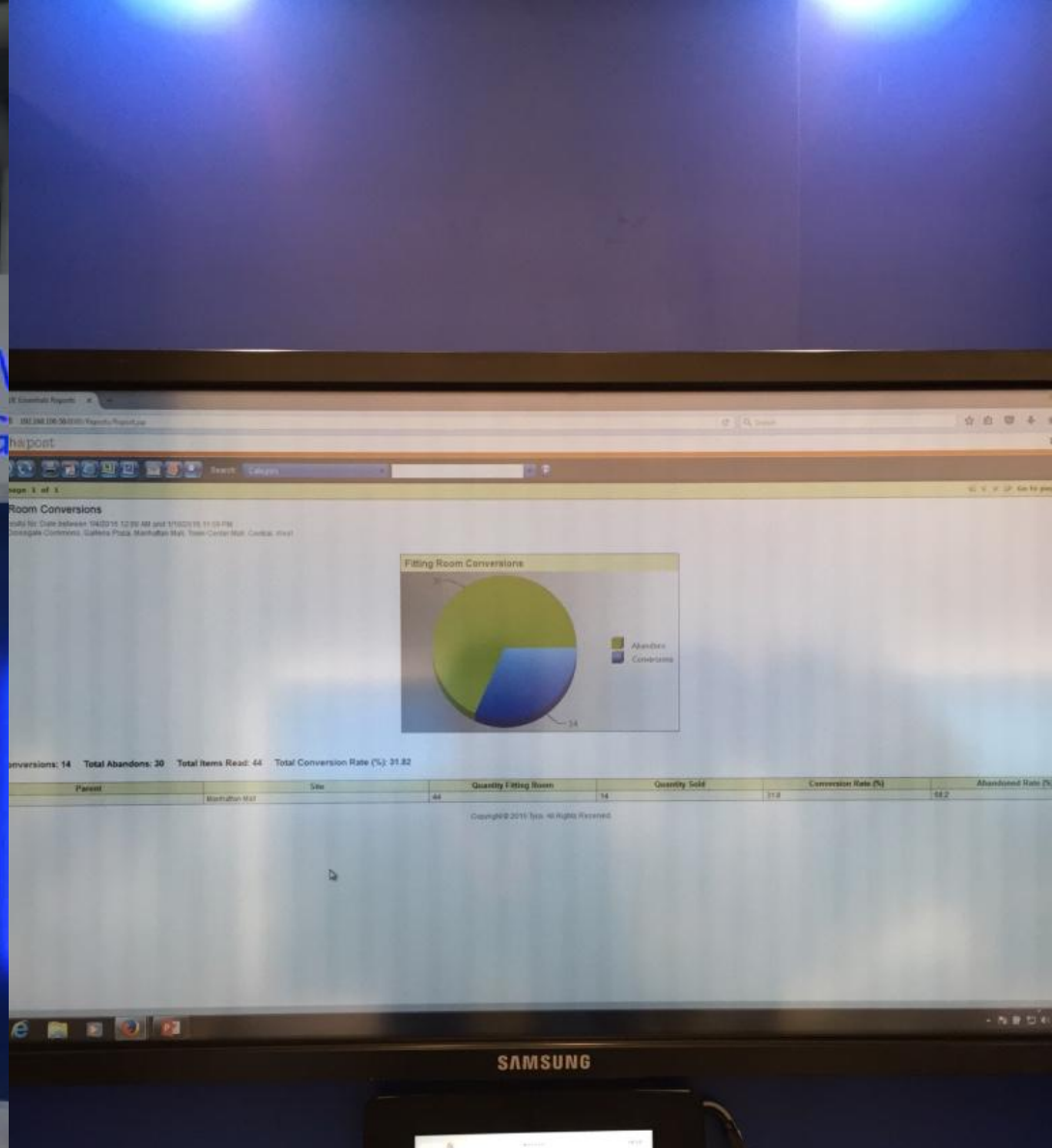
KEY WORDS:

