

# The role of technology in extreme sales situations

## An extreme situation is....

**THE time for any business that forces you to:**

- take fast decisions
- shift your production
- re-define channel strategy
- Redesign - adjust marketing efforts
- drastically increase / decrease your sales

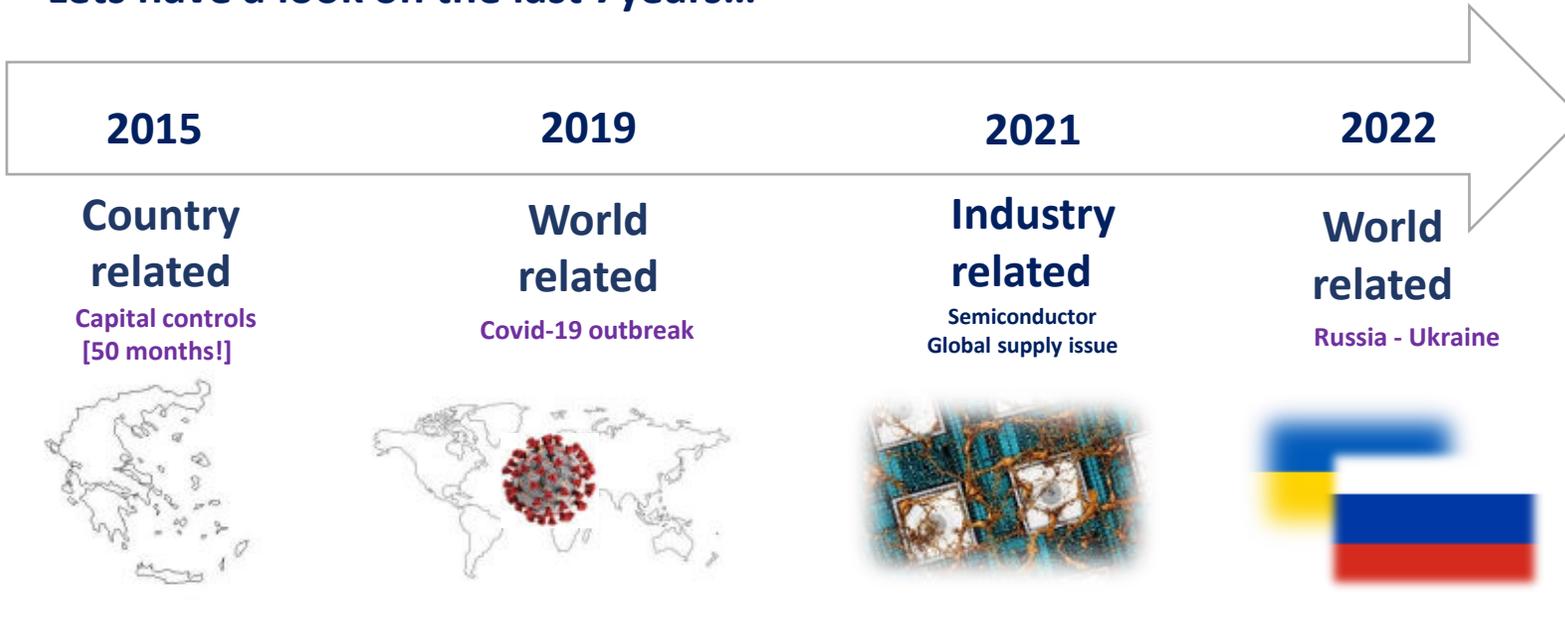
**THE time that can change every dynamic of your business.**

- the formation of teams
- roles of team members
- faces of leadership
- even the business model of your product or service.



