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How service design can drive the digital transformation of the retail revolution

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Abstract

The retail arena is undergoing great transformations, also due to constantly connected consumers with 24hrs access to a global shopping experience, at their smartphone length. What does this mean for traditional retailers? How are new players eroding incumbents' share of the market? How do you re-invent your business and your experience when you don't know who your competitors are anymore? The workshop will investigate these questions and discuss about how a service design approach can help retailers to face these challenges and drive digital transformation in the post-commerce era.

KEYWORDS: retail, digital transformation, shopping experience, customer experience