Seamless Omnichannel experience

Milan, 2016
Agenda

• What is Omnichannel
  • A renovated customer drives the new Omnichannel Ecosystem
  • Omnichannel Business Transformation
    – B2B Winning Strategies
    – B2B2C Winning Strategies
    – B2C Winning Strategies
  • Outstanding Omnichannel Experiences
OmniChannel

Gives a seamless Customer Experience executing strategies that bridge the physical and the digital worlds
What is OmniChannel

A New Approach for Serving Customers

Omni-channel can be defined as a synchronized operating model in which all of the company’s channels are aligned and present a single face to the customer, along with one consistent way of doing business.

Each interaction becomes a seamless extension of their previous interaction, allowing each customer journey to continue where it left off.
What is OmniChannel

• The multi-channel approach is being replaced by a more assertive, customer-driven approach in which companies respond dynamically to non-stop customers, who are constantly re-evaluating what they want to buy, and from whom they want to buy it.

• Providers are able to leverage new technologies to develop personalized marketing strategies, and to deliver a superior customer experience that educates and engages the customer.
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    – B2C Winning Strategies

• Outstanding Omnichannel Experiences
The Voice of the Customer: a new paradigm

Consumers, employees and business partners leverage a variety of channels to reach their objectives—whether it is researching product information, completing transactions or collaborating. With all these channels comes tremendous opportunities and tough challenges.

They expect a better **ecommerce experience** from suppliers with easy to use online payment methods, enhanced website search, and personalized recommendations.

They want **many interactions** with the suppliers both online and in-store and to be provided with **consistent experiences** across channels.

They expect to live a **seamless experience** across channels and expect to be able to customize their orders basing on the preferences of end consumers.

Their purchasing habits are rapidly changing: an increasing part of them prefers the use of **mobile devices** to place orders electronically.

They are **hyper-connected, more engaged** and **more informed**. They want storytelling, editorial content enticing them to engage with the brand.

They assume companies know who they are so they become more demanding and expect **personalized customer-centric shopping experiences**.

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OmniChannel from opportunity to necessity…

The Digital era is transforming expectations, and needs. Consumers are becoming more:

- **Multichannel**, in need of a **seamless** and coherent **experience** across all the brand’s touchpoints
- **Informed** and expecting to receive from their favourite brands an **offer** that is **tailored** to their specific needs
- **Demanding**, with the need to be **engaged** in meaningful stories
...to re-shape the business archetype

In this context, organizations are re-shaping their value chain in order to do business more efficiently and effectively, adapting their classic distribution channels to the newly shaped customers’ needs:

- **The B2B channel** should allow easy online ordering processes and call centers’ orders on behalf. Furthermore, it should offer flexible payment and delivery options.

- **The B2B2C channel**, that allows manufacturers to directly reach end-users without excluding wholesalers but engaging them in the new «digital» sale process, should benefit from activities such as catalogs co-creation, and coherent marketing campaigns and promotions across channels.
Defining the Vision for OmniChannel

- **B2B Channel/Portal**
  - Activate Online
  - • With current service levels
  - • For a segment of outlets
  - • Catalog
  - • Pricing
  - • Selling Stories

- **B2B2C Enablement**
  - eRetailer
  - Enablement

- **B2C**
  - Cooler Sensor PoC

- **Call Center**
  - Enable Online Ordering
  - • With current service levels (delivery, payment, etc.)
  - • For a segment of outlets

- **Enhanced Delivery & Payment Options**
  - • Credit Card/Debit
  - • Transfer
  - • Additional delivery options

- **Service Sched (e.g., Maintenance)**
  - Recommendation/Personalized Orders

- **Order & Pickup @ Store**
  - • Special pack sizes/flavors
  - • Bulk

- **Digital Mktg to Drive Offline Sales**
  - • Drive Trial
  - • Build Awareness
  - • Promote thru specific partners

