



# In-Store Excellence Maturity Model

In the ever-changing world of retail, staying ahead of the competition requires a fresh and innovative approach that goes beyond traditional methods. Today, customers expect more than just simple transactions; they want engaging and seamless experiences. Retailers must not only be adaptable but also proactive in their strategies, orchestrating operations that delight modern consumers.

As we delve into the core principles of in-store excellence, we introduce a comprehensive model that transcends technological limitations. Rooted in global best practices and driven by deep industry expertise, this framework helps you navigate the complex world of retail, guiding your business toward increased operational efficiency and customer satisfaction.

## The retail landscape transformed

Retail, once seen solely as a series of transactions, has transformed into a complex ecosystem where metrics such as foot traffic, conversion rates and sales are just part of a much broader narrative. In today's landscape, retailers face the challenge of managing inventory, addressing inventory issues and optimizing stock levels, all the while dealing with the complexities of diverse products and a constant stream of shipments and returns. Customer interactions have evolved beyond simple transactions. They now involve understanding customer profiles, analyzing nuanced buying behaviors and implementing dynamic segmentation strategies.

Similarly, the retail store itself is a carefully designed environment where factors like such as layout, foot traffic and conversion rates are interrelated, influencing restocking rates, checkout procedures, and the accuracy and compliance of RFID scanning.

## The pinnacle of in-store excellence

Our In-Store Excellence Maturity Model is the key to unlocking retail's future. This model not only assesses your current standing but guides you on an immersive journey towards operational excellence. It's a journey that, when fully embraced, will provide a competitive advantage that goes beyond conventional limits.

## Pillars of the maturity assessment

We have structured this assessment around six pillars, ensuring a comprehensive evaluation of your retail operations.



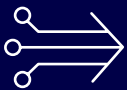
### Customer experience and engagement:

This pillar includes all aspects of the customer experience during in-store purchases. It evaluates every step—from greetings to the checkout process and returns—to establish the model.



### Store aesthetics and layout:

The cleanliness and maintenance of the store's floors, shelves, windows and restrooms are critical. Every customer seeks an organized store where they can easily find what they need. Therefore, store location, appearance and accessibility are crucial factors that influence customer loyalty.



### Product and service management:

This pillar focuses on how effectively the store presents its products to maximize sales and how easily customers can purchase their desired products. These elements are explored and evaluated along with products, sales and promotions.



### Employee engagement and satisfaction:

This aspect involves identifying and assessing employee satisfaction within the company. From promoting a productive work environment to implementing reward and bonus programs, it's essential to ensure that employees feel fairly compensated for their efforts.



### Store operations and logistics:

This pillar examines the store's implementation of loss prevention and security measures, as well as the efficiency of stock rotation. It addresses logistics and store stock management aspects to develop strategies that enhance impact and effectiveness.



### Omnichannel strategy:

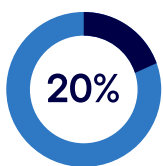
This category encompasses online order fulfilment, customer visibility, in-store pickup options, mobile app integration and sales channel synchronization. It aims to provide a seamless shopping experience across all channels.

## Purpose and benefits of this model

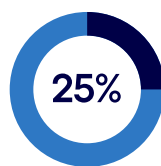
### Purpose

The purpose of this model is to assess the maturity of an organization in different areas around in-store excellence, identify opportunities, create a prioritization diagram and define a clear roadmap. We will help clients enhance their capabilities and effectiveness in these areas, leading to improved performance, efficiency and outcomes. The maturity model also provides a structured and methodical approach to assess, benchmark and enhance an organization's performance and capabilities, fostering a culture of continuous improvement and excellence.

