Category

Enterprise Transformation

# Retail & E-Commerce Digital Transformation Playbook

Unifying the shopping experience across channels instead of running separate digital and physical businesses

- Practitioner
- Intermediate
- Template Included


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- 3 minute(s)

## Overview

A framework for retail and e-commerce digital transformation that genuinely unifies the customer experience, inventory, and operations across online and physical channels, rather than treating digital and physical retail as separate businesses with separate systems and separate customer relationships.

## How is this different from the general Customer Experience &

Omnichannel Transformation Playbook already in this series? That playbook covers omnichannel customer experience broadly across industries. This one is specifically focused on retail and e-commerce's particular operational challenges — unified inventory,

fulfillment, and channel economics — that go beyond customer-facing experience alone.

Isn't running separate digital and physical retail systems simpler

to manage? Simpler operationally in the short term, but it produces a fragmented customer experience (inconsistent inventory visibility, disconnected loyalty, inconsistent pricing) that increasingly costs retailers competitively as customer expectations for unified experience continue rising.

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