BIG DATA

CONSUMER BEHAVIOR

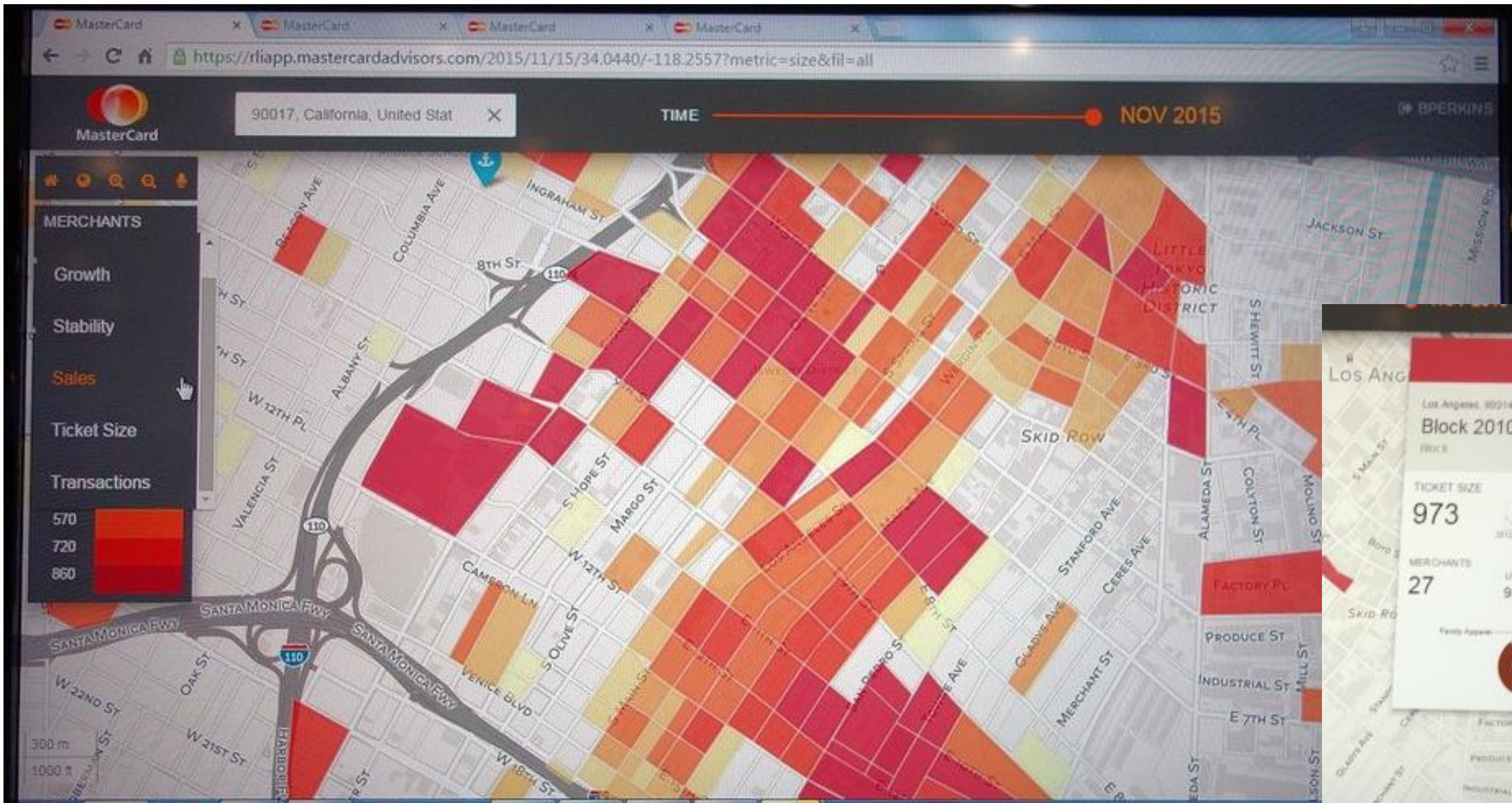
CLOUD





