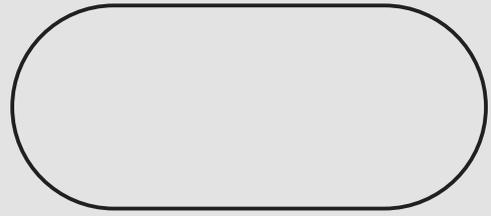


RETAIL  
REBOUND  
HANDBOOK:  
WHAT TO DO  
NOW THAT  
STORES ARE  
CLOSED



Brought to you by:

AUTOMAT



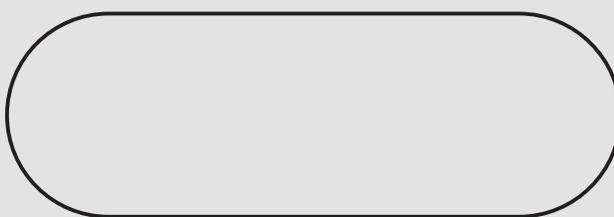
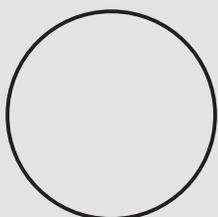
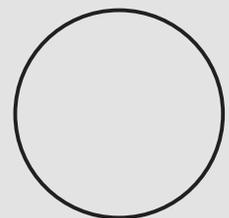
# INTRODUCTION

As the global crisis takes over and social distancing wreaks havoc on retail stores small and large, locations across the globe are shutting their doors. The harsh reality is that there is much more at stake than in store revenue.

No stores means no in-store experience for customers. How will your customers discover and understand the products they need? As stores across the globe shut their doors indefinitely, retailers need to figure out how to make their eCommerce less overwhelming and complex. Statistically speaking Ecommerce converts **7X less** than stores.

What happens in a world where all the demand falls on your website? With everyone pivoting online how do you convert more traffic and maintain those new visitors? How can retailers who rely on in-store experiences take their online experience to the next level? **You need to be thinking about bringing the in-store online to make it through the crisis.**

Not to worry. In this guide we'll provide you with some essential tools, tactics and common sense to survive this.



# TABLE OF CONTENTS

- 1 WHAT'S LOST WHEN ALL THE STORES CLOSE
- 2 PIVOT TO ONLINE FAST
- 3 FIND YOUR ESSENTIAL ONLINE TOOLS
- 4 STAY PRESENT ONLINE
- 5 TAKE ACTION
- 6 UPDATE YOUR COMMS AND RESOURCES
- 7 DON'T OVERTHINK IT
- 8 CAN YOU HELP?
- 9 DON'T BE OPPORTUNISTIC
- 10 CHECK IN WITH YOUR LOCAL GOVERNMENT
- 11 IF YOU CAN'T DO THE BREASTSTROKE, TREAD WATER
- 12 A NOTE FROM AUTOMAT
- 13 ABOUT AUTOMAT

# WHAT'S LOST WHEN ALL THE STORES CLOSE

Let's look at what we lose with most retail being closed. Beyond just being a physical location where people can purchase, physical stores bring a lot to the table that you might not have considered in all this. So let's look a little closer at what's lost when your stores close indefinitely.

## Sales People

When you walk into a store, someone greets you, this friendly 'how can I help you' is so ingrained into our cultural consciousness. You might not know what a store is or sells. Sales people intro you to the brand and products and guide you towards the products you need via conversations. In the physical world this literally means guiding you to the specific aisle where the product you need is.

## Product Education and Recommendation

From there sales people help you find the specific product by asking a series of questions to narrow down your needs and guide you down the purchase path. Making product recommendations based on the needs you expressed and their product expertise. Sales conversations build trust and your reinsure that customers come back. Instore experiences give customers the confidence and reassurance in what they are buying.

## Repurchase

When you go into a store, you learn about brands and products. You also might not like to admit it but more and more people shop in-store to buy online. This is also the behavior that builds brand affinity and repeat purchasing. A good sales conversation could make a lifetime customer out of someone.

**To sum it up:** this is the value not only you as a business owner lose when your stores close but also the value your customer loses. Stores drive conversion, upsell, lifetime value, and repurchase.

It's *stressful*, we know. Let's focus on what we can do to fix it:

# PIVOT TO ONLINE FAST

If you don't have an eCommerce or strong online game, now's the time to build one. The reality is that we could be living like this for months, and without a doubt this will shape the future of how consumers shop for the near future at the very least. Brands are pouring all their focus into their sites and digital channels. It seems simple to mention it but if you are having doubts about the effect this will have it's time for a reality check:

**this is going to change the world—and especially eCommerce—forever.**

# FIND YOUR ESSENTIAL ONLINE TOOLS

Now more than ever is the time to invest in tools to beef up your online shopping experience. Consider all the little nuances and subtleties that are lost in the in store experience being gone. No more sales conversations, no way to touch things physically. It's hard to buy groceries right now let alone try to figure more complex purchases. Without those vital sales people on the floor literally guiding people by the hand it's next to impossible for customers to get the same level of product education as they would in store. Here's a list of incredible tools that can help bring the real life experience to your web experience.

