

CUSTOMER EXPERIENCE

OMNI-CHANNEL

2015 Fall Unata Partner Summit

BY ALEXIS CLARFIELD-HENRY

At Unata, we understand that technology is changing at lightning speed, and with it are the expectations of the modern shopper. That's why our mission is to provide a best-in-class product that will **keep our partners at the forefront of the grocery industry** at all times.

In order to provide this, we dedicate **50% of our resources to continuous innovation** and platform enhancements, updating our 1-to-1 omni-commerce solution multiple times per year, ensuring that it consistently provides our partners with a **top-of-the-line digital shopping experience**.

While digital is Unata's expertise, we value the experience and input from our retail partners — those who live and breathe the frontlines every day. This is why we created the Biannual Unata Partner Summit: an opportunity for our retail and technology partners to come together to shape the future of Unata's product roadmap.

The latest biannual summit took place on October 15th and 16th, 2015, with key representatives from our current partners like Longo's, Lowes Foods, Lunds & Byerlys, Raley's Family of Fine Stores and technology partner HighJump Software. Over the two days, the group explored and discussed each retailer's strategic needs and the most useful platform features to meet those needs. We then put the massive list of feature requests to a vote, allowing the most widely valued features to rise to the top.

We heard an array of needs from our different partners, each reflecting their unique strategies, target audiences and brands. However, the common goal remained the same across the board: to create **the best possible shopper experience for their customers**.

"The interactive nature of the summit has allowed us to prioritize the features we build over the next six months together with our partners. We're confident we can now offer an even better product that will prepare our partners for the shopper of the future," said Diego Maniloff, VP of Engineering for Unata Inc.

The size of the group and the setup of the sessions allowed everyone to have a voice and to feel heard.

"This was definitely one of the most collaborative client gatherings I have attended where there was a real opportunity for people to be heard. It's clear Unata cares about creating the right environment to candidly discuss the things their partners need to support their respective omni-channel strategies", said Christine Hirtz, Director of Strategic Partnerships at HighJump Software.

Our partners enjoyed having the opportunity to connect with one another and to express their enthusiasm for the features they want built into our platform.

Dan O'Rourke, Marketing Manager at Lund & Byerlys said, "Since we're at the beginning stages of our deployment with Unata, the summit was a great opportunity to hear from our counterparts across North America about their deployment experiences and get valuable advice on how best to

launch our new program”.

“We are excited about partnering with Unata to attract a broader group of customers that are time starved and looking for technology to be part of their personalized shopping experience”, commented Bob Mariano, Director, Digital Strategy and Customer Engagement at Raley’s Family of Fine Stores.

After an intense and engaging feature voting session, we concluded the summit with a list of 25+ new features that the group unanimously wants built into the platform. From here, we will go directly into product scoping and requirements gathering to understand what features from that list can successfully be built and implemented over the next six months.

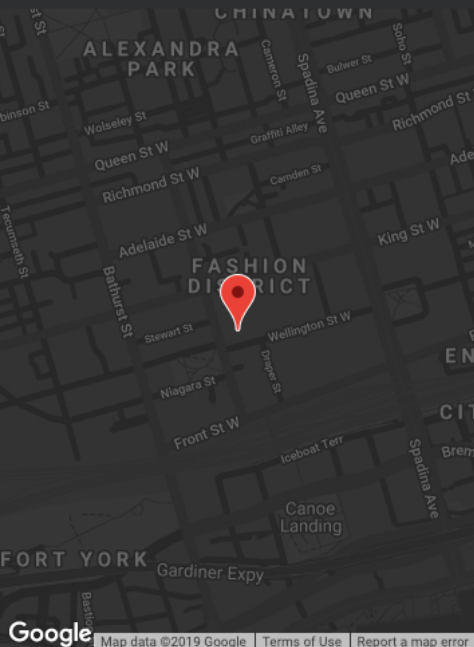
Overall, it was an incredibly collaborative and successful session. The valuable partner input received will allow us to build a solution specific to our partners’ collective needs and in turn provide them with immense **competitive differentiation in the grocery industry**.

We’re already looking forward to our next Partner Summit in May 2016!

To learn more about the benefits of becoming a longterm partner, [request a demo](#).

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