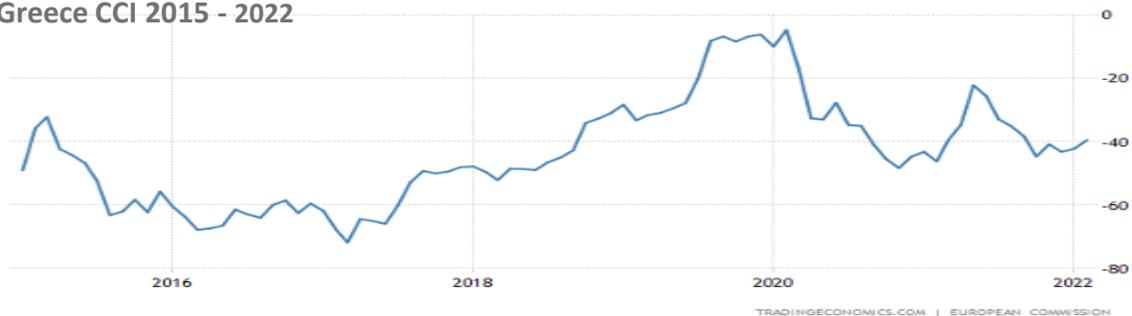
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Lets have a look on the last 7years...



Almost every year various business and industries are exposed to uncertain and unpredicted situations

Greece CCI 2015 - 2022



The route cause of “Extreme sales situations” varies significantly.  
In most of the times with an obvious effect on Consumer Confidence Index.

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## When challenge is coming...

### Honesty

#### The most valuable asset

Share important details of the situation with team members.  
Avoid panic. Inform and educate about new approaches and get prepared.

### New ideas

#### fuels up the team

Management team can not know everything!  
Focus on a finest plan (but keep alternatives)  
Too many plans will create confusion.

### Alignment and

#### Top mgt consensus

Officially share and discuss plan.  
Empowerment is required for speed on decision making.

## During the challenge...

### Manage the information and have the right set of data

Helps you take better decisions and analyze sales trends

### Have the right communication tools

On time and accurate flow of communication can guarantee strategy implementation.

### Be close to your team

An extreme situation is emotionally over whelming

## Identify items that are under your control

Instead of focusing on what you don't have, take full control of what you already have.



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An extreme situation may introduce a tectonic shake in the market. Changes occur on product, services but also consumer behaviors.

E-commerce growth was centered on companies that can deliver with speed and show greater product diversity

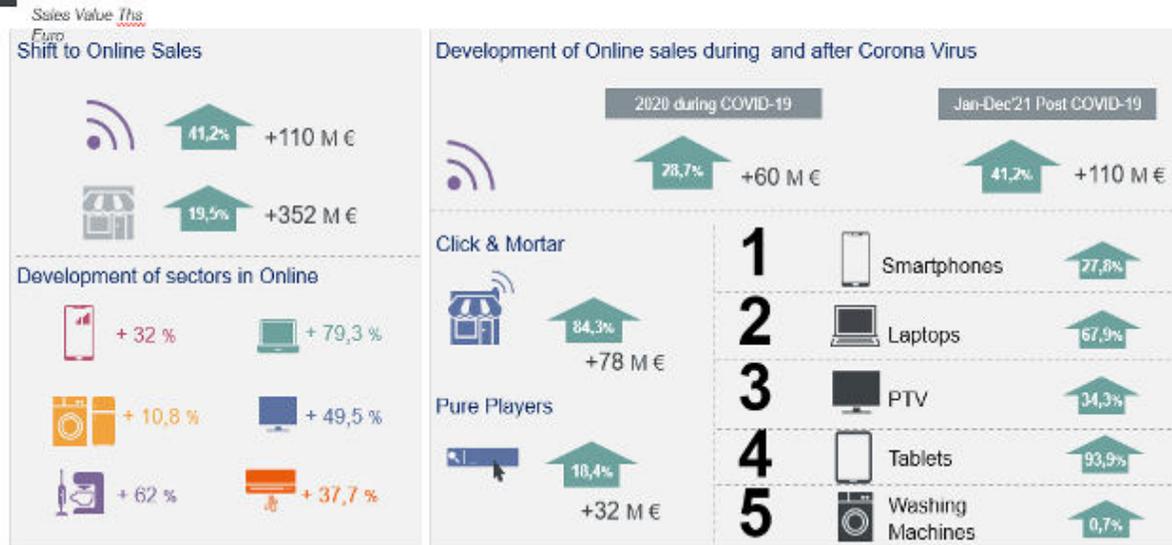
“We saw 10 years of e-commerce growth in just a span of 3 months due to covid-19” (McKinsey 2020)

