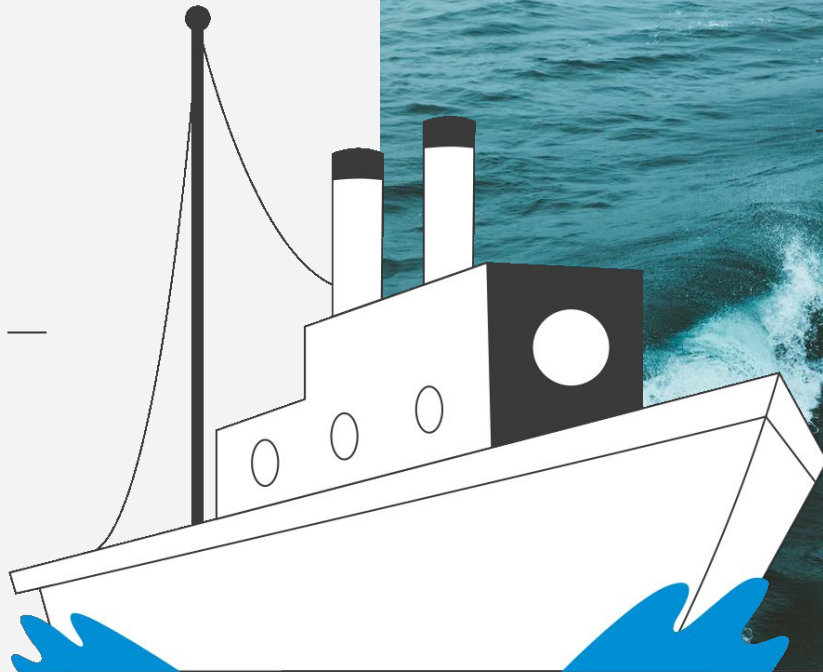




SUPPORTING  
YOUR BUSINESS

# RAPID RESPONSE

— Emakina's solution to face this worldwide crisis. A framework that helps you to get back on track now, while at the same time preparing your business for tomorrow's reality. **Let's be strong together.**



# Intro

**Covid-19 has shaken our ways of life and work, and has also changed retail overnight.** Many shops are closed, and demand for non-essentials has dropped precipitously. Meanwhile ecommerce traffic has surged for some putting strain on fulfilment. For others their eshop has become their only shop, which puts pressure on every aspect of ecommerce.

**Emakina is one of the leading ecommerce strategy, design and development companies in the Netherlands.** We employ the latest rapid agile methods delivering eshops for many including Rituals, Hema, Intersport, Unilever, Welford and Ecco. Using platforms such as Salesforce Commerce Cloud, our specialist developer teams are able to consistently deliver high-grade eshops in weeks not months.

pressure  
on every  
aspect of  
commerce

# Everything changed overnight

(data 01/04/20)

The damage Covid-19 does is beyond comprehension, but a closer look at ecommerce clarifies **the importance of digital for any industry.**

20% overall **reduction in retail sales in China**

82% economists anticipate a **major recession**

50% **drop in economic activities** in 1st month

25% in the following two

10% annual drop

25% **increase** in US ecommerce daily sales

33% **increase** in UK ecommerce daily sales

55% **increase** in fitness equipment sales

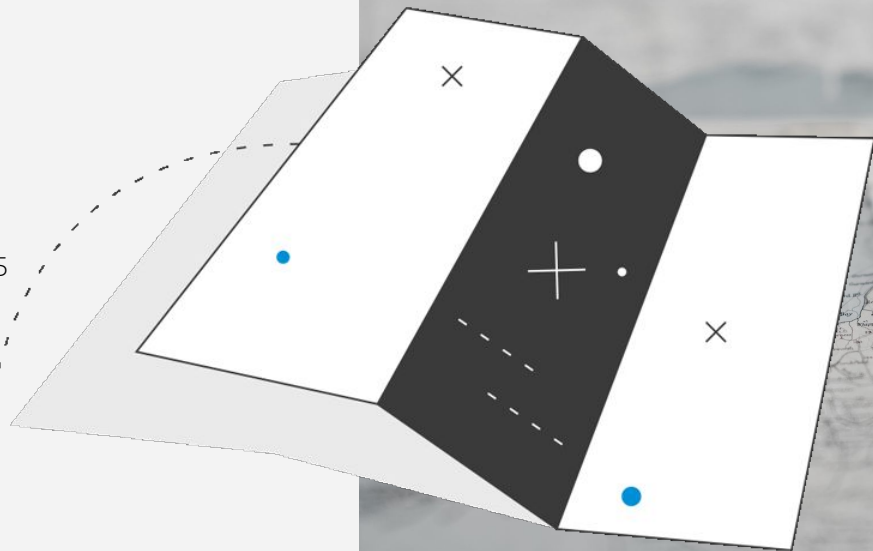
110% **increase** in Ireland ecommerce in March

14% **increase** in UK DIY sales

HOW TO GET BACK ON TRACK

## CRITICAL AREAS

— Now is a time to act! Emakina has Identified 5 areas where your current digital organisation can make a difference, and created dozens of solutions that can be implemented fast by a dedicated team using a structured approach.



