



# EXPERIENCE MAKERS<sup>LIVE</sup>



# Maintaining a Legendary Customer Experience as Retail Evolves



Rob Mills - Chief Technology, Digital and Strategy Officer  
Tractor Supply Company

# Behaviors are Changing

**Convenience is a  
priority**



**Customers want  
more than a product**



# Behaviors are Changing

Nearly  
**70%**  
of customers say  
they use shopping  
apps on their mobile  
devices





# Behaviors are Changing



**Interactions**

**EXPERIENCE MAKERS** LIVE



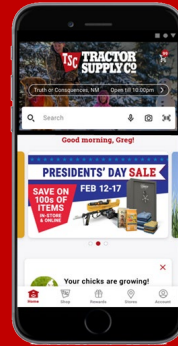
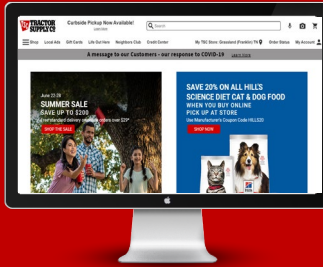
**Memorable Experiences**



# Today's Environment

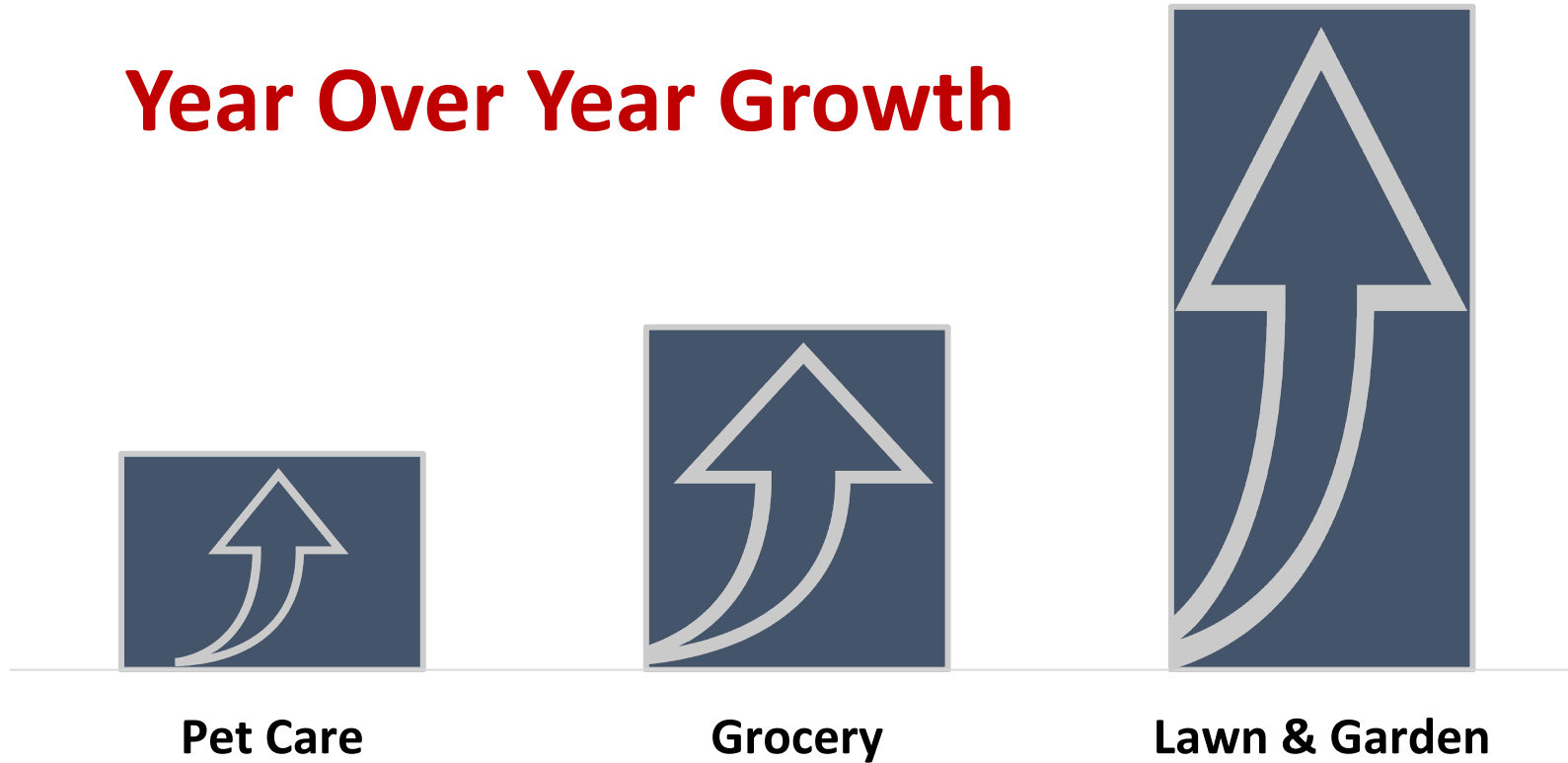
Evolving  
Retail

External  
Disruption

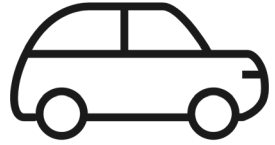


# Digital Trends are Accelerating

**Year Over Year Growth**



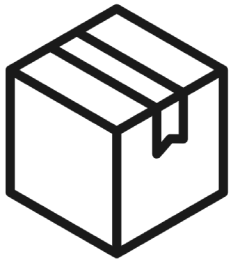
# New behaviors are becoming norms



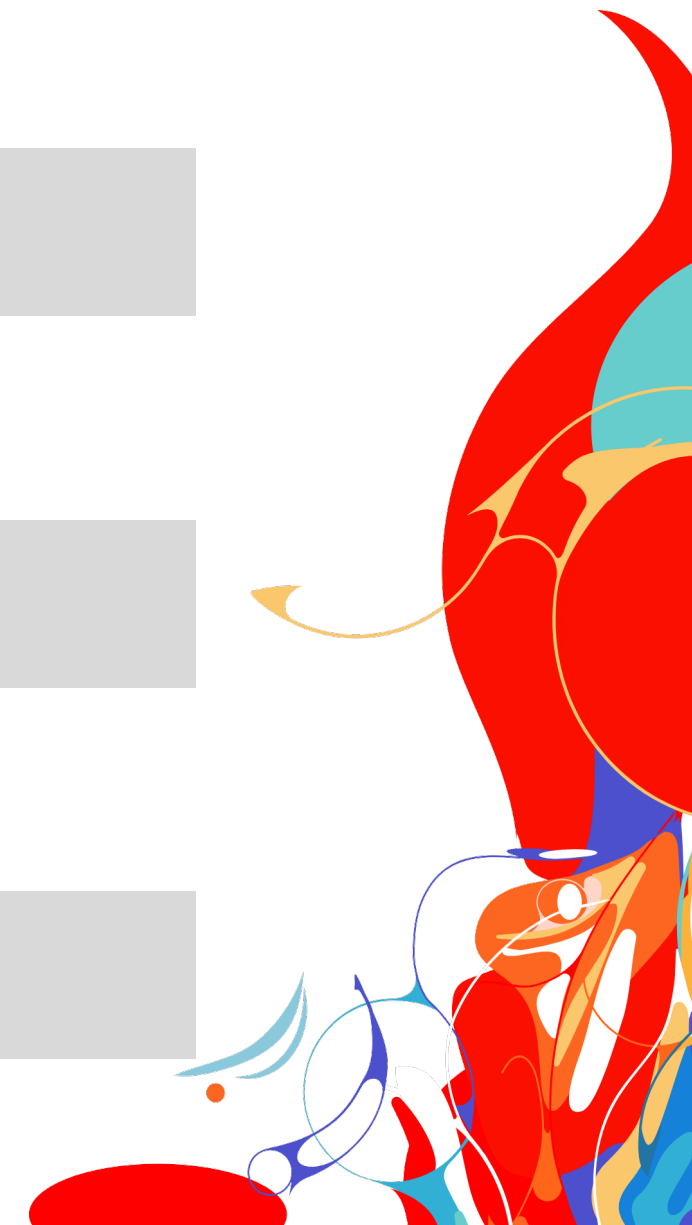
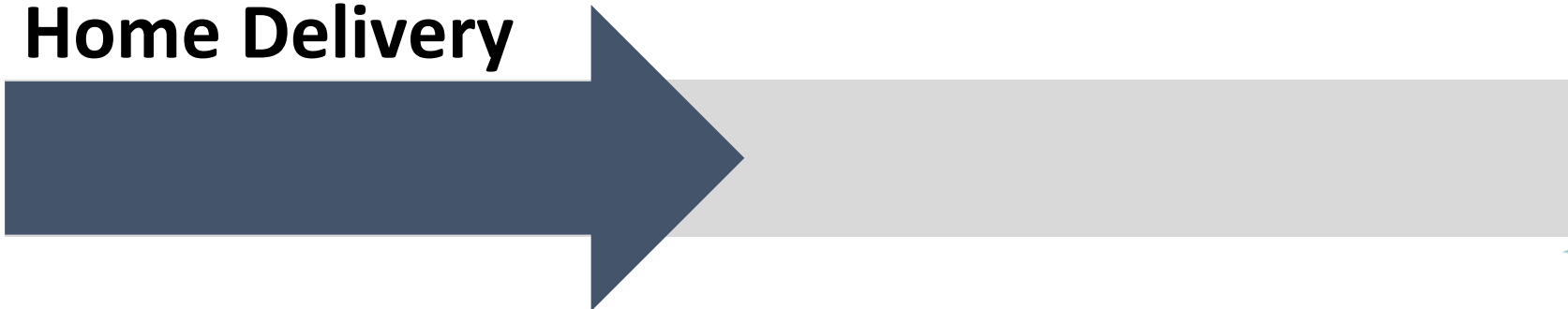
**Curbside**