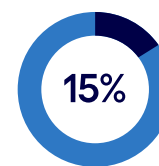
### Benefits



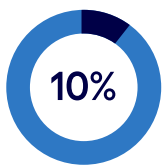
Decrease in operational overhead



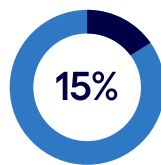
Improvement in customer experience



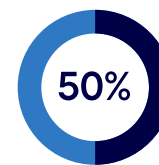
Increase in returning customers



Increased profitability



Higher employee satisfaction and retention



Reduction in products not on shelves

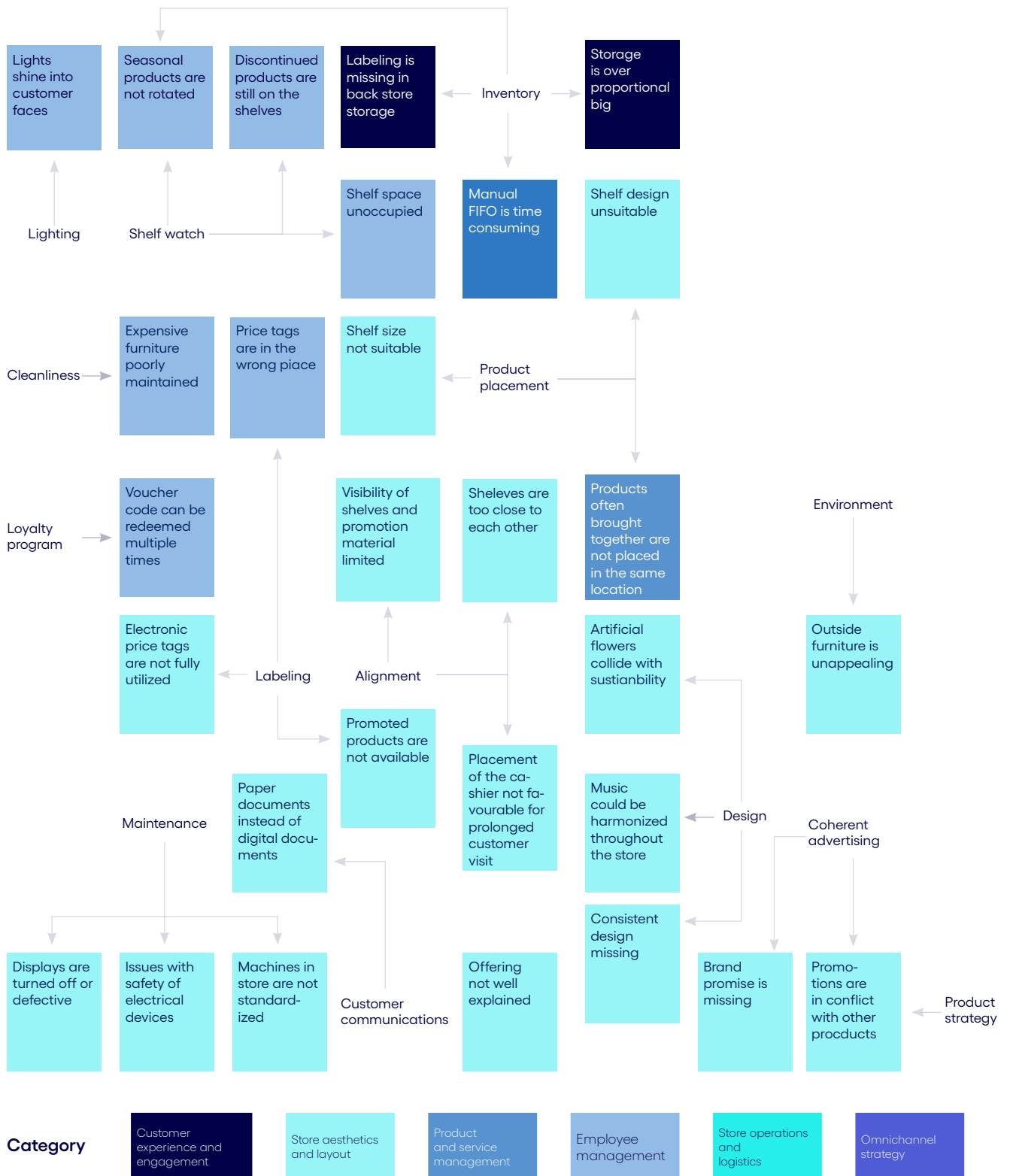
### Deliverables

During this rapid assessment, we cover three key deliverables:

- Opportunity diagram
- Prioritization matrix
- KPIs

## Opportunity diagram

This tool is used in in-store excellence to identify potential issues that may arise if categories of the maturity model are not implemented. It helps identify which projects should be prioritized and which are most likely to provide the greatest benefits to the organization.