# Emakina's rapid response playbooks

This crisis is confronting everyone in the industry with completely **new problems, priorities and timelines**.

Emakina created **playbooks within 5 themes** addressing the most urgent problems and providing clear solutions that your organisation can start doing now.

We're sharing these playbooks so you can **hit the ground running**.

## 1. **MARKETING & SALES**

Both marketing and sales results have changed dramatically. The Marketing & Sales playbook helps you identify what you can do now to boost results.

## 2. **SUPPLY**

There is a big change in what people are buying. Adding to that, often stock is hardly accessible because of the lockdown. The Supply playbook shows smart actionable solutions.

## 3. **CUSTOMER SERVICE**

Uncertainty creates a huge pressure on customer service. This playbook tells you how to reorganise fast and upscale using available resources.

## 4. **INTERNAL ORGANIZATION**

We have found that remote team working needs a very clear structure. In the internal organization playbook we share our own tools and templates that help you deliver.

## 5. **FUTURE**

This too shall pass. The Emakina future playbook hands you a very structured approach to finding new actionable opportunities that you can start working on now.

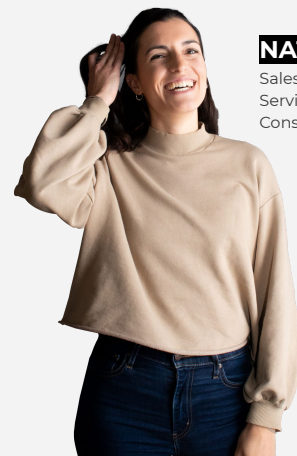
ALL HANDS ON DECK

# Direct response team

Quick and smart solutions need an available team.  
We made a group of our most experienced people  
available to start working with you immediately, so  
you don't lose anymore valuable time.



