

THE VIEW

E-commerce | December 2021

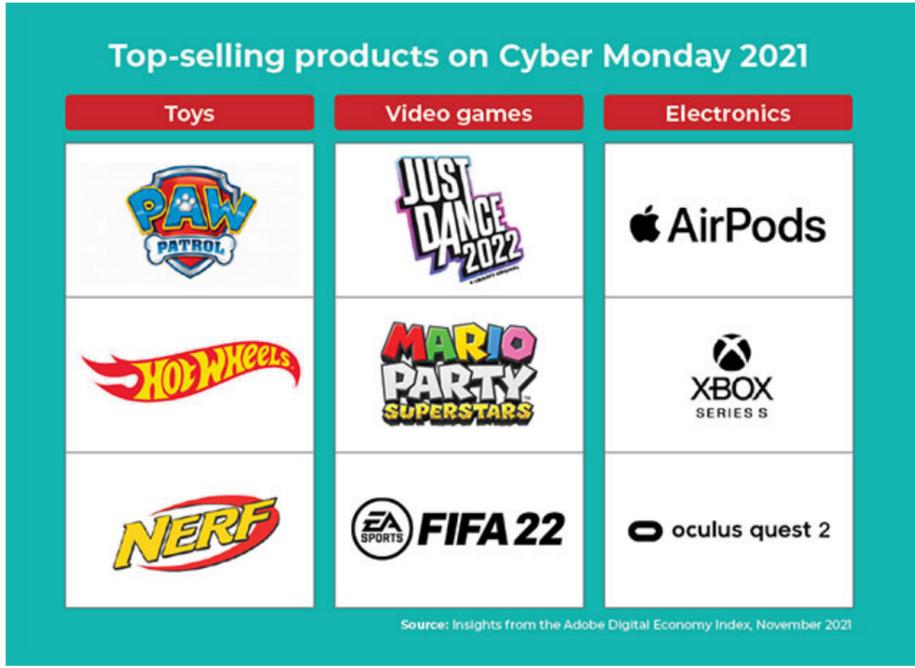


Amid rising pressures to cope with supply chain chaos, operations teams across e-commerce players both small and big are feeling the heat. Tact, technology, and agility are aspects separating this holiday season's winners from the rest. To help you jump the bandwagon, in this edition, we uncover key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



[Ways to make the holiday 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](#)

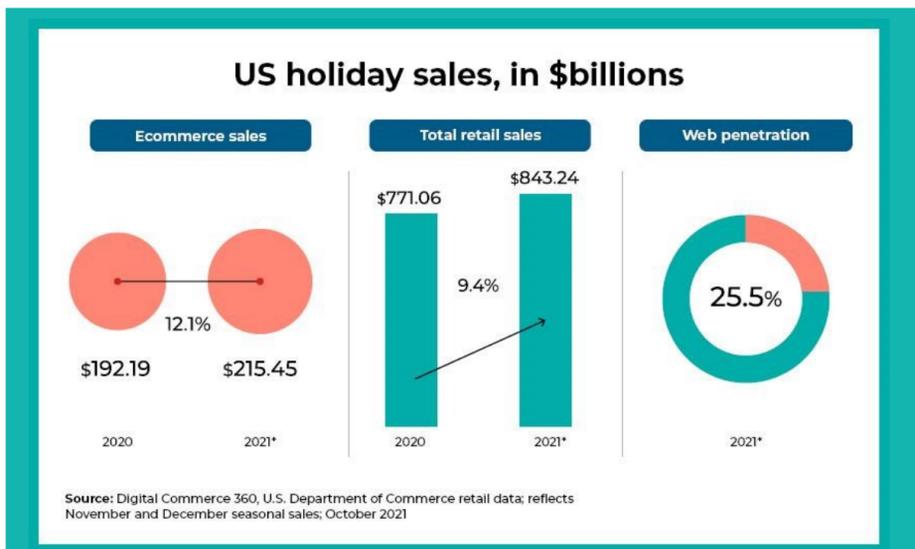
Automated or cashierless checkout systems are a key requirement for brick-and-mortar retailers to deliver a frictionless and contact-free customer experience. Take a deep dive into the transformative power of these technologies. [Explore](#)

On beat

- Inflation reaches its highest level since 1982 ([NPR](#))
- 94% of consumers expect to be notified about holiday shipping delays ([Retail Dive](#))
- Americans keep spending on gifts, despite supply chain concerns ([CNBC](#)).
- Target adds store hours ahead of Christmas ([USA Today](#))

Eye candy

After an unprecedented surge in digital holiday sales in 2020, US consumer spending online is set to grow 12.1% year over year this 2021 holiday season.



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