- **Tailored Products Offering**

- **Consumer Campaigns**

- **Proximity Marketing**

- **Home Delivery**

- **Voice of Customer + Cost to Serve/Bus Case**

- **SFA**

- **Analytics**
OmniChannel Ecosystem

Meeting these challenges demands that companies have **new capabilities** and more **integrated** and **scalable** technology and back-end processes. They need more cross channel marketing expertise and more organizational **flexibility** and **collaboration**.
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B2B

B2B Buyer Expectations are Driving Sellers to Deliver Fully Functional Omni-Channel Experiences
Moving toward B2C like experience

Business customers expect their B2B e-commerce experiences to reflect their consumer e-commerce experiences. Attractive design, simple navigation, clear and concise content, the ability to search and compare products and transparent pricing all play roles in enhancing the experience and meeting expectations. A happy customer who feels cared for is, in all likelihood, a repeat purchaser.

### Winning Strategies

<table>
<thead>
<tr>
<th>Recall a B2C Interface</th>
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</thead>
</table>

### Key Value

The B2B should offer an experience that recall the B2C reality since the tools is used with the client as well; using e-commerce design patterns, such as faceted search, light layout with a well balance distribution of information.

The visual mood will have to be pleasant and suitable for a possible sharing with the final customer. Moreover it will have to help the marketers to achieve easily his tasks.

<table>
<thead>
<tr>
<th>Pleasant visual design</th>
</tr>
</thead>
</table>
Moving toward B2C like experience

Multifaceted transformation in B2B commerce:

- B2B commerce is shifting from offline to online and self-service: 57%
- The internal organization has to adapt in order to meet new online goals: 51%
- Business buyers demand intuitive self-service tools for order processing and management: 43%
- Social media impacts the brand awareness, purchase recommendations and reputation: 42%
- Smartphones enforce localization and usage of apps both for sales reps as well as business buyers: 34%
- Consistent and relevant content becomes essential across multiple touch points: 27%
- None of these: 2%

E-commerce report, Intershop - Vanson Bourne interviewed 400 senior IT and business decision makers from merchants with a B2B focus and annual online revenues ranging from $1 million to more than $100 million, in April and May 2013.

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How much an item costs and if it is available (on each variation) seem being one of the key questions clients ask themselves in the purchase decision. This information, particularly the price conveys whether the client is in the right product category, is a key feature in the products comparison and is needed for planning future purchases as well. Showing price and availability on a B2B e-commerce is a way to achieve client’s trust.

**Winning Strategies**

- Manage product information, price and availability
- Clear Shipping/Transit Time

**Key Value**

- The B2B e Commerce must have a rational price-driven site with a clear display of the availability of the products
- Helps to build an optimized fulfilment process in order to avoid out of stock, and make the products available to improve consumer experience
Price & Availability

40% of respondents indicate pricing information as must have.
- 2014 B2B Web Usability Report
Order processing is a key element to make the purchase happened online. The engagement starts here by delivering a great user experience and give customer reasons to move online. Giving customers the ability to control access, manage an order, track order status and make changes on the fly eliminates phone calls and frees sales staff time for more productive purposes.

### Winning Strategies

- **Multiple basket and multiusers account**
- **Cross channel (rep/digital) orders view**
- **Post-order information**

### Key Value

- Allow selecting products collaboratively (multiple baskets or wish list functionality) and supporting users with different roles and responsibilities (users that can order and users that can only suggest).

- B2B website must have a cross channel view of orders. This feature allows having a better control of the product requested and an easy check of the upcoming delivery.

- Provide more information online about order status—archive of all orders regardless of how they were placed (web, agents, telephone) and the status of the orders (e.g. fulfilled, delivered, in progress).
Online ordering & customer self-care

60% of retail respondents believe that B2B commerce is shifting from offline to online and self-service.

E-commerce report, Intershop - 2013

The website should support the many stages of the buying process—including the post-sales stages, which are crucial to customers’ long-term brand loyalty.