**In-store pickup**



**Home Delivery**





# The Physical Environment is Changing



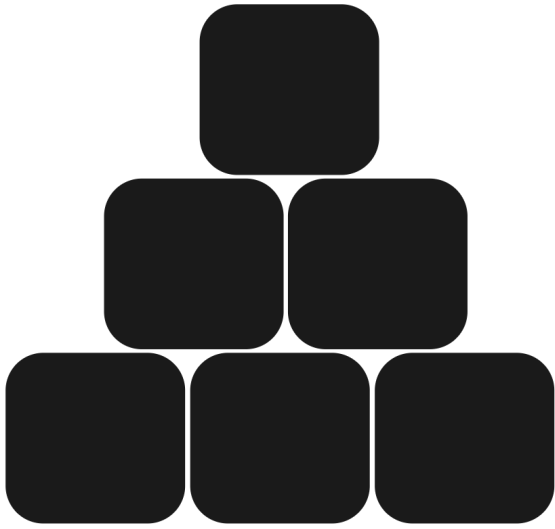
**Contactless Payment**



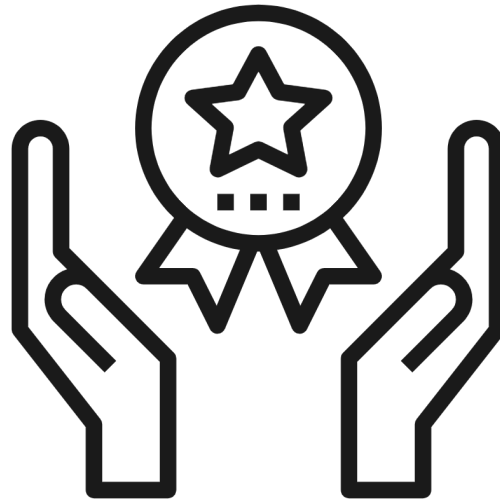
**Changes in  
Our Stores**



# How TSC is responding to change....



**Build on a strong  
foundation**

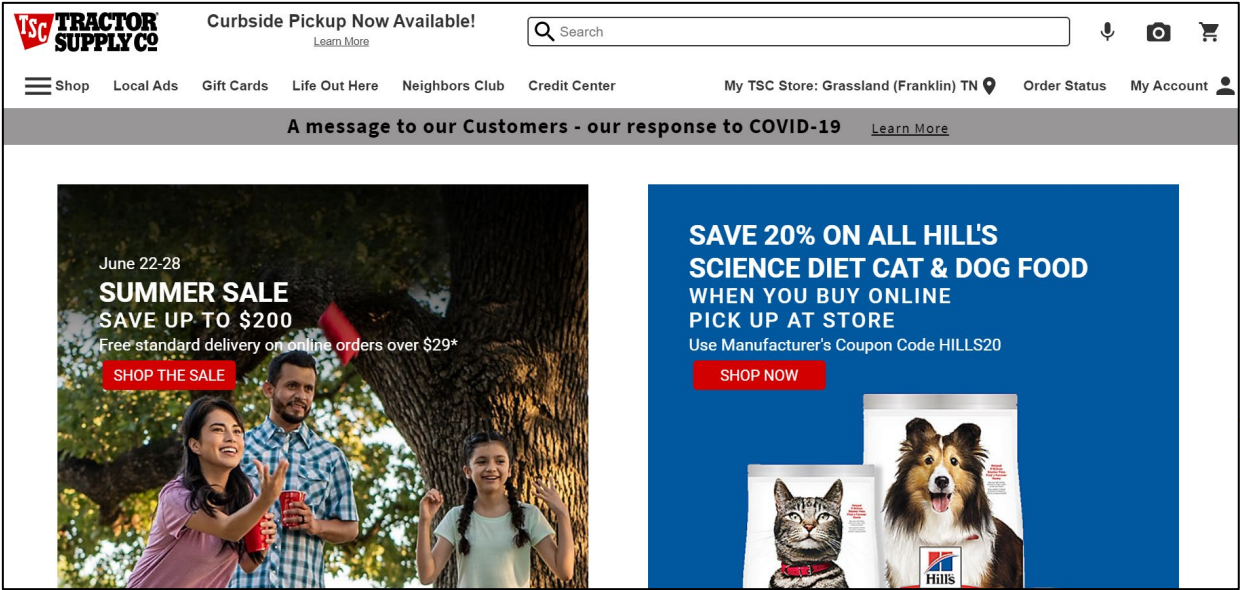


**Adapt and Rollout  
Successes**



