0:00 [Music]
0:05 hello everyone
0:06 my name is Vikalp Tandon I'm the global commerce lead for Accenture
0:10 and i welcome you to the session today
0:15 thanks for
0:17 finding time
0:18 today the topic is how do you accelerate
0:21 growth to direct to customer
0:24 it's a very interesting topic for me um
0:27 in my commerce practice
0:29 we are often engaged by brands
0:32 who are going to their customers
0:35 indirectly through resellers through
0:38 intermediaries through
0:40 e-tailers
0:41 to sell their products
0:43 and the question is
0:45 do they need to go direct
0:47 and if the answer is yes how do they go
0:50 get direct without cannibalizing
0:54 all their existing channels to which
0:56 they have sold
0:57 for such a long period of time and have
0:59 very well established relationships
1:02 and
1:03 we will try to tackle these two
1:06 questions in this presentation
1:09 but when the last time
1:11 I was giving this presentation somebody
1:14 just paused me right there
1:15 and asked this question
1:18 what does direct to customer mean do I
1:21 need to sell something directly to the
1:23 customer is that what you’re talking
1:25 about and i thought that was a very
1:27 sincere question so i wanted to raise
1:28 this hair too
1:30 so the answer is yes maybe um
1:33 you know if you uh if you are um
1:38 think about uh if you are a ketchup
1:41 manufacturer
1:43 you won’t be selling
1:45 directly through your website but wait
1:48 till you think about
1:51 dollar shave club
1:52 nobody will go buy a razor
1:54 online but now dollar shave club created
1:57 a reason for you to buy that razer
2:00 online
2:01 so there was a reason there was an offer
2:03 that was a subscription offer
2:06 similarly everyone was thinking about
2:08 within the gm family
4:06 so the
4:07 impact of digital is
4:10 that it is creating new habits in the
4:12 customers
4:15 and these habits are there to stay for
4:17 the longest period of time
4:19 think about
4:21 the only way the customer only two years
4:23 back used to buy is to either buy
4:25 completely digitally so they go to
4:27 amazon and buy something or they go to a
4:29 store
4:30 a grocery store
4:31 a convenience store and buy the same
4:33 stuff
4:35 but this physical digital
4:37 combination that was established by
4:40 covered
4:41 is going to stay here it's a new habit
4:45 they have new expectations they are more
4:46 aware about their environment
4:49 they want to make sure that the products
4:51 that they are buying are safe
4:55 become part of a circular economy as
4:57 compared to creating more waste
4:59 they’re seeing new offers
5:02 being provided to them subscription
5:04 offers
5:05 they not only have to go to a screen to
5:07 buy something they can go to a coffee
5:10 machine and there’s a smart pantry
5:12 running on that machine and they can buy
5:13 through that smart pantry i mean think
5:15 about Keurig a brand that we all know
5:18 has a way to sell to a grocery store has
5:20 a way uh to sell through
5:22 their website in the mobile app now you
5:24 can also buy from the machine itself
5:27 it’s a new