



High performance. Delivered.

# “Capturing the Potential of Omni-channel Commerce”

## Video Transcript

Narrator:

We live in an Omni - channel world.

According to a recent Accenture survey more than half of all global shoppers want to be able to access services in-store via mobile devices, and we already know that customers who shop across channels spend more.

A lot more....based on our research an increase of 37%, when compared to single channels only.

The consumer mind set is growing in the B2B space as well. Customer

expectations demand 24/7 access to goods and services to keep their businesses running.

Our recently commissioned Forrester study found that nearly half of all B2B buyers already make work-related purchases on the same websites they use for personal purchases. And 83% of B2B sellers are responding by upgrading their ecommerce suite or planning to do so within the next six months.

But while companies build a compelling web site here and a sleek mobile app there the true value is in their integration because

today’s business imperative is to achieve enduring customer relevance—at scale.

To fully realize the potential of omni-channel commerce, you need to think like the customer, and then build integrated capabilities across silos creating seamless customer experiences in the correct context, when and where they want it.

The **Accenture Omni-channel Commerce Solution** is built on a solid framework that pays painstaking attention to:

- Front-end customer facing services including creative

experience design, content services, merchandising, customer care, as well as the development and integration of web sites, mobile, and interactive platforms at the point of commerce

- Back-end services such as marketing, supply chain and finance coupled with operational enablers like analytics, logistics, payment processes, and application & infrastructure management
- And strategy services that can help optimize your marketing operations

Our recent acquisitions of Fjord and Acquity Group have deepened and expanded the broad range of digital marketing services that we provide for our clients. Together, Accenture helps clients capture over \$100 billion a year in omni-channel commerce and sales. From hotel reservations booked, to consumer products purchased in China, to business-to-business transactions completed.

No matter where you are on the maturity curve we can support your omni-channel journey:

- We can provide an assessment of your current capabilities in key areas of channel integration and help to develop a road map for building new operating models.
- We design, build and implement new capabilities across platforms and systems that integrate existing internal and external technologies optimizing commerce platforms across channels
- We can also support, manage and run your website applications, infrastructure and operations, and even manage your business for you.

No matter who your customers are the **Accenture Omni-channel Commerce Solution** combined with our other tools, assets and enablers, strategic alliances...24 by 7 global delivery network...and research and thought leadership coupled with our deep cross industry experience enable companies to implement faster and deliver quicker to capture the full potential of omni-channel commerce around the clock, and around the world because commerce never sleeps.