

Gina Whitt

United States

View the full portfolio at <http://www.thecreativefinder.com/>

Professional Experience and Curriculum Vitae

Please kindly get in touch for more information.

Previous Clientele

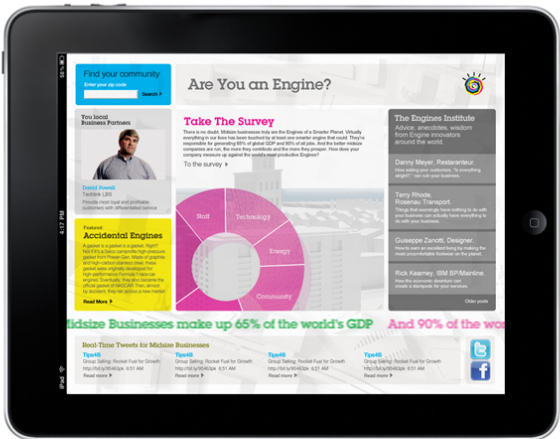
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Awards and Accolades

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Customers today expect more from the retail experience.

Fortunately as a midsize retailer, you're being presented with opportunities to outperform competitors on many levels. You are more nimble. You are more likely to respond faster. And your competition is no longer just local and regional stores, but sellers on the other side of the world. Competition is fierce, but forward-thinking midsize businesses like yours are no longer relying solely on technology to deliver on all their demands. You're able to use the best services and solutions to save costs, improve your bottom line and ensure long-term success on a smarter planet. This is where IBM and our Business Partners come into play.

49% of midsize retailers realize growth depends on efficiency and cost reduction
71% plan to grow by expanding their customer base
86% believe IT is critical to better interact with suppliers and partners

Four ways to build customer satisfaction:

1. Gain visibility. Analytics help visualize your visibility into customer buying behavior and performance across the entire enterprise. Business intelligence helps drive more customer demand, work the right inventory and build an exceptional shopping experience. From demographic to sales, analytics address customer patterns to meet our multifaceted - including those and administrative costs. Data workshopping then helps systems across your entire sales, so customers, warehouse management and call centers. These Business Intelligence solutions can be integrated with other systems, which help to ensure that customer data is used across the organization, resulting in better financial management, improved inventory and happier customers.
2. Manage inventory better. A unified and optimized view with master merchandising. With a single view of the supply chain, you can improve efficiency and visibility to everyone. You can enhance inventory and financial management to meet customer demands. And you'll be better informed to lower costs by discounting excess stock and to provide for all your customer needs, such as better pricing and warehouse management. IBM and our Business Partners help realize efficient inventory based on customer demand to the appropriate channels, while meeting merchandise from the supplier to the store.
3. Unify customer experience. By integrating your channels - in-store, online, call centers and mobile - your customer can shop however, whenever and wherever they choose. This results in a consistent, seamless experience that fosters loyalty, satisfaction and efficiency. IBM and its Business Partners offer Multi-Channel Retailing Solutions. They offer integrated order management and fulfillment, as well as product, item, generation, a customer system to help enhance your online presence. IBM Worklight. Customers provide the nearly top small commerce site and is an affordable, get complete, solution designed to help midsize companies do business online.
4. Simplify shopping. Customer want to have that purchase experience to going to be quick and easy. IBM and its Business Partners offer Smart Optimization & POS / Point solutions that can improve the use of checkout. IBM tools provide customer self service and faster employee-to-customer service. POS solutions can help systems spending by tracking sales against your store inventory. Because of IBM's extensive experience in this area, they have been named the #1 vendor choice for POS / Point solutions. Streamline operations, reduce line wait by integrating supply chain and inventory information into the company, and reduce employee training and management on each register.
People follow trends. Data predicts them.
A supply chain can move an entire business forward.
Be flexible enough to evolve with customer needs.
Revolutionizing retail one checkout at a time.
Build-A-Bear, Mc Max, Emating's Family, Rebel Sport.
IBM Capex will... give more information they need to make the right decisions for our business. - Bruce A. Burt
(Wish) Category Profit Management, a comprehensive sales system... was critical, giving us knowledge for maximizing the system. - Mr. Max
70% of online orders are picked up in store. And 1/3 of those customers buy more at pick up. - Rosemary's Bazaar
"The upgrade has been one of the best things ever to happen to Rebel Sport... [It] helps me drive our business more efficiently and deliver meaningful performance reports." - Steve Morrison, NSD

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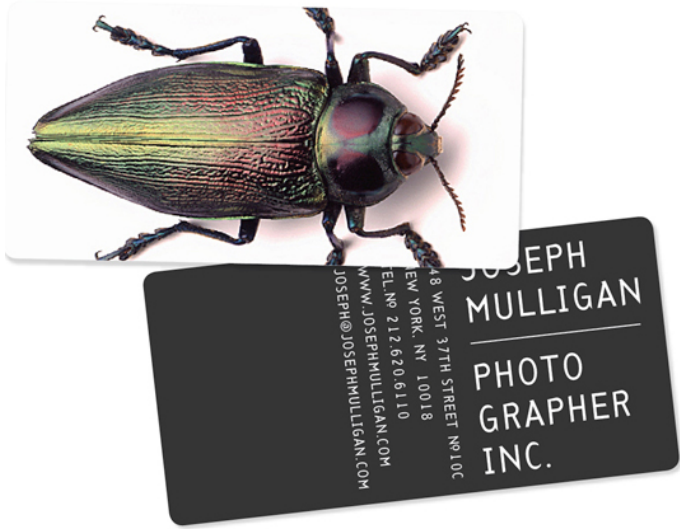
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