



She's just made the decision to buy from you.
Make sure your supply chain keeps her happy with that decision.

Welcome to **Zero
Disappointment
Retail™**



You've cut through the competition, your customer is ready to buy. Will her experience with your supply chain make her regret her decision?

Today's retail consumers are savvy—and empowered as never before—you can't afford to disappoint them. The challenge is, as their demands increase, your supply chain complexity does too.

That's why Manhattan has developed **Zero Disappointment Retail™**—the customer-centered solution that harnesses multichannel complexity to deliver on customer expectations of quality, choice and convenience with anywhere access and on-time delivery.

Manhattan's Zero Disappointment Retail approach uses **Blended Channel Optimization™** so you can "see" across all supply chain channels simultaneously and in real time, no matter the customer touch-point. Blended channel data integrates with Zero Disappointment's **Exponential Execution** to efficiently execute best options to meet customer preferences, multiplying the convenience to your customers and the value to your business.

Delighting your customer with Zero Disappointment Retail can turn a single buying decision into a customer for life.

The Supply Chain People®

 **Manhattan**
Associates®

Learn more about Zero Disappointment Retail at www.manh.com/zerodisappointment