- [Sampler](#) | Touch and try products samples
- [Automat](#) | Conversational AI that sells
- [YouCam](#) | Beauty virtual try-on
- [3dlook.me](#) | Apparel virtual try-on
- [Wannaby](#) | Footwear try-on
- [Slyce](#) | Visual Search & Product Recognition AI

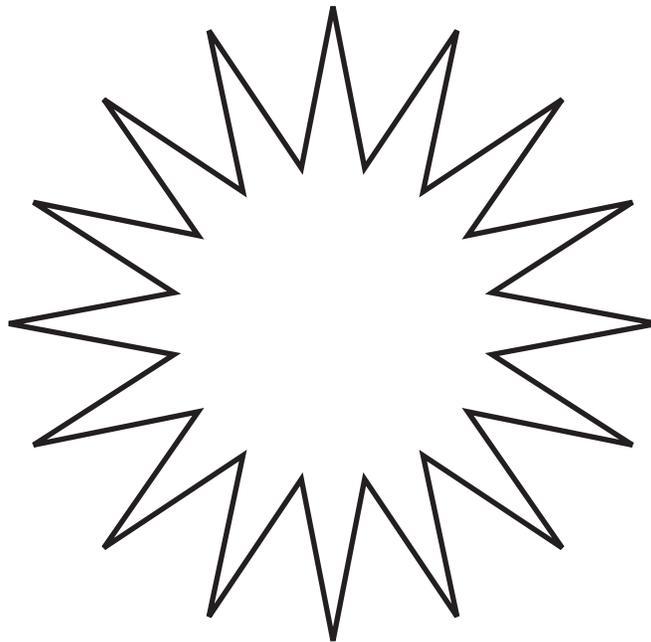


# STAY PRESENT ONLINE

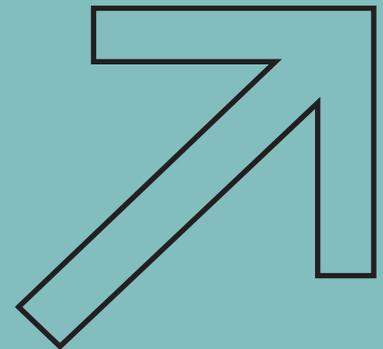
Everyone is trapped at home in the same situation as you. Now is a time to show your brand's humanity. Give company updates from your living room. Go live on instagram, let your company's thought leaders take over. Give your account to an influencer for the day. One thing is for sure: this is no time to clam up and do nothing and be forgotten.

# TAKE ACTION

It's time to go *guerrilla*, trust your gut and look for the small wins. These are unparalleled times and the companies that are keeping their heads above water, or even growing right now are those that move quickly and adapt. Some industries are even booming right now. The question you must ask yourself is: what is the most relevant offer I have to people right now. **What are the biggest pain points that my customers are facing.** What can I put front and center that will create business immediately.



# UPDATE YOUR COMMS AND RESOURCES



Is your business affected by the crisis? Are there things you need to communicate? Now's a great time to update your FAQ. Considering adding a COVID section to update people about sudden changes, work place safety or shipping delays.

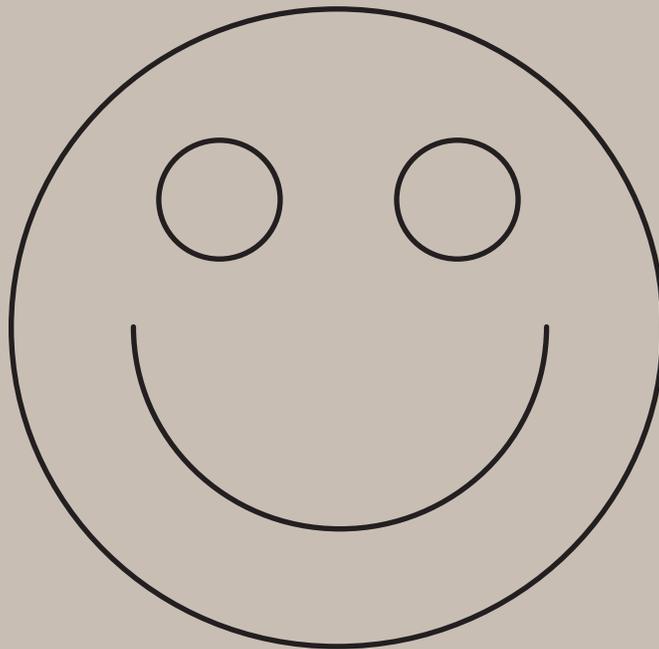
Here are a few communications tools that can help direct people questions to the right places:

- **Hello bar:**  
Make announcements on your homepage, direct people to the info they need.
- **Unbounce:**  
Make quick landing pages for special offers or updates
- **Klaviyo:**  
Good for Email but also great for eCommerce growth.

# DON'T OVERTHINK IT

We get it. These are unconventional times. The most important thing in all this is to stay calm and not panic. It might sound simple but staying positive and level headed is ultra important right now. Panicking leads to paralysis, paralysis leads to spinning out and inaction. This is no time to overthink and stall.