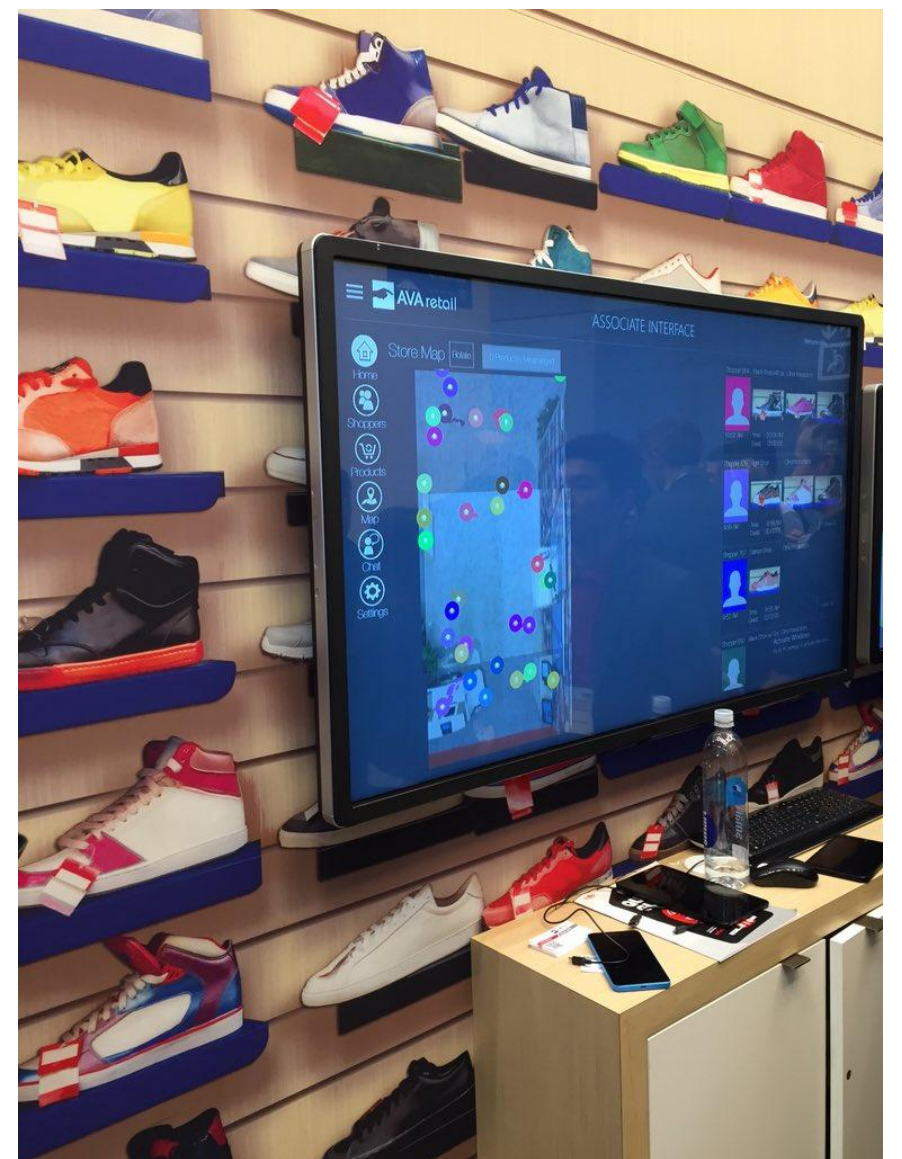
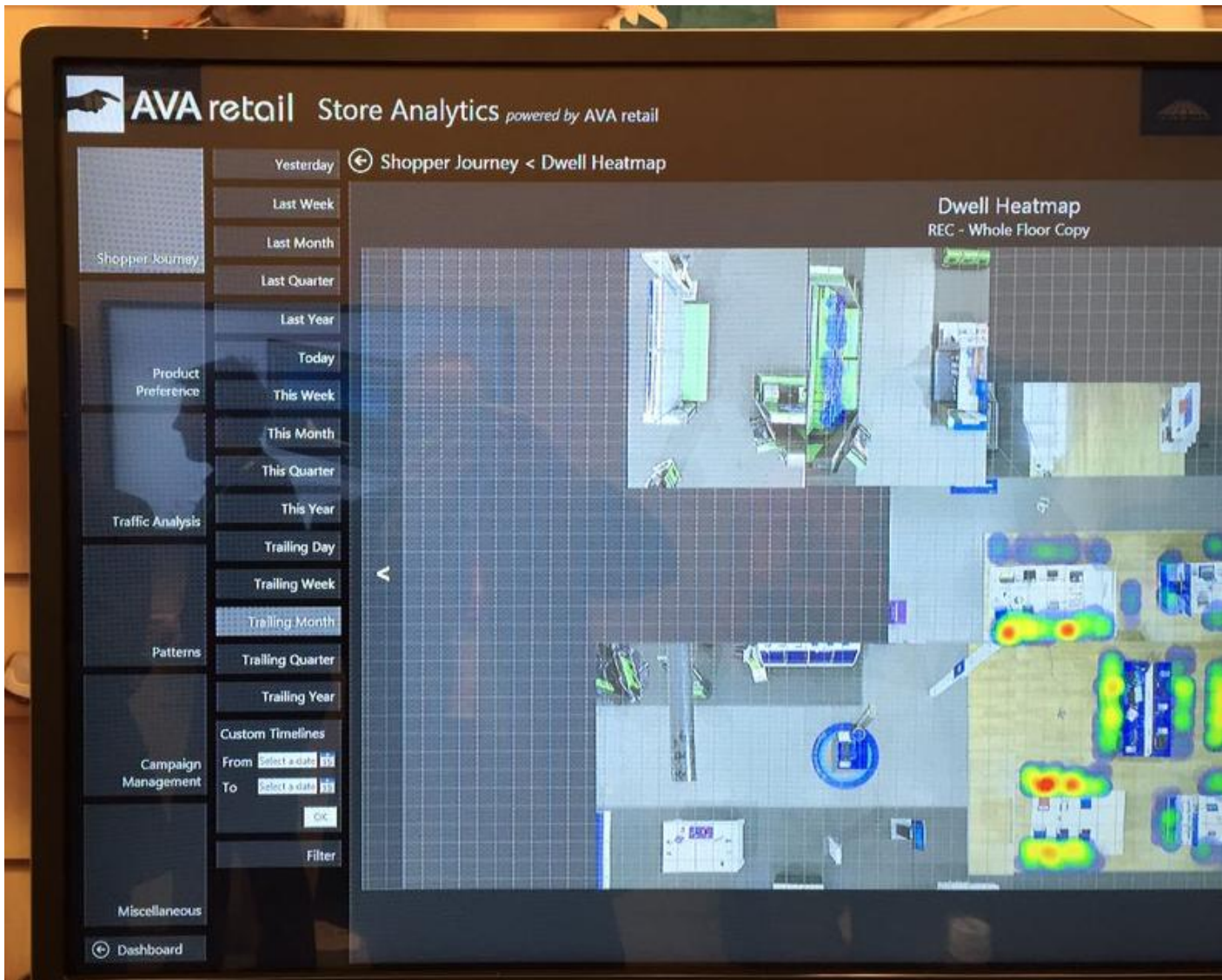
TYCO