**Accelerate Key  
Capabilities**

# Our ONETractor Foundation



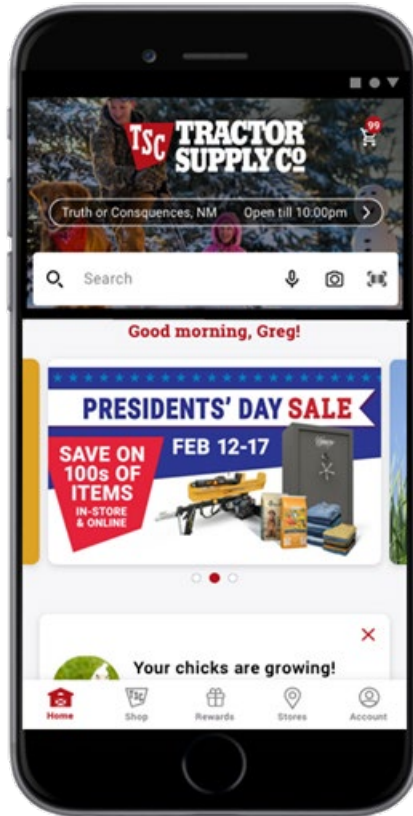


# Adapting Successful Programs



# Accelerating Capabilities

Consumer Mobile App



Same Day/Next Day Delivery

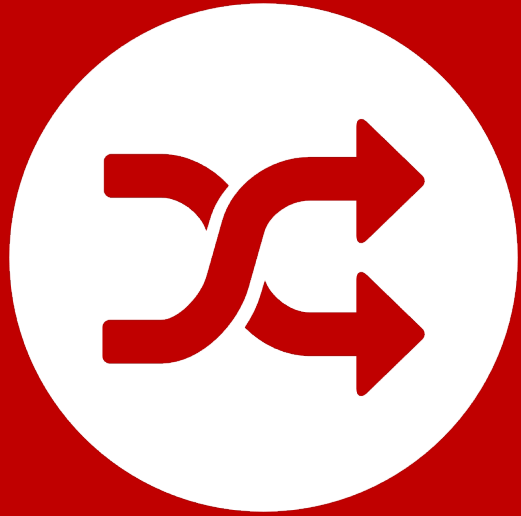


**Fast Delivery**

**Same/Next Day  
Nationwide >**

# A Framework for Success

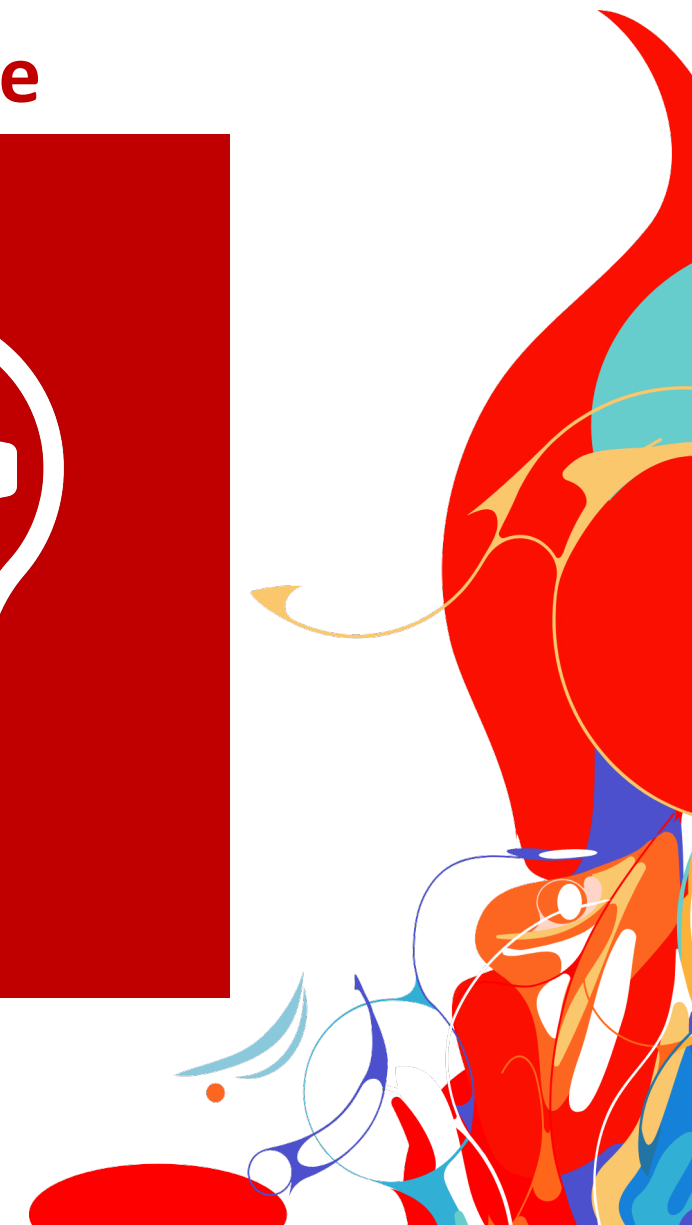
Embrace Change



