

High performance. Delivered.

Accenture Seamless Retail

We'd like you to meet a very important person: today's nonstop customer. A customer who wants to shop in a seamless way: via stores, kiosks, online or from a mobile connection. Who evaluates retailers and products all the time, not just when they're shopping. Who likes to check friends' recommendations and suggestions through any thread available, including social media. Who expects a seamless, personalized experience at every touch point – anytime, anywhere. Convenience and value are assumed.

Retailers also face the realities of aggressive competition from online pure plays, fragmented legacy systems and organizational siloes that separate the various channels and functions. High performance retailers are creating seamless shopping experiences by using analytics to better anticipate shoppers needs, habits and preferences; by sustaining a singular customer conversation across multiple channels; by consolidating divergent data sources.; and by communicating with the new customers on their terms.

Accenture has long partnered with the world's leading retailers for business improvement. Now, we offer a way to quickly achieve the outcome – the vision of Seamless Retail.

For example, the past three years we've served as the inventory forecasting team for a major Canadian retailer helping get inventory into the right place at the right time while increasing turns. In the US, we create and implement planograms for thousands of stores for a top 20 retailer. On an ongoing basis, we conduct marketing analytics to help a leading US based

retailer gain the most effective marketing spend. We are working with the largest ecommerce retailer in China to enhance the customer experience, sustain high growth and maximize shareholder value. And for years, we've successfully delivered promotional forecasting and planning services to a multinational client based in France.

Accenture Seamless Retail Services focuses on four areas: customer marketing, merchandising, supply chain and channel integration: areas critical to the seamless experience, whether in-store, online or through mobile connection.

Seamless Retail. We get clients there fast, unlocking benefits quickly. We accomplish this by using leading retail assets, analytics and technologies, specialized talent, and scale to more rapidly enable seamless capabilities or to reduce retail administrative burden. We offer a variety of working arrangements, and by becoming interwoven into our clients' teams and providing ongoing services, we deliver even greater value. We partner with our clients to tailor an approach that works best for them such as value based deals, capacity services or pay per transaction services. And because we help untangle the complexity of the transformation, we free up retailers to focus on the most important parts of their jobs.

Seamless Retail. We help retailers achieve their vision and serve today's new customers. Come talk to us – Accenture Seamless Retail Services.