NL SUPORTE À GESTÃO



MASTERCARD

NL SUPORTE À GESTÃO



MICROSOFT – AVAretail

Dashboard



JOURNEY (JORNADA DO CONSUMIDOR)

PARA MELHORAR A PRODUTIVIDADE
E ATENDER MELHOR O CLIENTE

KEY WORDS:

IoT (INTERNET DAS COISAS)

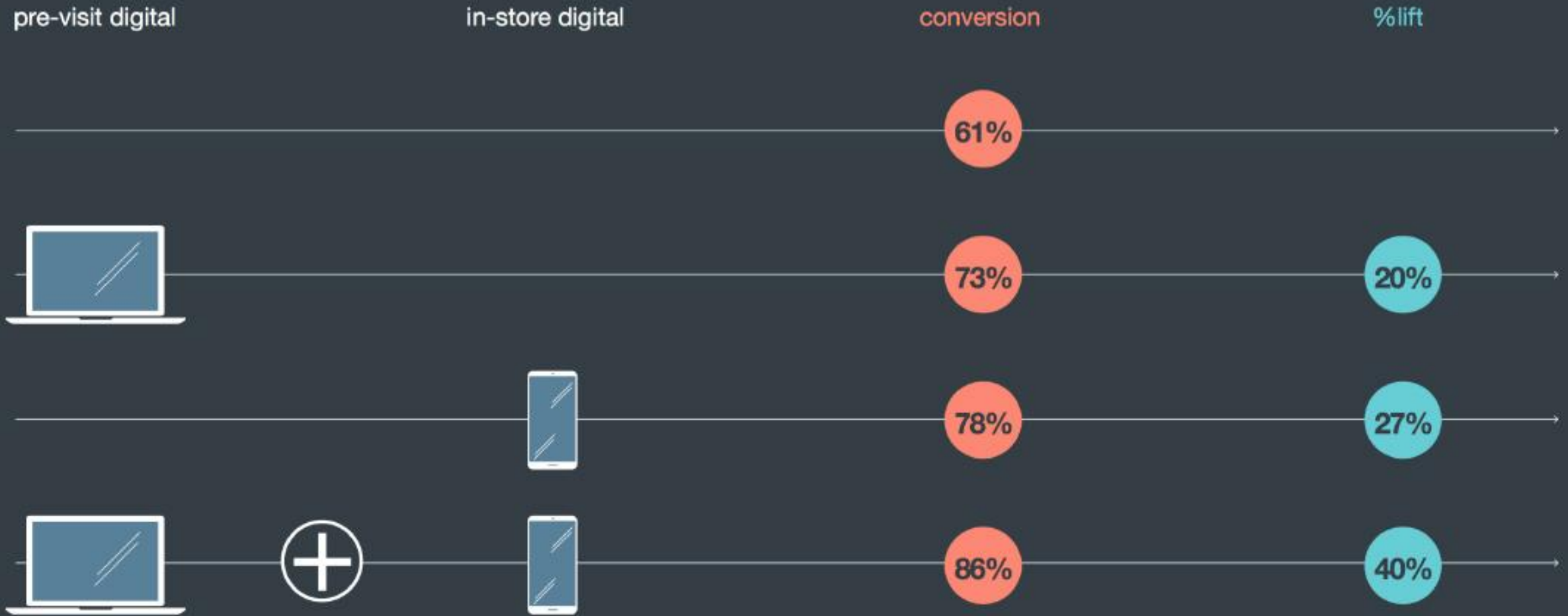
"ALL CHANNEL"