Communicate

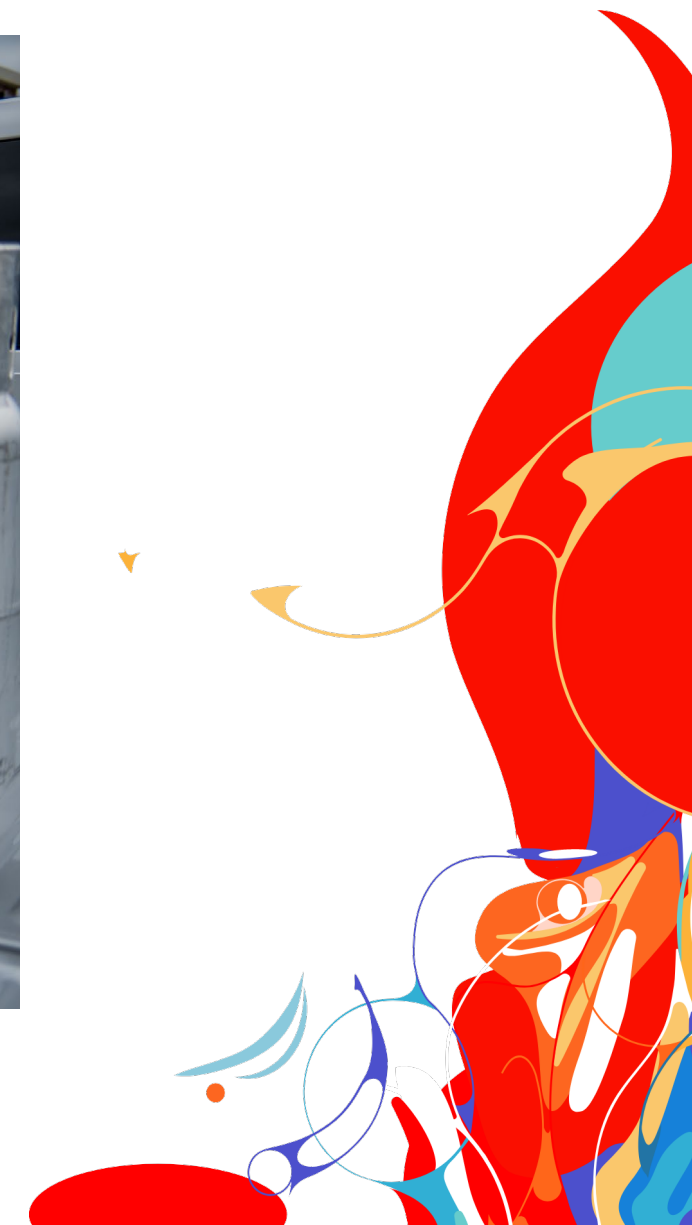


Innovate





# Encourage the Team to Embrace Change



# Purposefully Communicate to your Team



Inform



Educate



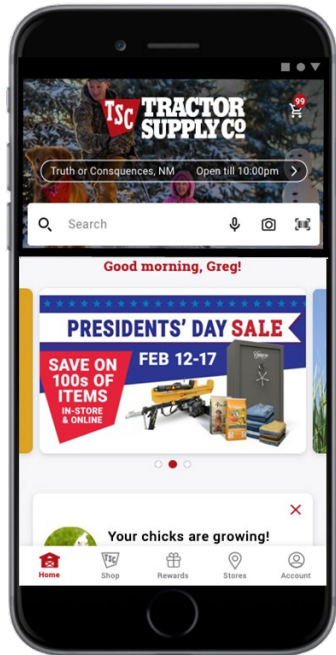
Re-enforce





# Time Innovation to Meet Customer Expectations

## Curbside/Mobile App



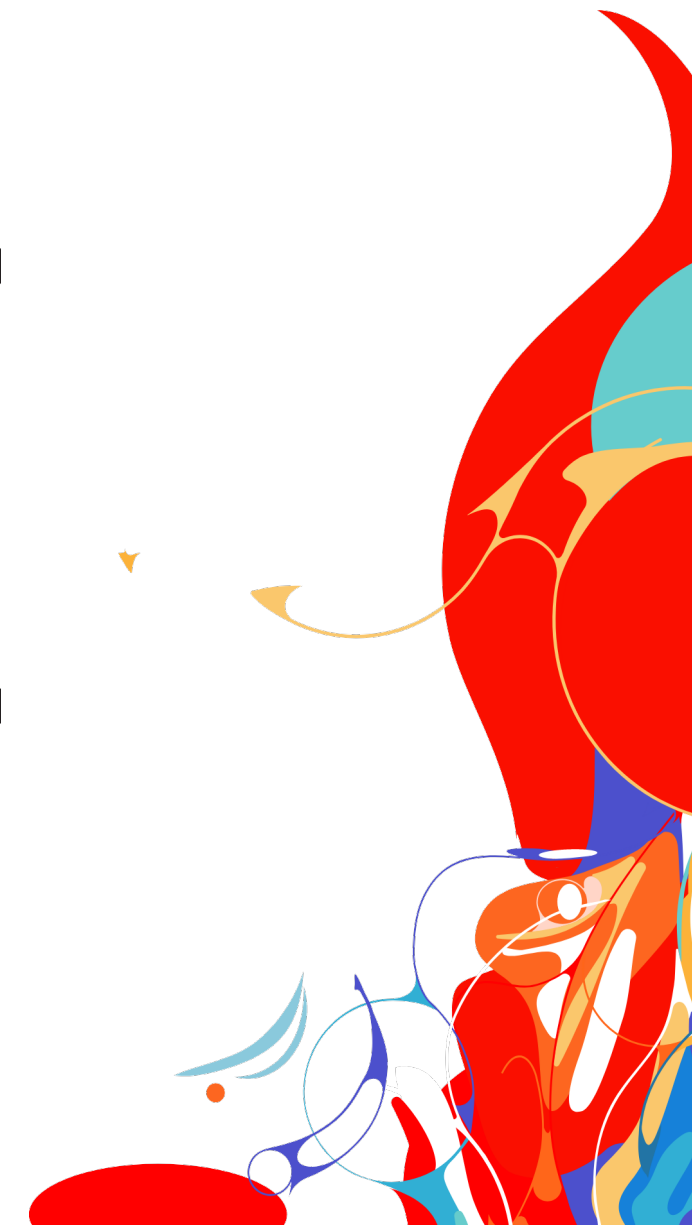
## Stockyard



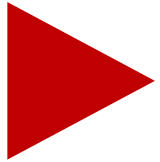
## Contactless Payment



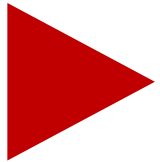
# Innovate with Speed



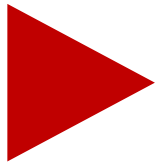
# Key Takeaways



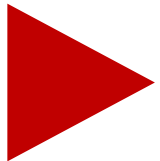
**Build on your successes**



**Accelerate and innovate to meet customer expectations**



**Communicate purposefully to your Team and your Customer**



**Encourage a culture of change**

