Capturing the Potential of Omni-channel Commerce
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Not so long ago eCommerce was a fairly straightforward proposition. Companies launched a website where customers or business partners accessed information, completed transactions or submitted information and inquiries. Usually this website was a secondary channel, operated separately from non-digital operations. Direct-to-consumer channels were still the exception, not the rule in most industries.

But that was then. Those early eCommerce platforms are now just one of many channels in today’s omni-channel commerce world. Consumers, employees and business partners leverage a variety of channels to reach their objective, whether that is to research product information, complete transactions, or collaborate. What’s more, consumers expect companies to use the digital data trail created by their activities to generate deeper customer insight. In fact, Accenture’s recent survey of marketing executives found that 69% agree that consumers expect the kind of relevant offers and interactions such insight allows, yet only 12% said they are leading edge at it.1
It's not for lack of trying. Realizing the revenue potential and capturing the operational synergies of omni-channel commerce are complex undertakings, ones that are critical for companies that need to grow and to conduct business efficiently with global networks of partners and suppliers. Recent Accenture research found that customers who shop multiple channels are bigger spenders than single channel shoppers, and that better customer information gleaned from multiple channels allows companies to more easily up-sell and cross-sell products.\(^2\)

Suppliers and distributors also rely on multiple channels—digital and non-digital—to track and move materials and products and streamline their operations and costs. How significant is omni-channel commerce? Accenture estimates that we help our clients capture over $100 billion a year in omni-channel commerce and sales, from hotel reservations booked to consumer electronics bought to business-to-business transactions completed.

Yet, even as omni-channel commerce provides unprecedented opportunities for companies, it also demands more from them:

- More integrated and scalable technology platforms and back-end processes
- More cross channel marketing expertise
- More organizational flexibility and collaboration
- More analytics capability to detect changes or aberrations in user and shopper behavior.

The quandary: many companies have point channel solutions—gleaming stores, a great website, or a terrific mobile app—that are not integrated and cannot generate a holistic, consolidated view of customer experiences or enable ongoing, rapid innovation of products, services and business models across channels.

The lag and lack of integration also add cost and frustrate customers and partners who are subjected to information gaps or inconsistent experiences across channels. Accordingly, many companies find that they need to evolve their omni-channel capabilities, and doing so is easier with a strong partner like Accenture.

Accenture was recently ranked by Forrester Research as a "strong partner" in eCommerce, garnering high ratings for strategy skills and market presence and recognized as capable of "supporting complex, large-scale projects across a range of services".\(^3\) In fact Accenture has assisted companies in several industries and at different stages in their evolution to successfully overcome these challenges and transform their capabilities into omni-channel commerce excellence. On one end of the spectrum, we continue to serve clients by optimizing websites launched more than a dozen years ago. More recently our Origin Digital unit has become a key player in powering live streaming sports, news, music and corporate events for clients, working with copyright holders to ensure optimal distribution and encoding and security of content.

The Accenture Omni-channel Commerce Solution is unique in that it provides true end-to-end capabilities. Our industry and technology know-how, global scale, and singular combination of assets and services provide the support organizations need to drive revenue and optimize their omni-channel commerce operations. Our recent acquisitions of Fjord and Acquity Group further strengthen and enhance the distinctive position of our solution (see sidebars).

This report provides an overview of Accenture's omni-channel commerce capabilities and showcases client case studies that demonstrate the impact those capabilities deliver.

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**Fjord is Now Part of Accenture Interactive**

Accenture recently acquired Fjord, a London-based global service design consultancy that specializes in creating wide-ranging digital experiences and services for consumers—including new ways to shop, better ways to communicate and collaborate, and innovative ways to manage their health—across platforms including smart devices, tablets and PCs. Fjord’s mobility and design capabilities further complement Accenture Interactive’s services that allow us to deliver engaging and relevant customer experiences powered by scalable, industrialized marketing technology and operations. In today’s environment of digital disruption and heightened consumer expectations, the battle is for consumer engagement, and Accenture and Fjord together offer a deep blend of skills and expertise to help clients deliver innovative experiences that bridge marketing, commerce and service.