**MAARTEN**  
Head of Strategy



**NATHALIE**  
Salesforce  
Service Cloud  
Consultant



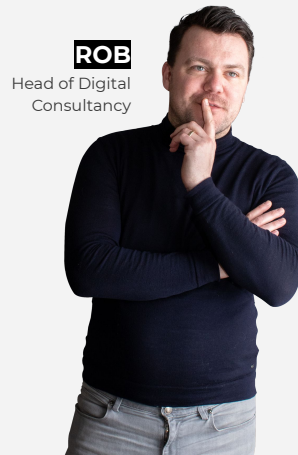
**DANNY**  
Head of Digital  
Marketing



**JOY**  
Business  
Consultant



**OLLY**  
Strategist



**ROB**  
Head of Digital  
Consultancy

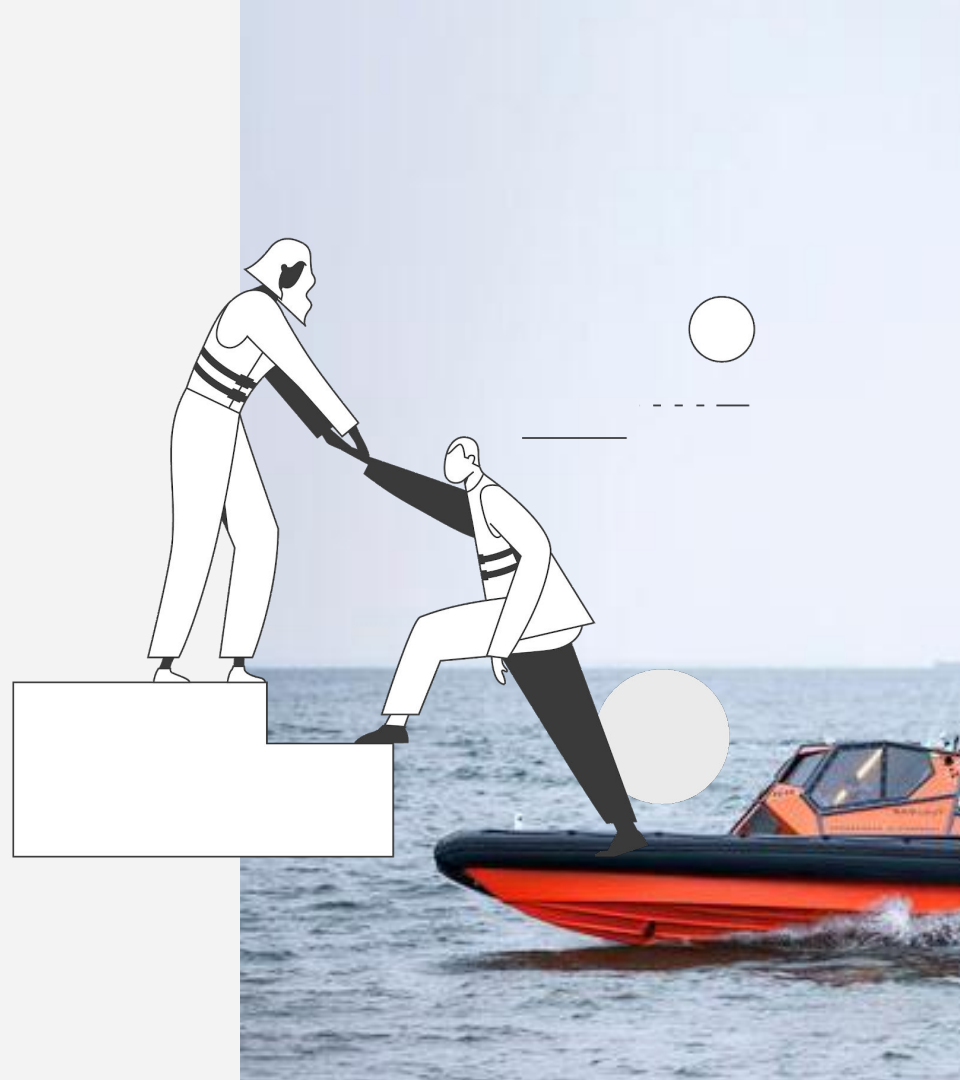


**JAAP**  
Head of UX

A SIMPLIFIED WOW

## RAPID RESPONSE

— Emakina's normal way of working is agile by design. We're used to creating and delivering results fast. Since this crisis situation needs an even faster approach we developed the **rapid response framework** that will guarantee **results within a very short time**

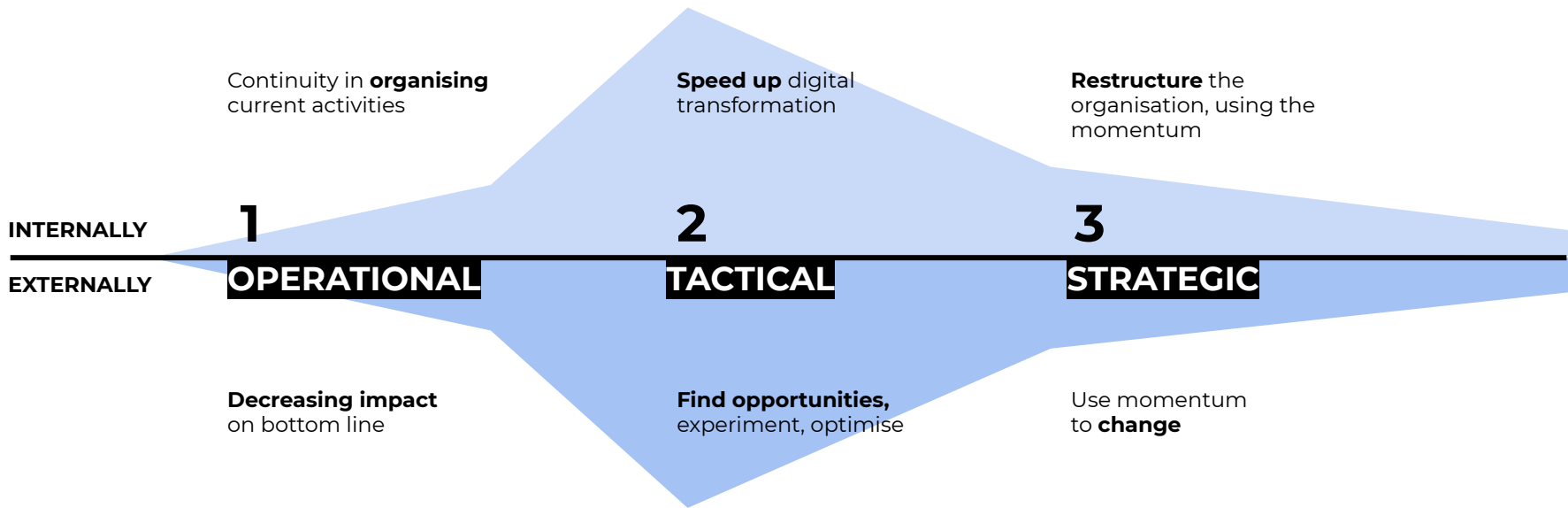


THE WAY WE ROLL

# Rapid response framework

The framework is setup to **start delivering as soon as possible**.