**In-Store Excellence Opportunity Diagram**

## Prioritization matrix

This prioritization matrix is a tool to systematically evaluate and prioritize options or alternatives based on multiple criteria. It offers a structured approach to decision-making, particularly when addressing complex problems or assessing various projects, tasks or concepts. Informed decisions can be made regarding which options to pursue based on the ranking. Top-ranked options are those that align most closely with the criteria and hold the greatest potential for achieving the desired objectives.



**In-Store Excellence Prioritization Matrix**

## KPIs

Cognizant ensures that the client receives measurable metrics by establishing relevant key performance indicators (KPIs). For each subcategory within the maturity model, we have identified a minimum of three KPIs to assist the client in achieving the following outcomes:

- Access objective evidence of progress toward desired objectives
- Measure the intended parameters to facilitate informed decision-making
- Enable comparisons to gauge performance changes over time
- Monitor performance metrics
- Foster alignment of individual and team efforts toward specific goals

Question	Level	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5	KPI 6	KPI 7	KPI 8	KPIs (Table checked, integrated or modified)
How well can your organization create and pivot marketing and sales strategies?	1	•	•							<ul style="list-style-type: none"> <li>• Marketing channel performance</li> <li>• Market research effectiveness</li> <li>• Digital marketing performance</li> <li>• Consumer segmentation accuracy</li> <li>• Marketing automation efficiency</li> <li>• Cross-functional collaboration score</li> <li>• Continuous strategy optimization rate</li> <li>• Omnichannel engagement index</li> </ul>
	2			•	•	•				
	3						•	•	•	
How customer-centric is your company's operating model?	1	•	•	•						<ul style="list-style-type: none"> <li>• Customer satisfaction score (CSAT)</li> <li>• Customer retention rate (CRR)</li> <li>• Customer lifetime value (CLV)</li> <li>• Net promoter score (NPS)</li> <li>• AI and automation impact score</li> <li>• Customer engagement rate</li> <li>• Personalization effectiveness score</li> <li>• Customer experience index (CXI)</li> </ul>
	2				•	•	•			
	3							•	•	

**KPI recommendations to measure improvements in In-Store Excellence**

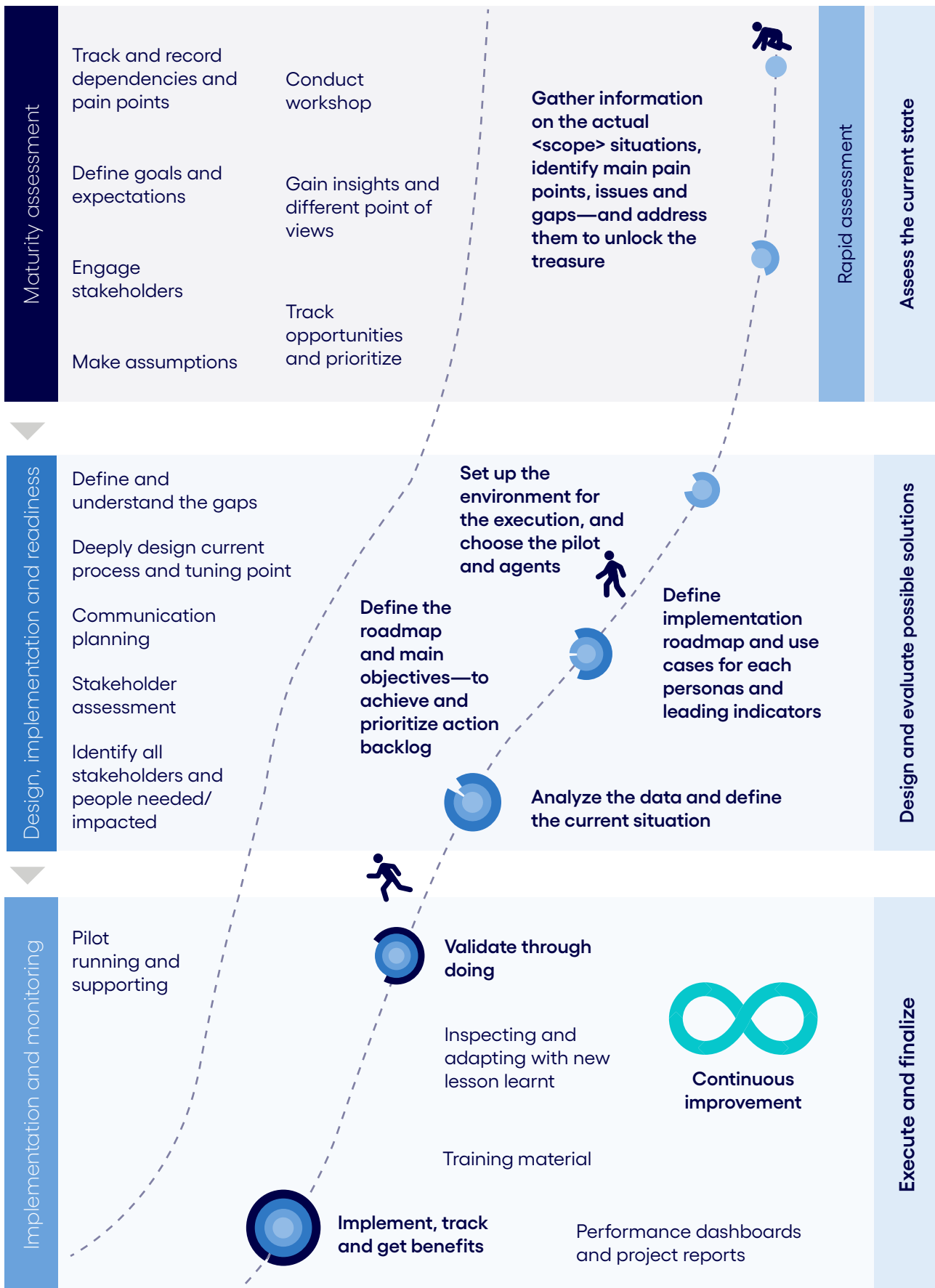
## Our approach to unlock clients' potential

