



Connecting Retail's Digital Transformation

In the rapidly evolving world of retail, the customer experience is the top priority. And not just in one location, but everywhere. Customers expect a seamless and personalized brand experience across every platform and interaction, 24x7.

Digital transformation represents enormous opportunity for retailers, but also creates questions about where to invest in technology for the most ROI, how to implement cost effectively and when to find the downtime to do it amidst the constant campaign shifts and fire drills inherent to a retailer's daily operations.

We get that. LeapPoint Retail team members are all former technologists from leading consumer brands who don't just superficially understand your business, they've lived it. We know firsthand how technology done right can engage customers and employees to propel a business forward. We also know how technology done wrong can result in long hours, employee and customer frustration, strategies delayed or abandoned and dollars lost.

As both an Adobe Gold partner and Workfront partner of the year, LeapPoint knows how to make technology work for retailers, rather than asking retailers to work for their technology.

We call it Connected Work™ and it includes six innovation services that connect work, technology, and talent to drive unparalleled business experiences and outcomes with human connection and care.



Strategy and Roadmapping

LeapPoint's retail team helps you define your mission, set your objectives and show employees and stakeholders how technology can directly impact the business and improve their daily experience. We help answer how to get to market faster, how to react better to change and how technology can enable innovation.



Business Process

When you are moving a million miles a minute, you rarely have time to consider how technology is impacting business processes. LeapPoint Retail analyzes your systems and architecture to identify where you should shift and move and how to do it within your business environment, not someone else's. We deliver clarity so you can see which technology and system improvements will deliver the most impact to people, processes and profits while you focus on where you are needed most.



Software Implementation

LeapPoint brings a human-first approach to implementations across sales enablement, marketing, employee training, analytics and other core retail functions. We help retailers understand what tools they should purchase by scorecarding products based on their employee and customer needs. We evaluate how people interact with the technology they already have to make sure all tools are working across the board.



Integration and Development

Large retail systems are a complex mix of new and mature technology solutions, internal and external products and few dedicated technology administrators to oversee them all. LeapPoint works with clients to listen, collaborate, conceptualize, integrate and revise before beginning configuration and user roll out. If changes are needed along the way, we make them for you because we know internal resources are stretched. We never finalize a client engagement until everyone is fully taken care of and confirms the new system is working for them.



People and Change

In a time of rapid change, LeapPoint provides retailers with modern, flexible systems for employee onboarding and continuous training that are swift, seamless and effective. The best tools in the world mean nothing if they are not rolled out correctly to the people who will use them. LeapPoint helps deliver strategic business process, thoughtful operations, empowered team members, clear company values and the connected technology that supports it all.



Reporting and Business Intelligence

LeapPoint works with retailers to support insight-driven cultures through analytics, reporting and business intelligence that aligns with flexible business processes and provides a full, connected view of what is really occurring at every customer touch point. By turning data into action, we help marketers seamlessly integrate best-in-class technology to support prioritized campaigns that improve customer segmentation, SEO, omnichannel brand awareness, engagement and sales.

Activating Connected Work for Retail

Together, we can drive digital transformation that aligns the teams across your organization to company strategy and objectives so everyone is working from the same page to maximize outcomes and results.



OUR INDUSTRY CLIENTS



YOUR BIGGEST STEP IS THE NEXT ONE.

Contact a LeapPoint Financial Services Connected Work expert to learn more.