

COVID-19 influences personal and business life around the world.

There is a saying: "When life gives you lemons, make lemonade", which led us to consider doing just that and sharing that lemonade with you.

Currently, the restrictions within Europe are being relaxed step by step to ensure a path to "normality with restrictions". The first two parts dealt with these limitations and how digitisation solutions can generate added value. Now we want to address the topic of optimizing the B2C business.

In recent weeks, the retail sector has been largely contactless. Many companies, which did not have an eCommerce solution yet, have come up with solutions to stay in contact with their customers to offer goods and services. Now, with the gradual opening of the individual local shops, it is time to think about how to link your online presence with the in-store offer and from this to promote a uniform appearance towards your customers (Omnichannel). For this purpose, it is necessary to use the existing data of your customers, to make the sales process even more personal and to make your offer equally available across all channels depending on the preferences of the customers.

For this purpose, Prodware has created a solution based on the new Microsoft Dynamics 365 Commerce product, together with own product developments, which can be used exactly for this purpose.



Interested? Would you like to know what this solution looks like? Then sign up for our FREE webcast at the end of April. Our experts will present solutions based on digitization technologies that can solve your current problems easily, efficiently and with an eye to the future, as well as take your business processes into a new era.

Join us for a glass of lemonade and [click here to register now](#) and follow our Pink Lemonade webcast series to avoid missing out on other topics.

P.S.: Would you like to discuss this topic right now? - No problem, send us an e-mail with your contact details to info@prodware.de and we will get back to you as soon as possible.