**Accenture to Strengthen Digital Marketing and eCommerce Capabilities with Acquisition of Acquity Group**

Accenture’s acquisition of Acquity Group, a leading digital marketing and eCommerce company will further deepen and expand the broad range of digital marketing services that Accenture provides to clients. Acquity Group, the second-largest independent digital marketing company in the United States, provides strategy, digital marketing, and technical services to hundreds of companies to enhance their brand experiences and eCommerce performance. Their multi-disciplinary approach creating award-winning digital experiences for global brands brings together strategy, design, and technology to create unique brand experiences that build and strengthen customer relationships.
No Channel is an Island:
The Need for End-to-end Capabilities and Support

Much is written, blogged and tweeted about consumers’ migration to digital channels, but that suggests a one-way trip into the digital cosmos. The truth is more complicated: just as no man is an island, no channel exists in a vacuum. The presumption by consumers is that they should be able to surf from channel to channel and have a seamless, consistent experience as they move. However, this experience can become an ongoing challenge, as customers use catalogs, stores, websites, social media, and mobile solutions to complete different parts of their buying journey. There is no longer a single path to purchase. And for all the buzz about social and mobile commerce, experts in our consumer packaged goods practice found that there is still a lot of cross-over value in optimized webs sites, with web site visitors spending 37 percent more on brand and 53 percent more on product categories in stores.

Meeting these evolving expectations can drive even the most sure-footed company to make costly mistakes or engage in equally costly delays in developing a workable, cost effective omni-channel strategy. For example, a recent Accenture report documented how many traditional retailers find themselves ‘over stored’ with expensive real estate assets but fewer customers coming through the door as a result of failing to see that shopping was moving online faster than expected.

The bottom line is that delivering a seamless, high quality customer experience—one that results in higher sales, consistent engagement and increased loyalty—requires companies to develop and integrate scores of strategic and operational insights, assets and capabilities end-to-end. These capabilities range from core merchandising and marketing strategies at the front-end to robust order management and logistics operations at the back-end. Both sets of capabilities need to be supported by flexible, scalable technology platforms and solutions and operational enablers that can meet the demands of omni-channel commerce today and tomorrow.

Since the dawn of the digital age, Accenture has helped many companies build or acquire the capabilities needed to navigate the omni-channel landscape cost effectively, through volatile business cycles and ever-changing consumer needs. Drawing upon our industry, marketing, analytics, and technology expertise, we offer end-to-end services that help companies transform their omni-channel commerce capabilities and with them the customer experience delivered. As shown in Figure 1, our capabilities and those of our business affiliates encompass:

- Front-end consumer facing services such as merchandising, customer service and care, as well as digital platform integration including implementation, and application and infrastructure management of web sites, mobile, kiosks, and interactive displays
- Back-end services such as CRM & marketing, supply chain management (order management to advanced logistics), and finance & administration
- Operational enablers including analytics, marketing content and production services, warehousing and courier services, and payment systems.

From channel strategy development to actual device provisioning, and from marketing and consumer insight to logistics and customer support, we have helped companies realize the potential of omni-channel commerce.
Figure 1: Accenture Omni-channel Commerce Solution

Our Web optimization and globalization work helps companies both enhance consumer-facing capabilities on the front-end and support them with back-end capabilities to drive revenue growth and operational efficiency.

Getting the front-end right—a great user interface, an optimized website and top-notch personalization capabilities—plays a critical role in attracting and retaining customers. But back-end capabilities are equally important because they do the heavy-lifting behind the scenes of most digital properties.

Accenture is managing the US, China and Japan websites for a **high-end fashion retailer** to increase sales and site traffic. Our support includes application maintenance; site enhancement; administrative, promotions, Web content uploading support; and overall project management. Accenture also provides server administration and maintenance, including 24X7 monitoring that improves availability and site stability. Throughout a recent holiday season the websites generated record sales and site traffic with an increase of up to 50 percent as compared to the prior year.

The complexity of omni-channel commerce demands an equally deep set of commercial capabilities, which Accenture satisfies by providing front-end to back-end omni-channel expertise. We help clients clarify strategic goals drawing upon our industry experience and knowledge of capabilities that distinguish high performance companies. We then translate those goals into reality in the form of platform provisioning, merchandising and marketing tactics, superior consumer experience and user analytics, and process and technology integration. Our goal is to multiply the impact companies see from their investment in omni-channel capabilities.
Cross-industry Global Success Building
Omni-channel Commerce Capability

Digital channels in particular hold the potential to vastly expand the markets and target promising customer micro segments. Yet many companies’ omni-channel capabilities have not kept pace with the digital evolution.

