

Connecting Seamlessly To the 24/7 Customer

High performance. Delivered.

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.



- 2** Goals of any investment
- 4** Pillars of the Seamless Customer Experience
- 7** Building Blocks for Success

2 **Goals**
Let's start with the "2" goals of any investment designed to meet non-stop needs. If the investment doesn't enhance the allure of a particular product or service, or make that product or service easier to get hold of, it's probably best abandoned.

At the Epicenter: The Customer

Always on the go, customers demand engaging content, tailored to their needs, as well as easy access, and fast fulfillment—a seamless experience, however they choose to shop.

Goal 1
Increase the allure of the product

Goal 2
Decrease how difficult it is to get it



4 **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.

Get It To Me
Get it to the customer quickly.

Know Me
Use data to learn what the customer likes and anticipate their needs.

Make it Easy and Engaging
Provide useful content and easy purchasing processes.

Inform Me
Keep customer up-to-date on product info, availability and deals.



7 **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
The digital revolution is changing every aspect of the retail value proposition. Retailers urgently need to re-define their cost structures.

Unlock Big Data
To really know your customer, you need a complete view of that customer—across all dimensions.

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.

Double-down on Analytics
Continually re-evaluate where to invest, per customer, per day, to discover what resonates best with each one of them.

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.

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.

Provide Engaging Content
In a search-driven world, high-quality content, enriched and creative contexts, is critical.