PRODUTIVIDADE

P.I.E. (Plataform Independent Experiences)



Digital's impact on the path to purchase is astounding





93% DAS VENDAS VÃO SER OFFLINE

70% VÃO SER DIGITALMENTE INFLUENCIADAS

A person's legs in blue jeans are walking on a sidewalk. In the foreground, a smartphone lies on the ground. The background is blurred, showing a city street with buildings and trees.

HUMANS

ARE MOBILE.

(PHONE'S AREN'T)



INTEL – SUPERMERCADO DO FUTURO



ZEBRA

NL SUPORTE À GESTÃO



PRICER

<https://youtu.be/DBWtEYMfrXQ>



MICROSOFT SKIP APP

<https://youtu.be/aVACNmMf6Yg>

CONTEXTUALIZAÇÃO

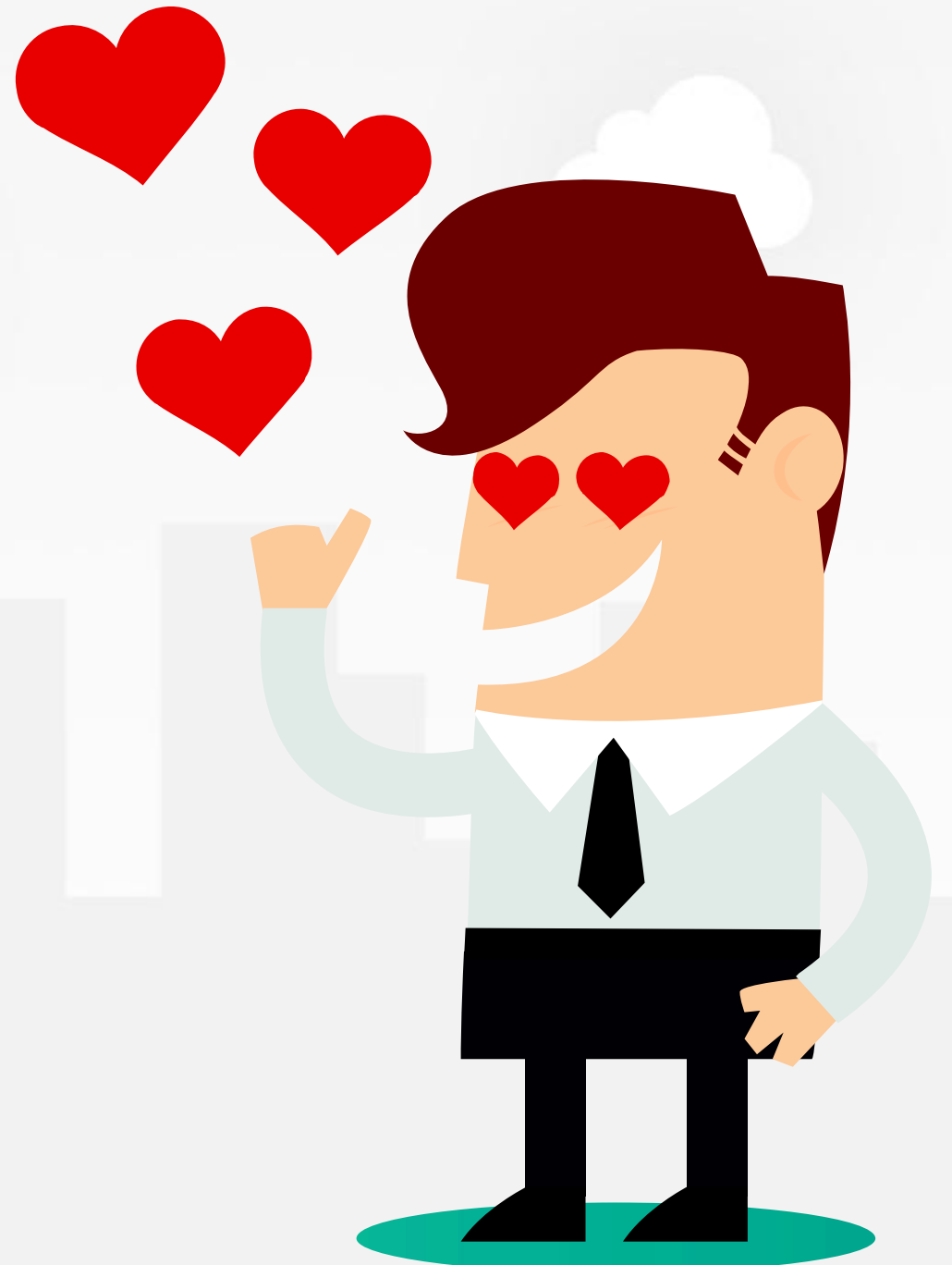
PARA ENTENDER E ENGAJAR
O CLIENTE

KEY WORDS:

PERSONALIZAÇÃO

EMBAIXADOR DA MARCA

FIDELIZAÇÃO





PEPPER



CATALYST

<https://youtu.be/R-FBtw4LD30>



KINECT COMMERCE

FREE SHIPPING FOR ORDERS OVER \$25

NYX

PROFESSIONAL MAKEUP

SIGN IN / REGISTER



FEATURED

LIPS

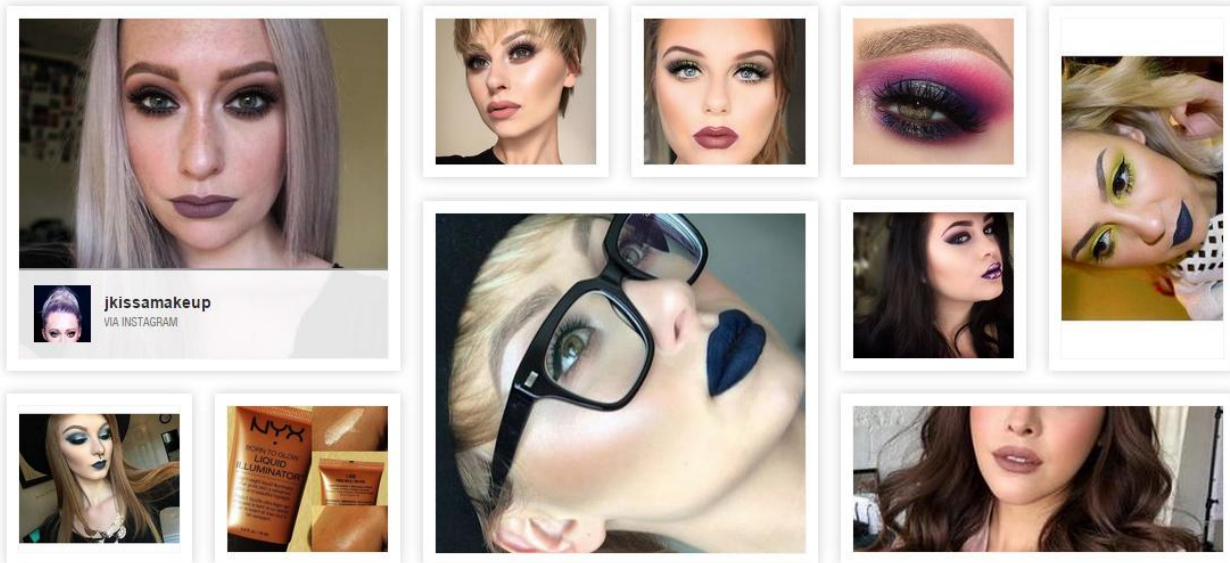
FACE

EYES

MORE

LOOKS