The number of SOHO newly entering shopify (global e-commerce platform) increased by 71% between Q1 and Q2 in 2020 (Source: Bloomberg 2020)

## Shift towards Online purchasing in Greek TCG Market



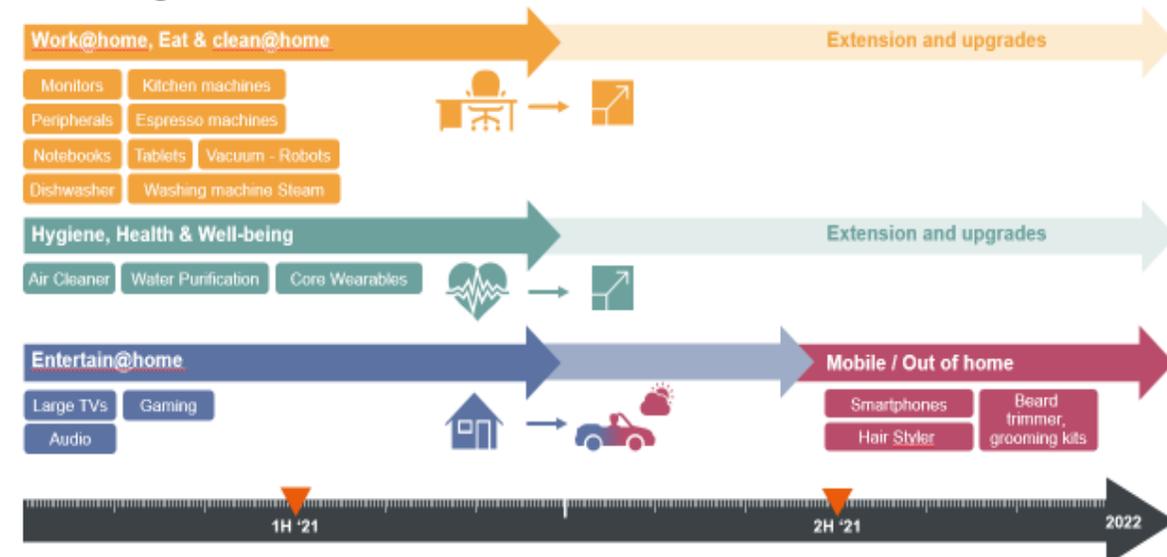
Online is “here to stay” with continuous growth in 2021



## Pandemic-borne pockets of growth



EMEA region

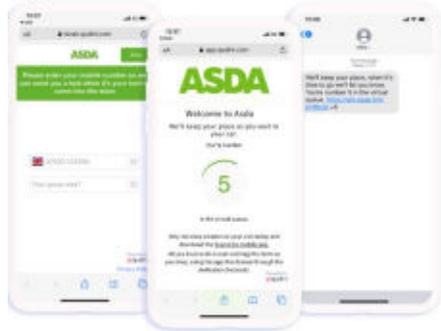


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Technology contributed significantly in reducing consumers concerns about covid-19 infections and ease up buying process

Mobile apps as well as AI and robotics played a significant role in managing the “extreme”

## Virtual queuing



British super market chain ASDA and Sainsbury developed an app that lets customer to virtually queue and receive notification about their turn

## Touchless payments

57% of consumers responded that touchless payments will affect their shopping behaviors and 34 % said they will not visit stores with out free payment system Source: Paypal 2020, US

### Touchless Vending Machines



Coca cola launched a touchless vending machine. The machine was provided to F&B franchises such as Wendy’s  
Buy your drink with out physical contact Just synch the phone with the machine

## Training

Training is a vital part of preparing and coping with a crisis effectively. Access to this training must be in a dynamic way, and you can do it by creating a mobile app.