Capabilities such as cross-channel order visibility, internationalization services, segmentation, predictive analytics, dialogue marketing and personalization are all needed to deliver the relevant, customized experience consumers expect. Indeed, we have found that achieving consumer relevance across all channels, consumer intent segments and geographies is a key differentiator between high and lagging performers. But maintaining relevance—what we refer to as the "R Factor"—requires actionable data insights, segmented content, enabling technologies and continually monitoring and responding to new consumer insights.

The consequences of not building or maintaining these capabilities are harsh: the customer experience delivered is subpar, and potential customers and sales are lost to more nimble competitors with more advanced capabilities or access to leading edge support.

Fortunately Accenture can leverage its global, cross-industry expertise to lift companies out of their omni-channel commerce malaise. Accenture multidisciplinary teams have completed eCommerce and omni-channel commerce projects in nearly every sector and region. Recent clients include companies as diverse as a global travel company (see sidebar), an electronics discount retailer, global specialty retailers in the packaged goods and fashion sectors, and governmental agencies and non-governmental charitable organizations alike. All these organizations benefitted from Accenture’s decades of experience serving diverse industries across the globe. Our ability to evaluate a company’s omni-channel platform and improve key areas is frequently the difference between companies having lagging or leading omni-channel commerce capability.

Retail is one sector where Accenture has significant experience strengthening omni-channel capabilities to increase sales and site traffic. A recent Accenture Seamless Retail Study found that half (49 percent) of consumers believe the best thing retailers can do to improve the shopping experience is to better integrate in-store, online and mobile shopping channels.

Our work goes beyond designing and managing great websites that build customer loyalty; our digital commerce services help companies improve critical capabilities, increasing channel impact and cross-channel consistency.

Travelers Move Online, and Travel Companies Follow

With more than two-thirds of European travelers using the internet to research travel, most travel services providers need comprehensive, dynamic e-commerce capabilities to satisfy customers and keep them coming back. This travel company looked to Accenture to enhance its e-commerce platform by delivering new functionality based upon customer feedback and build the infrastructure needed to support high seasonal website traffic. The site now offers a broader variety of higher-margin branded products, as well as third-party content such as rail tickets or insurance packages that resulted in increased traffic, customer loyalty and average passenger value. The new website allows users to read and post reviews, easily compare custom travel packages, and maintain personalized content. The more flexible and scalable architecture allows for future, cost efficient growth.

Recently a global, diversified luxury consumer goods brand whose product portfolio includes jewelry, watches, accessories and fragrances asked Accenture to help define the operating model for a new Web-based channel, lead the platform software selection, and provide system and infrastructure integration support. Accenture was then tasked with designing, delivering and running the system for the company’s expanding business lines in the United States, a project that eventually led to renewing the company’s global e-commerce system. To achieve the scale and flexibility needed, our teams transferred the company’s legacy, custom-built system to the Oracle Commerce platform. The team helped launch the new e-commerce platform at the global level—including Japan—with translations in more than 10 languages.
The quest by local or regional companies to expand their reach globally leads many companies to collaborate with Accenture to both simplify and enhance omni-channel commerce capabilities. Companies see the opportunity to expand but can be frustrated by outdated, costly to manage multiple channels. Working with Accenture these companies can consolidate, re-platform, and upgrade their omni-channel commerce capabilities quickly and efficiently, vastly expanding their reach without multiplying the costs of their commerce systems (see sidebar).

Today companies in all sectors, not just retail, need to be vigilant and pragmatic in assessing whether their omni-channel commerce capabilities and channels project and deepen understanding of their brand, and deliver a customer experience that meets the demanding standards of today’s consumers or business partners. In truth, companies in most sectors, whether primarily business-to-consumer or business-to-business need to keep capabilities current and preferably ahead of the competition.

The breadth of our experience serving companies throughout the stages of omni-channel commerce development equips us with the ability to quickly assess eCommerce and omni-channel environments, and then bring best practices to improve each dimension of them. We tackle challenges that run the gamut from the strategic to the operational to the purely technical. Accenture teams have provided the technology backbone to support uniform high transaction processing by retailers during peak holiday seasons, as well as large national treasuries during tax collection periods. Our consumer experience teams craft personalization tools and design customer care operations for specialty, fast-fashion and luxury retailers, pharmaceutical and health care clients, and industrial manufacturers. Accenture’s industry and process expertise, combined with infrastructure, device, platform, and software experience, can deliver benefits to clients in all industries, regardless of scale.