By **finding and fixing the quick wins first**, we decrease damage and get the teams moving forward. At the same time the team will start working on **tactics that need some more time to develop** but are extremely important to get up and running. Soon after time will be spent to identify opportunities and design solutions that will **lead to a better prepared future**.



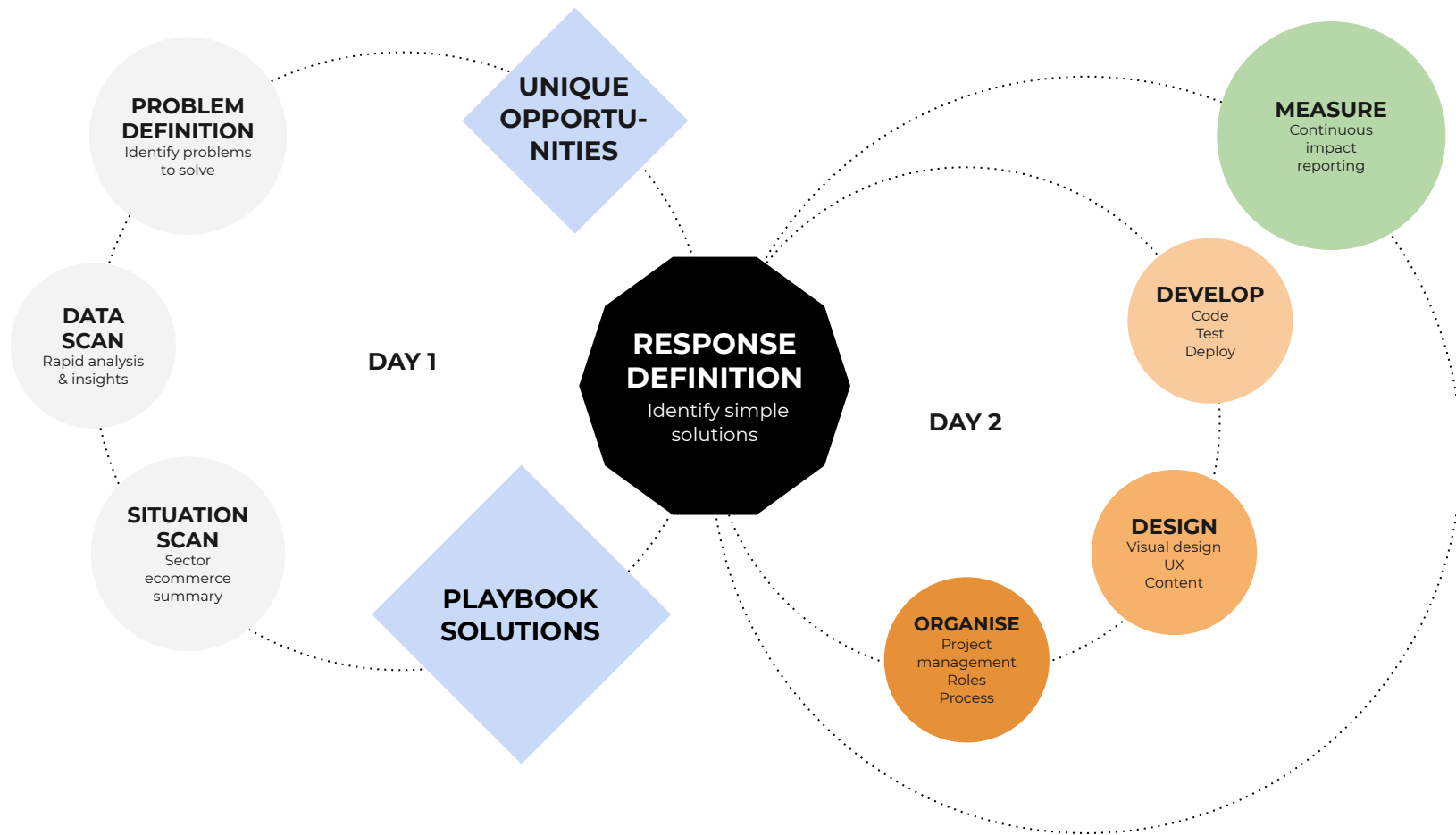


## 2 day Rapid response process

This crisis is about survival of the fastest.

Combining the 2 day rapid response process with Emakina's playbooks **help you identify the solutions that will bring change within a very short time** and gets your team designing and implementing them **now**. A continuous feedback loop will make sure that you keep doing exactly the right things.

## 2 day Rapid response process





WE'RE HERE TO SUPPORT.

**LET'S GET  
STARTED!**

**CONTACT US.**

**EMAKINA@HOME**

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+31 (0)6 10 64 73 74

or send him an email at [j.strijbosch@emakina.nl](mailto:j.strijbosch@emakina.nl)

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