High performance. Delivered.

Customer Profile

Sizes
S M L XL

Color Preference

Wish List:

Accenture Retail Clienteling Solution

Helping store associates enhance customer experiences—in the store and after

Customer Overview

Relationship Map

accenture

Retail store associates have blind spots when it comes to their customers—who they are, what they want and how they shop. Customer information is isolated, fragmented among multiple sources and accessible to few. This makes it next to impossible for associates to consistently track interactions, buying patterns and preferences to provide the in-store experiences that customers want—and that keep them coming back.

Retailers are under pressure to rethink the store to maximize profitability. The rise of online shopping does not mean that customers have abandoned the store, but it has heightened their expectations when they visit. Customers want personalized, seamless experiences where physical and digital commerce converge.

Sales associates cannot rely on paper-based methods and memory alone to create new sales based on customer insight. The Accenture Retail Clienteling Solution eliminates the blind spots, taking basic customer relationship management to the next level.

It is an advanced clienteling solution for retailers across luxury, apparel and jewelry and home improvement segments. With rich customer information at their fingertips on a handheld tablet, store associates move from processing transactions to building relationships.

Leveraging the power of the Salesforce Sales & Service Cloud, this intuitive solution integrates data from customer offers, content library and point of sale, financial, product/article and promotion systems for a unified customer view that can inform decisions from the sales floor to the board room.

Accenture Retail Clienteling Solution Overview

A preconfigured, quick-start clienteling platform built on Salesforce that allows store associates to build and extend customer relationships by personalizing in-store customer visits and follow ups.

Business Benefits

The Accenture Retail Clienteling Solution provides a single, trusted customer record for use across the organization to deliver seamless customer experiences.

- Increase sales through repeat visits, customer buying and preference analytics and targeted marketing.
- Maximize upselling and cross-selling opportunities based on customer interests, previous purchases and wish lists.
- Build a holistic view of the customer through mobile and omni-channel enablement.
- Empower sales associates with robust, readily available customer profiles.

- Ramp up new store employees quickly with an intuitive solution.
- Buy only as need grows—no hardware, software to purchase, manage or maintain.
- Free the organization to focus on the business with automatic upgrades and constant innovation.
- Be confident in certification by Salesforce.com as a Fullforce Industry Solution.

Key Features

Homepage
Intuitive navigation and "at a glance" view of sales associates' completed actions, to-dos and guest interactions.

Customer overview
Actionable insight to inform customer conversations and experiences based on latest purchases and wishlist across all channels.

Customer profile
360-degree customer view reflects customers' preferences (brands, items, sizes, colors), service history and loyalty membership information.

Relationship map
Visual representation of customers' relationships enabling associates to make informed gift recommendations.

Important dates
Automatic reminders of special occasions prompting sales associates to suggest timely purchases.

Tasks and appointments
Calendar functionality integrated into the application is ideal for sales associates who spend most of their time on the sales floor.

Wish lists and purchase history
Enterprise-wide access to items that customers have expressed an interest in previously in the store or online.

The Power of Leadership and Experience

Since 2004, Accenture and Salesforce.com have had a dynamic, client-centered alliance helping retail organizations harness the power of cloud computing.

ABOUT ACCENTURE AND SALESFORCE

Named the Salesforce leader by analysts Forrester, IDC, HfS and CapioIT

Leader with 18 certified technical architects – 20% of total outside of Salesforce

3700 certified – triple any competitor (as of Mar 30, 2016)

8,100+ skilled professionals

Accenture drives Salesforce's largest transformational projects – leading 6 out of 10 of their largest implementations for 2015

1200+ enterprise Salesforce projects across 325+ different clients for all market sectors

Up to 40,000 hours of Salesforce training annually

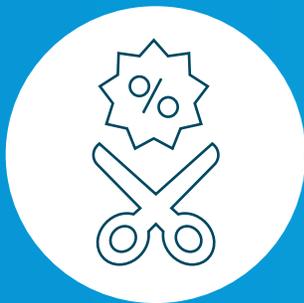Leading 6 of 10 largest Service Cloud implementations

About Accenture Retail

Accenture helps retailers increase revenue and market share by taking out costs, exploring innovative business models and developing new capabilities that boost top-line growth. We can do so by sharing the insights and experiences of our 9,000 professionals working with retail clients around the globe to achieve results.

ACCENTURE HAS HELPED HUNDREDS OF RETAILERS IN THE PAST YEAR:

9 of the Top 10
Global Retailers

9 of the Top 10
Global Department Stores

7 of the Top 8
Global Consumer Electronics Stores

9 of the Top 10
Global Apparel Stores

9 of the Top 10
Global Grocery Stores

4 of the Top 6
Global Home Improvement Stores

3 of the Top 4
Global Drug Stores

ALL OF THE TOP 10 RETAIL:

Global discount stores

Mass Merchants

Hypermarkets

About Salesforce Fullforce

The Certified Salesforce Fullforce Program is a new industry-focused initiative that enables salesforce.com partners to go to market with specialized solutions that drive customer transformation across a number of key industries. A key component of the Salesforce.com Cloud Alliance Program, the Fullforce initiative recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries including **communications and media, financial services, health care** and retail **and consumer packaged goods.**

Tasks and appointments

Purchase history

For more information on how to adopt a mobile–first approach, please contact:

Tim Gaughan

Accenture Managing Director, Emerging Platforms Global Lead

timothy.a.gaughan@accenture.com

Ravi Arora

Accenture Senior Manager, Retail Consulting

ravi.arora@accenture.com

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 375,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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