Re-platforming Commerce Systems to Meet Global Growth Goals

When it contacted Accenture, this company, an international maker and supplier of espresso, had unique systems for each of its different geographic locations. This required the company to support separate physical infrastructures that provided only partial capabilities for upgrading Web features and presented functional and technical interface management constraints. At a time when it had aggressive growth goals, the company’s systems imposed extra costs that cut into its margins. The company worked with Accenture to consolidate and upgrade its global eCommerce platform, which consists of a proprietary social network and an e-store platform. Accenture led the entire upgrade program, including implementing the e-store platform using its proven design, build and run approach and IBM WebSphere Commerce solution.
Leveraging Unique Alliance Networks and Expertise in Multiple Platforms to Bring the Best to Clients

Accenture brings a wealth of experience working with all major omni-channel commerce platforms, as well as global partnerships and alliances that allow us to deliver the right platform and capabilities to our clients and make the most effective use of their current technology investments. In contrast to companies that focus on one or two dimensions of omni-channel commerce, or have a specific line of eCommerce solutions to sell, Accenture teams are adept with a broad range of platforms and solutions.

Our track record of success with our alliance network allows us to evolve and optimize clients’ omni-channel capabilities on the platforms and with the network of suppliers and vendors preferred by and most useful to them. More importantly, our breadth of experience helps companies evolve from eCommerce platforms using highly specialized or proprietary software that is difficult and expensive to modify to more flexible, scalable platforms needed for omni-channel commerce.

Accenture and hybris Helping Build Profitable, Long-term Customer Relationships

Accenture is currently the only Global Strategic Partner of hybris, a leading eCommerce technology company, where together, since 2011, we are helping clients implement innovative omni-channel commerce solutions. With the ability to deliver hybris services globally, Accenture is poised to leverage its extensive digital capabilities and experience working with hybris to help businesses transform commerce and sell more goods, services and digital content through virtually every touchpoint, channel and device.

Accenture and Oracle Commerce Alliance Brings Insight and Innovation

Accenture has teamed with Oracle Commerce on over 45 eCommerce engagements, and continues to invest in the alliance establishing Oracle Commerce teams in delivery centers in Italy and India with hundreds of Oracle Commerce-skilled professionals, and three Innovation Centers for Oracle in the US, India and Japan.

Accenture and Oracle Commerce have a long and mutually beneficial relationship, and Accenture was selected by Oracle Commerce as its preferred eCommerce vendor to develop a unique end-to-end solution for Cross-channel Commerce Life Cycle Management in Europe. Clients can benefit from our alliance through our ability to develop innovative joint solutions, coordinate teams of professionals with proven skills, and deliver superior service.

Accenture, Avanade and Microsoft Alliance Delivers Omni-channel Solutions

Accenture established an alliance with Avanade and Microsoft to develop digital commerce solutions, among other technology innovations, that help clients running Microsoft software make the most of their investment. Frequently teams from the alliance are deployed to build proofs of concept, share cutting-edge solutions and give companies the opportunity to experience innovations first hand.

Accenture Omni-channel Commerce Alliances include:

- hybris
- Oracle
- IBM Software
- Avanade & Microsoft.
Accenture helped an office supply retailer enhance its existing IBM WebSphere Commerce application to drive new customers to its online store. The retailer selected Accenture to help support its upgraded eCommerce solution. Accenture formed a dedicated team to work directly with the client and manage the system integration process—working with the client’s multiple third-party back-end systems. In addition, the team maintained the existing WebSphere Commerce application and developed the needed e-commerce enhancements. Accenture helped the retailer create a solution that would manage its daily online ordering system operations more effectively and delivered 39 enhancements through the implementation of a new Retailer Branding Information System.

Accenture and IBM Software Team on WebSphere Implementations

Accenture teams across the globe are involved in nearly 1,000 engagements a year where IBM software and hardware is implemented for our clients. Accenture and IBM jointly sponsor and support the Accenture Center for IBM Technologies which facilitates the creation of knowledge, best practices, methods and tools to increase speed to implementation of IBM technology-based solutions such as WebSphere and showcases innovative WebSphere solutions. Accenture has over 12,000 WebSphere-trained consultants to support clients’ omni-channel engagement.
Accenture's Commercial Services, Assets and Delivery Models Strengthen Omni-channel Capabilities

Many organizations look to Accenture for its omni-channel commerce experience, and with that trust they gain access to a unique combination of skills and assets. These range from innovative original research and consulting expertise in every major sector and key enterprise function, to the full range of technology expertise, to distinctive digital services such as mobility solutions, social media optimization, Web analytics, and digital production and content management.

