

Six New Rules For Competing in the Age of Amazon

MODERN BUSINESSES PLAY BY A DIFFERENT SET OF RULES. TO WIN, BUSINESSES MUST RETHINK HOW THEY COMPETE IN SIX CRITICAL AREAS.

PRICING

In the Age of Amazon, everything must be priced with purpose.



1% price increases mean a 8.7% increase in operating profits, yet up to 30% of pricing decisions fail to deliver the best price.¹

PRODUCT SELECTION

In the Age of Amazon, options are expected.



80% of people visiting a store with an intention to buy, leave without a purchase due to unavailability of a particular size, color or model.²

EXPERIENCE

In the Age of Amazon, experience is everything.



9 out of 10 customers expect to receive a consistent experience over multiple customer contact channels.³

AGILITY

In the Age of Amazon, agility matters.



65% of business leaders say improved agility leads to better customer satisfaction and loyalty.⁴

REACH

In the Age of Amazon, every business can and should be a global business.



86% of tech-enabled companies engage in at least one cross-border activity.⁵

TECHNOLOGY

In the Age of Amazon, old-school tech is a recipe for extinction.



77% of businesses believe cloud technology gives them a competitive advantage.⁶



70% of small and medium-sized businesses generate more revenue from accurate, immediate customer data.⁷

Sources:

1 Forrester 2015

2 <http://blog.mirakl.com/importance-large-product-catalog-marketplace>

3 Source: Nucleus Research 2015

4 <http://www.ecommercetimes.com/story/84731.html>

5 MGI Global Startup Survey 2015

6 Verizon 2015

7 SiriusDecisions 2016