- B2B Website Usability for Converting Users into Leads and Customers, Nielsen Norman Group

**Benchmarking B2B eCommerce Sales And Marketing Initiatives, Forrester**

Online Survey which surveyed more than 700 responses B2B companies that sell online regarding their sales and marketing benchmarks and initiatives.

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**Omnichannel Business Transformation**

– B2B Winning Strategies

**B2B2C Winning Strategies**

– B2C Winning Strategies

• Outstanding Omnichannel Experiences
B2B2C is a collaboration process that creates mutually beneficial service with a strong consumer-oriented focus.
Marketplaces facilitate sales for third-party vendors by allowing them to sell products in one online marketplace. The entire marketplace runs on the same software infrastructure, enabling all sellers to distribute their distinct goods under the umbrella of one website.

Winning Strategies

- Empower product visibility
- Speed time to market and efficiency
- Cost-effectiveness model

Key Value

- The products have a great exposure if sold in an online marketplace. This could be a way to reach a larger audience quickly and efficiently, including new consumers that are out of the company’s range.
- Automated procurement processes and workflows allow companies to increase the efficiency of their supply chain and reduce the cycle times between order and fulfilment.
- This solution helps streamline business methods and lower the costs of reaching a wide audience through standardization and automation of agreement, inquiring, paying/receiving and ordering processes.
### Marketplaces

#### TOP Categories sell in Marketplace

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>46.7%</td>
</tr>
<tr>
<td>Electronics</td>
<td>43.4%</td>
</tr>
<tr>
<td>Books</td>
<td>30.9%</td>
</tr>
<tr>
<td>Sports &amp; Outdoors</td>
<td>30.3%</td>
</tr>
<tr>
<td>Clothing</td>
<td>21.7%</td>
</tr>
<tr>
<td>Tools &amp; Home Improvement</td>
<td>19.7%</td>
</tr>
<tr>
<td>Patio, Lawn &amp; Garden</td>
<td>19.1%</td>
</tr>
<tr>
<td>Cell Phones &amp; Accessories</td>
<td>18.4%</td>
</tr>
<tr>
<td>Everything Else</td>
<td>17.8%</td>
</tr>
<tr>
<td>Office Products</td>
<td>17.8%</td>
</tr>
<tr>
<td>Grocery</td>
<td>17.3%</td>
</tr>
<tr>
<td>Pet Supplies</td>
<td>15.8%</td>
</tr>
<tr>
<td>Movies</td>
<td>13.2%</td>
</tr>
<tr>
<td>Video Games</td>
<td>13.2%</td>
</tr>
<tr>
<td>Shoes &amp; Handbags</td>
<td>11.2%</td>
</tr>
<tr>
<td>Music</td>
<td>10.5%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>9.9%</td>
</tr>
<tr>
<td>Appliances</td>
<td>9.2%</td>
</tr>
<tr>
<td>Software</td>
<td>9.1%</td>
</tr>
<tr>
<td>Musical Instruments</td>
<td>5.3%</td>
</tr>
<tr>
<td>Automotive</td>
<td>3.3%</td>
</tr>
<tr>
<td>Industrial</td>
<td>3.3%</td>
</tr>
<tr>
<td>Watches</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

- **38%** plan to expand beyond eBay and Amazon
- **55%** have profits margin above 20%
- **63%** Only sells on marketplace
Catalog Co-creation

B2B2C market provide the customer with unlimited choice, personalized and delivered through multiple channels at maximum speed customized products. The catalog co-creation allows customer to mix and match products/components basing on their preferences. As the world becomes a global village, the idea of co-creation helps enterprises to incorporate global best practices into its processes at a much faster pace.