Many of these services and assets are delivered through outsourcing or managed services arrangements and leverage our Global Delivery Network, giving our clients access to enhanced capabilities on a 24X7 basis.

Digital Optimization

With the growth of mobile and social platforms, it’s understandable that attention has been diverted from websites to newer channels at many companies, yet poorly designed online properties that undercut navigation and conversion present a serious barrier to omni-channel commerce success. Accenture’s proprietary digital diagnostics and optimization assets help companies understand what’s working and what isn’t, and so we can team with companies to enhance digital properties and make the customer experience all that it can be.

A European retailer turned to Accenture to help it enhance the online shopping experience and increase conversion rates and checkout revenue. Using multivariate testing and optimization programs in Accenture’s Digital Optimization software, a dedicated team worked with in-house personnel to enhance all parts of the retailer’s website, including navigation, onsite search, the homepage, search results page, product detail pages and the secure checkout process. Since the program’s inception, the retailer estimates the improvements identified and implemented have generated up to €50 million in additional revenue during the three years. Additional benefits include SKU rationalization and the ability to enhance navigation to promote conversion and checkout rates.
Digital Diagnostics
Protecting and keeping your digital environment updated and in compliance with web standards are really about protecting your brand. Digital Diagnostics scans for things that cause customers to click away—taking their money with them—such as broken links, slow loading pages, unencrypted forms collecting personally identifiable information, and potential regulatory compliance issues. This solution also scans for other invisible technical issues that make online properties hard to find, use and manage, including problems with web analytics implementations, missing meta tags, search engine optimization (SEO) issues and redundant content.

A Fortune 500 IT Company retained Accenture to implement regularly scheduled, automated diagnostic scans of its global network of websites that identifies performance barriers, supporting and informing a continuous improvement program. Accenture's proprietary technology boosted site visibility from 5 million to more than 20 million pages and contributed to improved overall site quality by more than 20 percent over baseline results.

Accenture Performance Optimizer
This tool was developed specifically to apply analytics to help optimize channel performance. Getting the right products, to the right place, at the right time are critical for consumer packaged goods companies and retailers alike, helping avoid out-of-stocks, inventory overages, and return charges. The Accenture Performance Optimizer enables companies to do all that more easily and efficiently. Companies can create models and run analyses across several performance and commercial dimensions such as Customer Segmentation and Profiling, Store and Category Clustering, Demand Profiling, Portfolio Optimization, and Optimal Space and Assortment.

A major North American consumer packaged goods manufacturer recognized that its planning structure for organizing products at the retail shelf level was suboptimal. The company selected Accenture to help optimize eight major categories of products representing approximately $2 billion in sales. Accenture’s Performance Optimization Tool showed that the client could reduce the portfolio by more than 15 percent while maintaining the current sales level. The client is expected to realize an increase of an estimated $16 million in earnings and an estimated $8 million inventory improvement opportunity over the next two years.

Additional assets and services help our clients optimize omni-channel experiences that drive business value as well. Complementary assets include:

Accenture Web Evaluator
This website benchmarking tool establishes relative strengths and weaknesses in 300+ functional criteria across categories. The Accenture Web Evaluator (AWE) provides a comprehensive assessment of how well companies use their websites to attract and retain customers, support and reinforce their brand, deliver services and generate sales. Our rigorous methodology captures information from websites of more than 260 of the world’s most prominent consumer brands, using criteria associated with delivering a high-performing branded customer experience via the Internet. The nine key dimensions assessed include: search and navigation; information; service; engagement; relationship building; branding; eCommerce; globalization; and number of visitors. AWE compares sites to direct competitors as well as across the leading 350+ global websites.

Accenture Customer Insight
This intuitive business intelligence solution grounded in industrial-strength analytics provides new insight into customer data. This solution is a key enabler to ensuring ongoing relevance—of marketing communications, products and services—to customers and provides companies a distinct competitive advantage. Business users across the organization can perform precise customer analyses, create unique customer and location segments (and micro-segments) to find underserved “white space” and visualize answers to their key questions about customer behaviors all of which translate into increased sales and loyalty.

