

A large, stylized blue chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

A look at what it takes to be Digital Inside

Video Transcript

To bring it all together, let's turn to Olio, a fictitious mid-scale department store retailer, run by Kate. Over the past 3 years Kate has successfully transformed her business into one that is clearly both digital outside and "digital inside".

Hi, I'm Kate, CEO of Olio Department Stores. And digital is in the DNA of our business. But what does that mean? Let me show you.

Over the past few years, we have recruited top talent into each of our key functions and they have

embedded analytics throughout our entire organization. Putting a set it and forget it system in place and it's paid off.

Recently, one of our online competitors launched a high-touch fitness campaign. And because our system is constantly adjusting to optimize offers to customers based on profitability and inventory, we were on it.

Individualized promotions went out to all of our fitness buffs with an invitation to check out our new sensor-enabled gear.

Our team suggested a great idea. A digital game within our app to help customers get the most out of their gear. In addition, we created a marketing campaign that showed short videos targeted at the type of activities that our customers enjoy most.

So within three days, we had a prototype and then within 3 weeks, we were live. Of course, we needed to quickly train our associates too, so we created videos to show them how to demonstrate the products in the new game based on the different needs and preferences of our customers.

You know...in my simple universe, it's just like I'm training them the same way that my kids are learning...through YouTube. And since our associates are already equipped with tablets they have visibility of who's in the store, where they are in the store and what the customers' past purchase history is

And also, our customers are prompted to share their experience through our in-store app. Positive feedback means bonuses for our employees. And a leaderboard within our digital workbench adds a bit of friendly competition as well.

So not only were we able to immediately thwart our competitor, but we're able to continuously improve our relationships with our customers and engage with them in meaningful ways.

A few years ago, it would have taken us months to tackle something like this. But because digital is a part of our DNA, we are continuously adapting at speed. And we're continuously reinventing our business. It's just tons of fun. No wonder we're able to recruit and retain the best talent.

So if you'll excuse me, I'm going to go connect live with my team to talk about our next exciting sprint.