Winning Strategies

| True Customization |

| Brand Engagement |

| Innovate Better |

Key Value

- It’s a way to provide the end consumers with a deep and real personalization, not limiting it to the only existing products but make it possible to create new ones

- The major positive effect stands in the enhancement of the tie to the brand and the increasing loyalty generated by the perception to be the creator of a unique product

- When an enterprise is willing to open its doors to ideas from outside, it aids in the innovation process. Creative and value adding ideas may come from stakeholders not only about products, but also about other areas in the value chain.
Catalogue Co-creation
## B2B2C goes Mobile

The usage of mobile devices to access the Internet is well-known trend. According to latest researches there is also a growing numbers of B2B2C users using mobile devices to place orders electronically. The convenience factor of mobile access is becoming increasingly important. Enabling easy content and product mgmt, mobile capability and accessibility from the start will save money and add profit while making life easier for customers and staff.

### Winning Strategies

<table>
<thead>
<tr>
<th>Responsive interface</th>
<th>Key Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile devices accessibility</td>
<td>Tablets could be potently used for selecting and ordering products. Therefore the design should be touch-friendly and responsive - adaptable to different devices without requiring an ad-hoc version.</td>
</tr>
<tr>
<td>Mobile First Approach</td>
<td>Some products, are sold mainly close the displays. Provide a web tool optimize also for mobile devices could enrich the selling experience both for marketers and customers.</td>
</tr>
</tbody>
</table>

The latest trends revealed that online sales on mobile have grown by 52%. This means that retailers need to ensure that websites begin life as mobile sites or are based on responsive web design.
B2B2C goes Mobile

1/3 of respondents mentioned the integration of new touch points, such as mobile apps for order entry, order history, and status, as well as apps for sales representatives.

- E-commerce report, Intershop, 2013
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Devise, implement and evolve superior omni-channel capabilities to make the most of your revenues
Centralising customer data and ensuring customer information is accurate, up-to-date and easily accessible will be key to delivering consistent marketing strategies. By integrating customer, transactional and reference data, marketers can achieve actionable customer information allowing them to analyse customer behaviour, improve their channel strategies and achieve better campaign ROI.

**Winning Strategies**

| Centralized Customer Data | Audience Manager | DMP |

**Key Value**

- It's the key to improving CRM effectiveness. With centralized data management, data can be easily transposed, transformed and managed by experienced programming and statistical staff to suit various analysis needs of a specific study or related ancillary study.

- Helps to build unique audience profiles to identify the most valuable segments and use them across any digital channel.

The DMP acts as a central hub for collecting, aggregating and managing different types of data to create a single customer view, help find new and high value audiences, drive efficiencies across multiple channels and devices and help marketers to secure greater efficiencies in targeting display advertising.
Priorities for DMP

Marketers looks to DMP for audience targeting and improved attribution and analytics

64% of respondent assume that the reason for use DMP to drive higher ROI

Source: eMarketer
Personalise on customers’ business needs

A B2C site must address many different types of users with quite different needs. Supplier should tailor site to clients’ needs, which mean understanding their needs and purchasing attitudes. B2C must provide a unique relation tailoring the experience of the customer through personalization, across all the channels.

Winning Strategies

Create rules based on business goals

Engage Customers through contextualized offers

Increase Conversion Rate and reduce costs

Key Value

→ Enable agile management of recommendation rules to display tailored content based on purchase and browsing behavior to fit the customer needs.

→ The typical purchase is impulsive and the brand offer must be personalized and contextualized.

→ Personalization techniques have delivered more relevant web experiences, increased conversion rates by 70%, and reduced ad campaign costs by as much as 50%. This has a significant impact on search-related advertising as well by making the ads more effective and reducing advertising costs.
Personalise on customers’ business needs

