

# TO COUNT OR NOT TO COUNT: Inventory Counting's Impact on Retail Sales and Loss

Traditionally, shoppers have been accepting of items being out of stock when visiting brick-and-mortar stores.

Now, in a digital-first age, a more demanding consumer lacks that forgiveness – and retailers have to answer with the right products in *the right place, at the right time, for the right price.*

## A More Demanding Shopper



Omnichannel availability has changed the power dynamic



Online shoppers can hop from one retailer to another in an instant



Physical proximity is no longer a defining issue

## The Need for Dynamic Inventories



Using retail stores as fulfillment and return centers is optimal



But retailers MUST have an accurate understanding of stock in different places



Inventory accuracy can drive sales growth of 4-8% (ECR)

## Ask The 'Right' Question

It's no longer *"should I count?"*

It's *"can I afford not to count?"*

The future of retail depends on inventory accuracy, and Datascan can help.

To learn more, contact us today

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