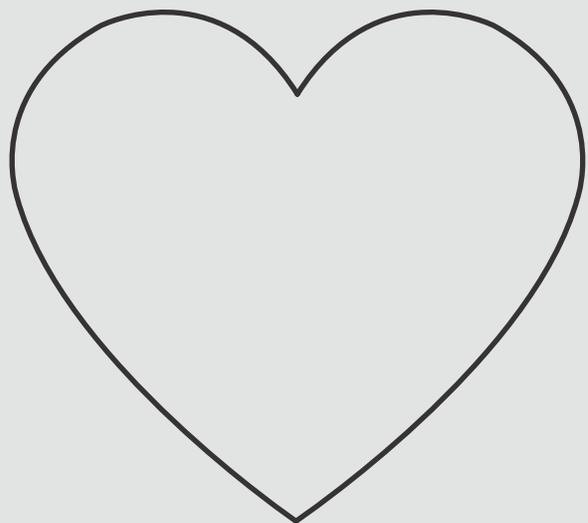
**You've got this.**



# CAN YOU HELP?

The world is in a crisis, this is a good time to ask yourself (and your company) what *can we do to help?*

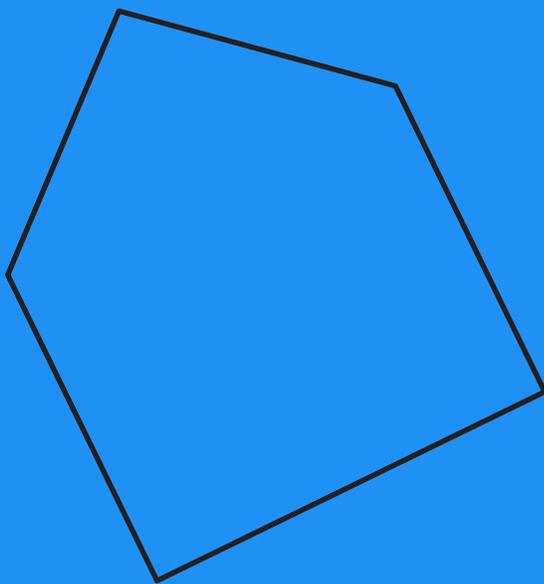
Brands are quick to ramp up their mission statements and reiterate their values, but the ultimate decider in this will be very simple: is your product relevant to people's needs right now? If the answer is no you might want to consider pivoting or creating a side tool that can actually help. Providing actual value right now is the best thing you can do right now for your business, your customers and for the world.



# DON'T BE OPPORTUNISTIC

It might sound obvious but now is not the time for pushy sales tactics, tone def PR campaigns that are all about you, you, you. No one cares on the best of days, and especially not right now. The unfortunate truth is that unless you are helping people with an immediate problem you will get lost in the noise. **Be careful with shoehorning the Crisis into your comms.**

Subtlety in tone right now is very key. Ask yourself if your email or announcement is actually helpful and of value at this very moment. Actions speak louder than words right now. Are you actually doing something? Or are you just communicating because everyone else is.



# CHECK IN WITH YOUR LOCAL GOVERNMENT

Depending on what country you live in there is support for businesses. From loans to compensation for businesses suffering. Many governments are also looking for companies that can reorient and help in the fight vs COVID right now. Do you have manufacturing capabilities that can? Do you have digital tools that can help? You have equipment or facilities that can be rapidly re-tooled to meet medical needs? Do you have skilled workers who are able to respond and who could be available for work in the current circumstances?



# IF YOU CAN'T DO THE BREASTROKE, TREAD WATER

Things are incredibly uncertain right now, but the important takeaway is this: **do whatever you can to keep your head above water.**

Things will get easier over time, but the most important thing is that you take it day by day and do what you can everyday to keep business rolling. If you can make your business grow in these times. Great, congratulations. If you are just keeping things afloat for the time being, congratulations also! Hopefully this guide will give you some ideas, and some positivity. Most importantly: *keep your head up. You got this!*



# ♥ A NOTE FROM AUTOMAT:

Humans rely on sales conversations to solve problems. So what happens in a world where all the demand falls on your website? Businesses need to prepare for the more complex online purchase conversations.

Our mission is to bring the power of sales conversations online. Automat's conversational AI brings the power of in-store conversations to your website, personalizing the shopping experience to your customer's exact needs.

We feel an enormous responsibility to help businesses small and large who are struggling right now, so we are doing our part by offering retailers to try Automat risk-free for 3 months. We'll get you live in 1 month and prove it works over 2 months 100% satisfaction guaranteed.

**GET INFORMED**

# ABOUT AUTOMAT:

Automat is a conversation company. We bring the power of sales conversations to your eCommerce— at scale. We help you sell more by simply talking with customers, learning their needs, and personalizing products to their exact desires. We're driving 3X more sales, 90% customer satisfaction and 35% ARPU for brands like Sephora, Estée Lauder, Unilever, Vichy, Amika and more.

We're here to help you keep that invaluable connection with your customers in this difficult time.

