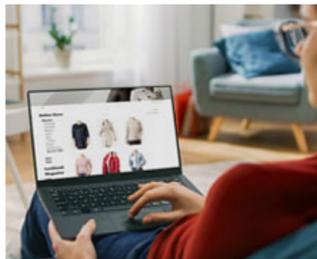


# THE VIEW

**E-commerce | December 2021**



Amid rising pressures to cope with supply chain chaos, operations teams across e-commerce players both small and big are feeling the heat. Tact, technology, and agility are aspects separating this festive season’s winners from the rest. To help you jump the bandwagon, in this edition, we uncover key e-commerce optimizing strategies worth implementing even as we head into the final laps of the season, along with the top technologies in cashierless retail and more.



### [Ways to make the festive season all about your e-commerce business](#)

In the past 18 months, 41% of e-commerce business survey respondents experienced supply chain challenges. Uncover how you can navigate such disruptions through effective operational optimizations for the rest of this peak season.

[Explore](#)



### [Why you shouldn't ignore on-site search quality](#)

High-quality site search functionality was rated as “critical” by 56% of companies. While SEO claims most of your attention, here’s what savvy brands and retailers are doing to up the ante by focusing on on-site search quality.

[Explore](#)



### [\[Report\] What's in-store for cashierless retail](#)

Automated or cashierless checkout systems are a key requirement in this regard for brick-and-mortar retailers to deliver a frictionless and contact-free customer experience. Take a deep dive into the transformative power of these technologies.

[Explore](#)

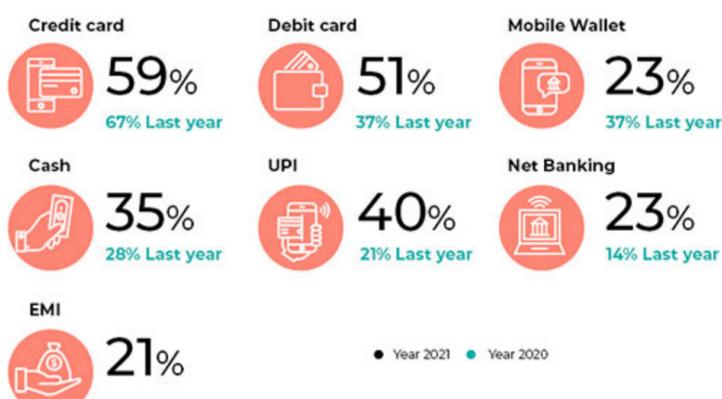
## On beat

- Flipkart, Walmart invest USD 145 million in Ninjacart in online grocery push ([Bloomberg Quint](#))
- Country of origin: 200 Govt notices issued to e-tailers over norm breach ([Business World](#))
- Amazon invests Rs 650 cr in Amazon Wholesale India ([Indian Retailer](#))
- Myntra makes foray into social commerce at scale with 'M-Live' ([Economic Times](#))

## Eye candy

According to the latest report by the Retailers Association of India(RAI), digital and contactless modes of payment is witnessing surmounting adoption.

### The 2021 Festive Consumers' preferred Modes of Payment



● Year 2021 ● Year 2020

Source: The Festive Shopping Index 2021 by RAI & LitmusWorld

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