Customers are at the epicenter of the seamless experience. Retailers can deliver the seamless experience today’s customers expect and tomorrow’s customers will insist on by systematically evaluating their goals and aligning them with core customer needs. Then they can start to establish the building blocks of 24/7 success—and ensure their readiness to tackle the challenges of the next wave of the digital revolution.

**Customer Experience Areas**

There are four primary experiences that 24/7 customers crave, and retailers need to orient all their efforts into meeting these needs.

1. **Increase the allure of the product**
   - **Goal 1:** Increase how appealing it is to get it.
   - **Get It To Me:** Make it easy and engaging.
   - **Know Me:** Understand what the customer likes and anticipate their needs.

2. **Decrease how difficult it is to get it**
   - **Goal 2:** Decrease how difficult it is to get it.
   - **Get It To Me:** Provide useful content and easy purchasing processes.
   - **Inform Me:** Keep customers up-to-date on product info, availability and deals.

**Building Blocks for Success 24/7**

Continuously aligning collaboration tools and technology with business processes and applications helps our clients respond nimbly to business, technology and marketplace change.

- **Rethink Your P&L:** Rethink your cost structures.
- **Re-imagine Your Supply Chain:** Revamp the supply chain, end-to-end. New ideas, such as predictive shipping, make use of Big Data to know customers and fulfill their needs.
- **Thoughtfully Designed Experience:** By establishing a dedicated design platform for new seamless services, retailers too can rapidly imagine, pilot and scale thoughtfully designed customer experiences.
- **Provide Engaging Content:** In a search-driven world, high-quality content, extendable to encompass enriched and creative contexts, is critical.
- **Unlock Big Data:** Continually re-evaluate where to invest, per customer, per day, to discover what resonates best with each one of them.
- **Double-down on Analytics:** Continually re-evaluate where to invest, per customer, per day, to discover what resonates best with each one of them.
- **Offer 100% Inventory Visibility:** Customers expect to be fully informed about what’s available. You need to give them access to truly reliable inventory, right across the enterprise, and in real time.