



## CEO Insight – Retail Trends

### The Power of Knowledge for Retail Operations Success

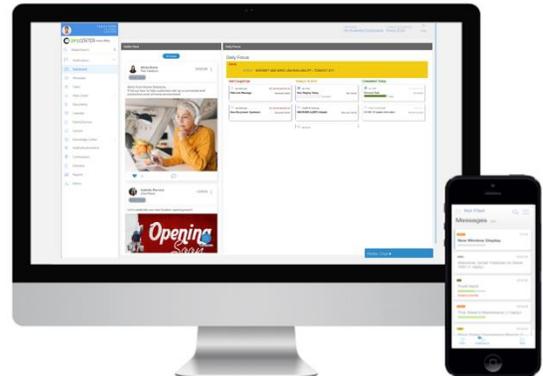
**By: Janet Hawkins, CEO & Founder Opterus Inc.**

2020 seemed like it lasted for years and 2021 seems to be flying by a warp speed. I am looking forward to 2022 and having some sort of normalcy back in our personal lives, and our work and shopping experiences.

Obviously over the past several months it has been imperative to communicate with associates on all things pandemic: preparing stores for customers, new pandemic procedures, etc.

One thing that hasn't changed and continues to be important is communicating corporate initiatives and product knowledge to associates. There is a huge advantage to retailers having associates well educated and prepared to face and work with consumers who come into the store, often having done their homework. Your associates are frequently the first and only contact your brand has with the consumer. A knowledgeable and capable associate can mean the difference between a delighted customer or one leaving irritated with no purchase.

There is an increasing trend of consumers who arrive at the store having researched their targeted purchase and expecting the associated to provide them with even more information. And, like anything on the internet, you can't believe everything you read so having the associated armed with the correct information can help them guide and encourage purchases at the store. It can also improve the shopping experience and help build relationships with your brand to drive greater sales in the future.



Having the right tool in place to educate associates on product and brand information is essential for store associates to improve service, sell more and be more productive and valuable

If you aren't using the Opterus solution for product knowledge reach out to your Account Relationship Manager to learn more about incorporating the Knowledge Base module.

For the latest news about Opterus, please make sure to follow us on social media: Twitter at <https://twitter.com/opterus> and LinkedIn at <https://www.linkedin.com/company/opterus-inc/>



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