

CASE STUDY

THAI RETAIL COMPANY: PIONEERING AN OMNICHANNEL CUSTOMER EXPERIENCE

One of the largest home retailing companies in Thailand operates several stores across the country and is Thai consumers' first-choice brand for anything related to home furnishing.

HOW WE HELPED

Accenture has collaborated with the company to transform its business model, helping to deliver a flexible, omnichannel customer experience. To begin this process, we drew up a comprehensive commerce strategy and a customer experience design blueprint. Together, these form a complete digital commerce roadmap.



Accenture's digital roadmap provides the platform for delivering the retailer's omnichannel future: we created a plan for the customer experience they need to provide, the business processes they must change and the technological transformations required to deliver this program. When enacted, the program will ensure that the business's customers are provided with better access to product-related information, real-time updates on product availability, information concerning the status of their orders and increased control over when their items are delivered. In addition to providing a clear route for restructuring online processes, we have also created a business case outlining the KPIs and revenue goals that the retailer's teams will need to target and meet.

As part of our ongoing work, Accenture is also designing the user experience end of the website, by integrating a new Hybris-based eCommerce solution with systems that are already in place.

To achieve this, our team is working with the owners of the existing backend systems to help put into practice the improvements that they will need to deliver our proposed end state experience goals.

To ensure this leading retailer gains maximum yield from its new systems, Accenture is assisting with several implementation measures to ensure a smooth and profitable transition: our consultants will be on hand to provide staff with training in how to use the new systems and our team is also integrating the business's entire eCommerce program, using outcomes from customer segmentation and analytics to increase their customer acquisition rate. Furthermore, we are also working on a redesign of the online store, to ensure that customers receive the best possible service.

THE RESULT

The end goals have already been established, with clear KPIs that will drive tangible outcomes in the near future. From a conversion rate of 0.5% and a consumer base numbering a few thousand, the plan has been set to grow at more than 100% year-on-year over the next few years. We believe the changes that we are able to bring in this collaboration will go beyond creating shareholder value and serve as a benchmark in the region for digital transformation and experience design.

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