We help clients unlock value within their business processes by harnessing the power of data to discover insights that will guide their transformation journey. In that sense, the maturity assessment is the first step, gathering the building blocks that indicate the current state of their processes. At the same time, we gain insights about their goals and expectations. Using this information, we provide an agile, data-driven and high-level diagnostic approach—to identify the challenges and dependencies that can impact the actions required to bridge the gap between their current situation and their desired outcomes. This is the blueprint that guides the design of the transformation roadmap.

The second stage involves detailed design for enhanced results. This includes prioritizing initiatives and establishing measurable KPIs that define the expected improvements for each project. The roadmap also requires the identification of significant milestones to track progress and the impact of the prescribed measures.

The final step is the implementation of the transformation plan while closely monitoring the deployment of each project—tracking challenges, gains and lessons learned to facilitate agility and foster a culture of continuous improvement.

The image below represents our standard approach to consulting/implementation engagement.



Our approach to unlock all the potential value

## Roadmap

The below roadmap outlines the objectives, priorities and timelines.





In conclusion, our In-Store Excellence Maturity Model is designed to comprehensively evaluate organizations in various aspects related to in-store excellence. It encompasses critical metrics such as foot traffic, conversion rates, transactions, inventory management, product mapping, shipping and returns, customer profiles, purchasing behaviors, segmentation, restocking rates, checkout processes, RFID scanning precision and compliance.

Through this assessment, we pinpoint opportunities, create prioritization diagrams and chart a clear roadmap for our clients. We guide them in enhancing their capabilities and effectiveness in these areas, resulting in enhanced performance, efficiency and overall outcomes. Additionally, this maturity model offers a structured and systematic approach to assess, benchmark and improve an organization's performance and capabilities, fostering a culture of continuous improvement and excellence.

## Authors

**Stefano Montanari**, Head of Retail and Consumer Goods – [Stefano.Montanari@cognizant.com](mailto:Stefano.Montanari@cognizant.com)



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### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

280 Bishopsgate  
London  
EC2M 4RB, England  
Tel: +44 (0)1 020 7297 7600

### India Operations Headquarters

5/535, Okkiam Thoraipakkam,  
Old Mahabalipuram Road,  
Chennai 600 096  
Tel: 1-800-208-6999  
Fax: +91 (0)1 44 4209 6060

### APAC Headquarters

1 Fusionopolis Link,  
Level 5 NEXUS@One-North,  
North Tower, Singapore 138542  
Phone: +65 6812 4000

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