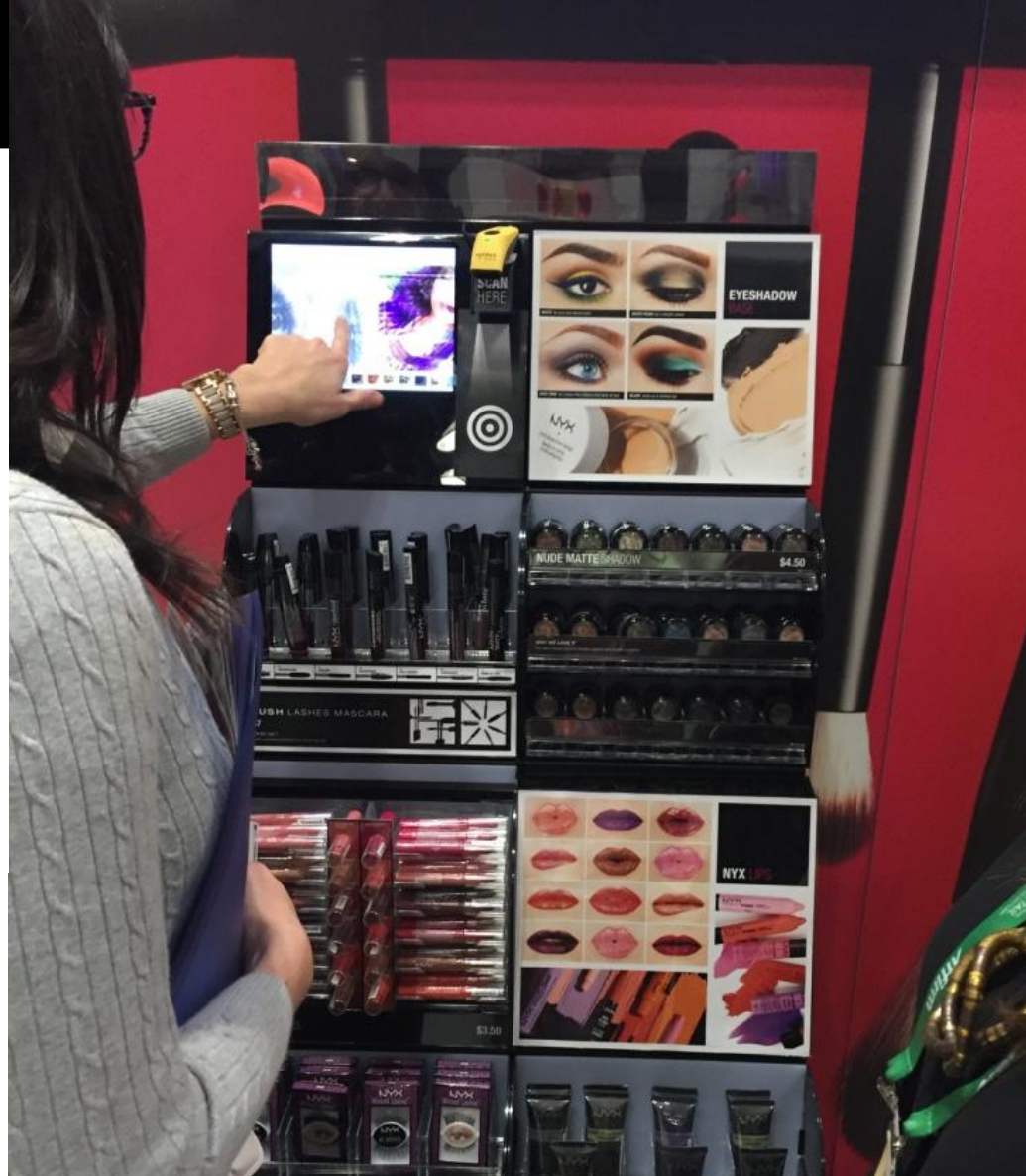
THE #NYXCOSMETICS COMMUNITY



PRIMER
SETTING SPRAY

COVERAGE
FULL MEDIUM SHEER

FORMULA
CREAM
LIQUID



NYX + OLAPIC + DEMANDWARE

NL SUPORTE À GESTÃO

Les **coachs confirmés** et les **amis** ont été ajoutés ! Cliquez ici pour en savoir plus.