With more than 65 million members, this US pharmacy retailer has the largest customer loyalty program in the United States. Although the company was already using sophisticated tools for customer focused marketing, it asked Accenture to help improve promotional efficiency and effectiveness. One promotional campaign powered by our new analytics capabilities drove an incremental sales increase of more than $100,000. Another achieved ROI of more than 100 percent by generating a 27 percent response rate.
Accenture Social Media Diagnostic

Social networks are enabling consumers to virtually converse about businesses and their products nonstop—and those conversations may or may not include the businesses themselves. Consequently, social media calls for new ways to assess consumer loyalty and the factors that influence product demand. Our media diagnostics can be used as a standalone service or as part of our digital marketing suite. Either way, this solution helps companies better understand how they are doing overall and identify both areas that are working and opportunities for improvement. Our KPIs provide insight into social media presence, influence and effectiveness to measure progress in the social media space.

A recent Accenture Interactive survey revealed that for a growing number of consumers, social platforms are a key stop on their path to purchase. Three quarters of respondents prefer companies to use personal information gleaned from social media and other sources to make shopping “more efficient,” and 93 percent are more inclined to purchase from a company that uses social media, with 64 percent preferring Facebook and 27 percent leaning toward Twitter. Understanding and shaping the impact of social channels has never been more critical.

Accenture Agile Marketing Analytics Platform

Most companies have more data than they know what to do with—from internal financials and employee data, to business partners and channels, to third-parties—syndicated and volunteered over social media. With so much data available today, every organization must harness the most relevant data to drive real-time insights, improve decision-making, and optimize marketing mix to make the most of the marketing investment. The Accenture Agile Marketing Analytics Platform delivers tools and frameworks that bring order and insight to the data universe to improve marketing mix and optimize spend.

Mobility Solutions and Services

Mobile is already a critical channel to grow sales and improve operations in many industries. Accenture’s technology specialists build device-specific mobile applications to support key sales and operating activities such as call planning and routing/tracking referrals, as well as applications to manage companies’ mobile app stores, a service that relieves companies of the burden of managing upgrades and cross-platform integration. When married to our SaaS offerings, these hardware-related services provide end-to-end mobile managed services that increase sales and operating productivity. Successes include:

- Helping eBay Classifieds expand its presence and impact of seven regional brands by building new and improved mobile applications across multiple platforms, including the iPhone and Android OS. eBay Classifieds selected Accenture for several reasons, including Accenture’s Embedded Software Services capability which brings deep experience in mobile software and our network of delivery centers which would allow the company to produce customized versions of the application and achieve global scale cost effectively.

- Supporting the joint venture between a major Japanese bank and a major mobile carrier by helping the organization introduce mobile number portability. The joint venture required a unique approach, and Accenture helped define the business and operating models, including business requirements and business processes. Accenture managed external interface development for domestic local settlement, ATM networks and printing. In addition, Accenture helped the program management office build, test and launch an Oracle-based mobile solution. Taking advantage of package software and utilizing the new service development process, the bank was able to successfully launch new services rapidly, offering credit cards and consumer loans six months after launch and foreign currency deposit only three months later.

- Omni-channel Analytics

The volume of data generated from internal and external sources leaves many companies with little time to make business sense of it all, much less use it to optimize channels. Accenture’s analytics platform can be customized by industry to help clients determine the value of digital and non-digital channels, and identify opportunities to increase the impact of promotions, improve the potential lifetime value of channel partnerships, and reduce overall cost-to-serve. Successes include:

- Providing search engine marketing analytics and optimization services to a discount computer retailer. By analyzing activity both on the company’s website and public search engines such as Google and Bing, the team determined how customers and prospects shop for products, and then optimized content to improve search engine results and sales through its online channel.

“...One of the unique elements of the Accenture solutions and services that they provide to Procter & Gamble... I like to think of it as they are able to provide higher value order, higher value skills and capabilities than what you might traditionally find in the BPO market...”