## In store solutions - Robotics



AB Vassilopoulos robot Pepper promote safe shopping during covid-19!

## In store solutions - AI



Using AI Amazon has enhanced an new shopping experience.

Samsung+ Online Learning platform is specially designed for mobile devices, which are the devices that users used more through the pandemic.

The platform supports the mentality of asynchronous & synchronous self-learning, as the users can be trained in their own time and convenience, or even trained through live webinars

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Without web conferencing and connected device experience many industries would have been be seriously harmed. Due to widespread smartphone and Tablet penetration, computer access and high-speed internet connections, businesses continued being productive.

## Active communication using video/voice/AR

Productivity kept on acceptable levels due to business phones and tablets successfully replacing computer on several occasions.



## Social Media

Social media proved quite effective. Companies must take advantage of social media platforms and incorporate them into their “emergency” management plan. Used to send important information to consumer in real time.



## Ecosystem use – Remote Working



Samsung ecosystem is designed for devices to seamless cooperate with one other, whether that’s using a Samsung tablet as your second screen, quickly sharing files with the press of a button or pick up calls wherever you’re working – and whichever device you are working on.



[Samsung DeX](#) is a software platform that extends your smartphone or tablet into a desktop computing experience – taking multitasking to the next level.

## 5G connectivity – Speed of information

5G is a necessity for fast communication and data exchange in almost real time speed. A building block for advanced technologies like AI, Robotics and AR/VR.



Bandwidth > 1Gbps vs 200Mbps (4G)  
 Maximum Speed: 10Gbps vs 100Mbps (4G)  
 Latency: <10millisecond vs 20-30 millisecond (4G)  
 Connection Density: 1mill devices/ km2 vs max 0,1mill (4G)

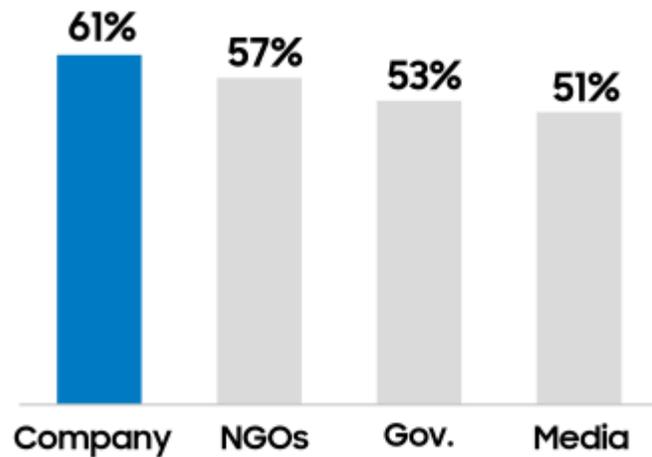
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Crises and extreme situations are unpredictable and put a lot of stress to the organizations and individuals...

..but it can leave you with some better outputs!

Share of consumers who think the following company /institution is highly reliable

Tech companies efforts to minimize spread of covid-19 earned higher trust compared to the gov't.



Source: Edelman Trust Barometer (October 19 to November 18, 2020 Respondents in 18 out of 27 countries)

following the COVID crisis...

45.6% of global respondents need to make more use of technology and digital transformation

78% of businesses intend to maintain or increase their levels of investment in technology over the next 12 months.

Source: Grant Thornton's [IBR data](#), (International Business report)

It is important to learn to identify those things that **supported your business during challenging times** and use them for your business sustainability and growth!

Thank you!