Dernières questions du web

Communauté (premium)

Dernières questions posées dans votre domaine de coaching



Visiteur

ya des vrais gens ?

Signaler cette question

60https://www.kiabi.com/toides-grande-taille.com... il y a 15 minutes

Répondez-lui ici

Répondre



Delphine (17580 points)

Bonjour. Oui :)



Nath (2050 points)

oui les reponses sont faites par nous PRAOI

Afficher les autres réponses

Visiteur

Bonjour le jean boyfriend effet usé à 15e est ce qu'il va jusque en bas des jambes comme les autres jeans ou il est largement plus court merci

Signaler cette question

61https://www.kiabi.com/jean-boyfriend-effet-use... il y a une heure

Répondez-lui ici

Répondre



Laure (7120 points)

il est de la même longueur que les autres sauf que là, il est retroussé



Nath (2050 points)

KIABI

Mode

il y a 15 minutes

Répondre

KIABI

Mode

61https://www.kiabi.com/jean-boyfriend-effet-use... il y a une heure

Répondre

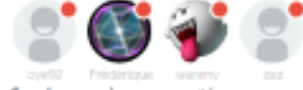
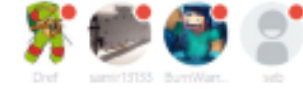


Quentin de TokyWoky

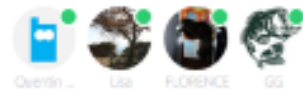
720
22

Accéder à mon profil

Amis (0)



Coachs premium connectés



Mes badges



Tous les badges

Top 3 coaches

Christiane

Ajouter en ami Chatter



Bio

Ville

Age

Activité

Membre depuis

Interaction

A répondu à

4517 questions

14576

personnes aidées

★ 524 ☆ 105 ★ 2350

Manon

Ajouter en ami Chatter



Bio

Ville

Age

Activité

Membre depuis

Interaction

A répondu à

4111 questions

542

personnes aidées

★ 14 ☆ 11 ★ 12

Lisa

Ajouter en ami Chatter



Bio

Ville

Age

Activité

Membre depuis

Interaction

A répondu à

3895 questions

10625

personnes aidées

★ 14 ☆ 11 ★ 12

Coaching

Animaux Wanima

Cosmétiques Lancôme

Mode Kiabi

Baby Beaba

Cosmétiques L'Oréal Paris

Cuisine Tom Past

L'OREAL + TOKY WOKY

NL SUPORTE À GESTÃO



#1 online fishing store



-25%
customer
support costs



x4
conversion for
TokyWoky users



#3 luxury cosmetics store in France

L'OREAL + TOKY WOKY



The background features three white cloud icons at the top and a light gray bar chart with several bars of varying heights at the bottom. The main text is centered and reads:

NENHUMA ÓTIMA TECNOLOGIA PODE SUBSTITUIR
UMA **ESTRATÉGIA MEDÍOCRE.**



TECNOLOGIA
PELA TECNOLOGIA

RESOLVA PROBLEMAS REAIS



OMNICHANNEL

(is a stupid word and)

IS NO LONGER AN “OPTION”



ATENDA OS CONSUMIDORES NO
TIMING DELES, **NÃO NO SEU.**



DADOS DO ONLINE **NÃO SÃO** SUPERIORES

AOS DADOS DA LOJA FÍSICA!

(AMBOS PODEM E DEVEM SER MEDIDOS E TRABALHADOS)

“TECNOLOGIA ESTÁ LONGE DE SER A ÚNICA COISA ACONTECENDO NO MUNDO. MAS AÍ NOS LEMBRAMOS QUE TECNOLOGIA **NÃO SIGNIFICA SOMENTE INTERNET** OU O ÚLTIMO “QUALQUER COISA” DIGITAL. TECNOLOGIA COBRE TODAS AS **FERRAMENTAS E TÉCNICAS QUE AS PESSOAS INVENTAM PARA RESOLVER PROBLEMAS** E FAZER SUAS VIDAS MELHORES.”

PRODUTIVIDADE

MAIS VENDAS

CLIENTES FELIZES



PARA NÃO ESQUECER!



PDV PRA TRÁS - ANALYTICS



PRODUTIVIDADE



MENOS PIROTECNIA,
MAIS APLICAÇÃO



GOOGLE MICRO MOMENTS

<https://youtu.be/5GvA3aM17QI>



OBRIGADA!



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