<table>
<thead>
<tr>
<th>Technology</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalization technology</td>
<td>75%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>66%</td>
</tr>
<tr>
<td>Responsive design</td>
<td>63%</td>
</tr>
<tr>
<td>eCommerce platform</td>
<td>59%</td>
</tr>
<tr>
<td>Customer relationship management (CRM) tools</td>
<td>59%</td>
</tr>
<tr>
<td>Mobile platforms</td>
<td>56%</td>
</tr>
<tr>
<td>Customer insights and analytics systems</td>
<td>53%</td>
</tr>
<tr>
<td>Site search</td>
<td>47%</td>
</tr>
<tr>
<td>Product recommendations</td>
<td>47%</td>
</tr>
<tr>
<td>Web content management (WCMS) tools</td>
<td>44%</td>
</tr>
<tr>
<td>Site, payment, system security compliance, protection</td>
<td>41%</td>
</tr>
<tr>
<td>Mobile payments</td>
<td>34%</td>
</tr>
<tr>
<td>Product information management (PIM) tools</td>
<td>25%</td>
</tr>
<tr>
<td>Point of service (POS)</td>
<td>25%</td>
</tr>
<tr>
<td>In-store location (e.g., beacons)</td>
<td>25%</td>
</tr>
<tr>
<td>Order management system (OMS)</td>
<td>22%</td>
</tr>
<tr>
<td>Digital asset management</td>
<td>22%</td>
</tr>
</tbody>
</table>

Source: Forrester’s Q1 2014 Global eBusiness and Channel Strategy Professional Online Survey
Living Services

Living Services are the result of two powerful forces: the digitization of everything and 'liquid' consumer expectations. Living Services are a step beyond the limited descriptor ‘Internet of Things.’ In effect, they breathe life into what will become a vast network of connected machines and objects, enabling branded services to flow through and utilize this connected environment.

Winning Strategies

Find & Track

Enable & Manage

Automate & Predict

Key Value

> Use of real-time location data to enable proximity marketing and highly personalized offers to drive sales conversion and customer satisfaction.

> Enable connected devices to initiate secure commerce transactions and manage usage parameters.

> Transform existing operational and marketing capabilities to improve sales conversion while reducing processing cost and time.
Living Services

Connected devices are initiating secure commerce transactions

An estimated **50 billion** connected devices by 2020

Source: Cisco

Digital commerce capabilities entering the physical world via connected devices

**54%** are using or plan to use

No, currently use

17%

Not sure

18%

No, and no plans to in the next 12 months

28%

Currently use

36%

No, but plan to in next 12 months

Source: Adobe

Traditional payment players are under attack by new players and new technologies

Nasdaq experimenting with using block chain to manage its pre-IPO private market

Source: Nasdaq.com, 5/11/15

Payment options and methods are evolving and new ones are being introduced

Source: Cisco
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THE REAL CUSTOMER-CENTRIC STRATEGY

Leverage on a Customer Centric Approach through the next level clienteling strategy. Ensure a Consistent Ceremony in boutique, point of sales and eCommerce channel (both mobile & web)

Reconsider the whole company processes to guarantee the best Omni-channel and customer centric experience

Support and reinforce the Brand Positioning providing the most relevant and personalized content to the customer, to balance between value creation and value capture
Instore - Customer Dashboard

Key Instore Indicators

• Products Consumption
• Products Preferences
• Customer Information at a glance
• Interactions Lane
Quick Customer View

- Products Consumption
- Products Preferences
- Basic Customer Information
- Promotions
- Interactions History
E2E VIEW OF THE CUSTOMER ENGAGEMENT

Promoting e-commerce as first touchpoint by keeping an intuitive and user-friendly way within all business processes, in order to increase brand awareness and customer satisfaction.

Create a useful tool both for B2B customers and sales force, which can easily manage different areas and the related processes.

Leverage on a deep coherence between all channels (B2E and B2B) in order to easily flow into B2C solutions.
From B2B and B2E solutions to B2C ones

Home Page similarities

• Quick access to Catalogue browsing and Search features
• My Profile Access
• Promotion and Informative contents
From B2B and B2E solutions to B2C ones

Product Listing Pages similarities

- Left-hand menu with categories’ options
- Filters/Facets and Sorting Options
- Products’ listing
From B2B and B2E solutions to B2C ones

Product Details Pages similarities

• Product Details and Pictures
• Buying-box features