Vice President of Business Units and Market Development, P&G Global Business Units.
Capturing the Potential of Omni-channel Commerce

Digital Marketing and Sales Support Services
In industries such as consumer packaged goods, direct-to-consumer channels are multiplying, requiring new approaches to optimizing marketing spend. Accenture works with leading companies such as P&G and AstraZeneca UK to develop and deliver new marketing and sales support services in a variety of delivery models. For example, our Digital Production and Content Services is an end-to-end, managed service solution that brings core marketing operations capabilities such as Brand & Marketing Services, Content Production, Content Management Services, Campaign Management, and Content Platforms & Distribution. Successes include:

**Procter & Gamble** has one of the world’s strongest portfolios of consumer products, serving consumers in 180 countries around the world. After finding it difficult to manage its interactive marketing production, P&G charged Accenture with launching and managing all digital marketing campaigns and activities for P&G’s brands around the world. Accenture is delivering the services through its Global Delivery Network, primarily out of Mumbai, Buenos Aires, Shanghai and Warsaw. Those locations are key to serve local requirements and regional languages. In addition, P&G and Accenture are delivering these services through local markets including Cincinnati, Geneva, Bucharest, Paris and many others. At this point there are about 20 languages being supported: the core language is English plus many others including Asian languages, Spanish, German, French and Russian all delivered out of the Accenture Global Delivery Network.

**Helping AstraZeneca UK** deliver brand content in the form of interactive detail/sales presentations on strategically selected mobile devices. The closed loop marketing initiative leveraged a HTML5 web application that included offline storage capability that allowed full use and interaction with the web app without Wi-Fi access. Accenture’s proprietary mobile analytics provides the ability for the offline mode to capture and store usage statistics and customer interaction data so that AstraZeneca UK can adapt promotional content based upon customer preference.

Accenture’s recent acquisition of AvVenta Worldwide further expands our digital production capabilities to provide high-quality, cost effective marketing operations services using an outsourcing model. AvVenta’s delivery center in San Jose, Costa Rica, allows companies to manage content from initial creation through distribution to achieve greater speed to market of marketing assets, localization services, and greater return on their marketing investments.

Improving campaign engagement and marketing ROI at a global credit card company that wanted to incorporate mobile payment functionality into its portfolio of payment products. In order to design the right solution, Accenture used strategy frameworks and customer analytics to perform a market assessment, identify and segment target customers, and help the company evaluate targets’ potential mobile use.
24X7 Support from Accenture’s Global Delivery Network

Omni-channel commerce is by definition, a 24X7 operation. Fortunately, Accenture’s Global Delivery Network includes over 50 Delivery Centers that allow companies to access capabilities, processes, tools, architectures and metrics to ensure efficient and cohesive operation 24X7 as well. Over 4,000 Accenture professionals around the world deliver consulting, technology and outsourcing services to the marketing function (see Figure 2). With our global network to draw upon, companies can take advantage of time zone differences, access multi-lingual talent, and world-class functional skills to find the service they need when they need it.

Figure 2: Accenture Global Support Driving Marketing Performance for Our Clients
The Future: Potential Abounds

Accenture takes a strategic, long-term view of helping companies get the most from their omni-channel investments, working with them to achieve tight channel integration, superior marketing and merchandising skills, supported by scalable, flexible infrastructure and applications. Accenture continues to invest in its own capabilities so that we can offer clients a broad range of options to enhance their omni-channel approaches, applications, capabilities and delivery models. Our end-to-end omni-channel commerce capabilities reflect both the wealth of industry and consumer experience we have, as well as the depth of our technology and digital expertise. Our goals are to help clients devise, implement, and evolve omni-channel commerce platforms that perform superbly through the most demanding business cycles and shopping seasons. In a world where a consistent, engaging omni-channel presence is critical, Accenture helps companies meet these demands and surpass ever-increasing expectations.

References


3 The Forrester Wave™: Global Commerce Service Providers, Q1 2012, Forrester Research, 2012.


15 Learn more about Accenture’s Mobility Services and Mobility Solutions at http://www.accenture.com/us-en/Pages/service-mobility-overview.aspx.

For more information on the Accenture Omni-channel Commerce Solution and Accenture Interactive, please contact:

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**About Accenture Interactive**

Accenture Interactive helps the world’s leading brands drive superior marketing performance across the full omni-channel customer experience. Working with over 4,000 Accenture professionals dedicated to serving the marketing function, Accenture Interactive offers integrated, industrialized and industry-driven marketing solutions and services across consulting, technology and outsourcing powered by analytics. Follow @AccentureSocial or visit accenture.com/interactive.

**About Accenture**

Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.