

Why Retail Industry should use low-code solutions to revolutionize business processes?



Low-code development allows for innovation to happen at an incredible pace. With the competitive nature of the retail industry strategically targeted low-code solutions can help retailers immensely.

Low-code development platforms like Mendix can help retail businesses significantly accelerate application development to meet the immediate need for new software.

Challenges faced by retail businesses

Digital transformation: Retail enterprises face several challenges in their Digital transformation journey e.g. Efficient supply chain management, Meeting customer expectations, Building insightful customer data, etc.

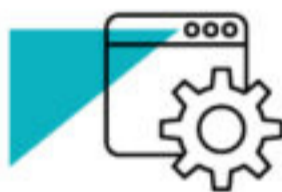
Offering personalized services: Retail organizations with insufficient consumer data often struggle to provide a personalized experience to their customers.

Highly fragmented IT landscape: Because of multiple legacy systems in place, retailers face the challenge of managing IT landscape that is highly fragmented and inefficient.

Supply chain management: There are some supply chain challenges that eCommerce retailers continue to tackle on a daily basis like Increasing freight prices, Difficult demand forecasting, etc.



How low-code solutions help retailers overcome these challenges



Easier application development

Low-code development allows business users to build custom solutions with innovative functionalities in less time than traditional coding.



Faster time to market

A low-code retail app will also be great for increasing sales by delivering relevant discounts and promotions to customers' phones as they go through a store or shop online.



Improved customer engagement

A low-code retail app is great for increasing sales by delivering relevant discounts and promotions to customers' phones as they shop online



Increased Productivity

You may drastically improve productivity and minimize expenses associated with manual operations by automating processes using low-code.

It's time for retailers to embrace low-code and digitize their operations in a sustainable, scalable, and cost-effective way.

Emergys can help you digitally transform your retail business for improved efficiency and productivity. Contact us now.