

# REIMAGINE YOUR BUSINESS

The Journey to the Next Normal

# WE ARE ON THE JOURNEY TO THE NEXT NORMAL



The Covid19 outbreak is reshaping our behavior globally - online and offline.

Following McKinsey insights: "A shock of this scale will create a discontinuous shift in the preferences and expectations of individuals as citizens, as employees, and as consumers"

## **Are we ready as a society? Is your organization ready?**

These shifts and their impact on how we live, how we work, and how we use technology are emerging: new socialization (from Italian flash mobs on the balcony to family calls on Skype), new habits (from Smart Working to online delivery across industries) and new fears (from wearing gloves and masks to the entire internet collapse).

## **Will you want to shake hands with a SalesRep in the same way when it's all over?**

The near term focus is essential, but don't lose sight of your longer term goals. We are facing a disruptive shift to online retail both for B2C and B2B channels: Amazon is hiring 100,000 distribution workers.

There is a massive paradigm shift occurring, where this world crisis is introducing a new technological paradigm in our everyday lives.

## **Crisis shows us our true self: Our Strength, Our Weakness, Our Vulnerabilities.**

And in this new era, in this world of no contact, online commerce is on the edge of a giant leap forward, regardless of industry.

The lockdown has shown the need for companies to have access to an independent distribution channel online.

## **We have the opportunity to lead this change and make a real difference**



# REACTING IS NOT ENOUGH WE NEED TO REIMAGINE



SARS was considered one of the key accelerators for the adoption of e-commerce in China; one of the pillars which led to the rise of Alibaba.

## What transformations will be driven from the Covid19 outbreak?

Together, we can help you uncover the hidden opportunities of this shocking situation to deliver immediate benefits of this new world order.

BCG SAYS:

**In addition to Reaction,  
organizations need  
to focus attention on**



**3 more important R's:**

**Rebound**

**Recession**

**Reimagination**

The crisis has revealed not just vulnerabilities, but opportunities to improve the performance of businesses.

The demand for some categories is increasing, customers are asking for things that are not currently available. Everyone wants everything online.

**Are we ready to listen to the signals  
from our audience?  
Does your organization have access  
to those signals?**

Organizations need to identify and support these new growth pillars with a "growth hacking" mindset.

#### SOURCES

- <https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business?cid=other-soc-lkn-mip-mck-oth-2003--&sid=3203869062&linkId=84444367>
- <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/beyond-coronavirus-the-path-to-the-next-normal>
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- <https://www.gartner.com/document/3981286?ref=covid-rc>

# CREATE DIGITAL EXPERIENCES COOL INSIGHTS

Leveraging technology we can create new online experiences that will drive us and our companies out of the crisis.

## PLAN

Identify a sustainable change path and pace for your organization, your people and your scale. Create different priorities and strategies for each part of your business.

01

## LISTEN

Listen to your customers. The signals of demand are there. Ask for feedback and offer support.

02

## EXECUTE

Focus on a tactical approach to collect easy wins, build endorsement, energy and enthusiasm.

03

## TRANSFORM

Be ready to double down and transform. Support your network with new digital tools.

04

## ENGAGE

Enable your B2B and B2C customers with an omnichannel solution. Engage your audience.

05

## DESIGN

Foster online assisted selling, leveraging configurable content with dynamic content management solutions, to deliver exactly what your customers need.

06

## AUTOMATE

Offer your customers the ability to configure, price and quote online autonomously.

07

## EXPERIENCE

Provide custom online experiences based on user knowledge, roles and expectations.

08



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