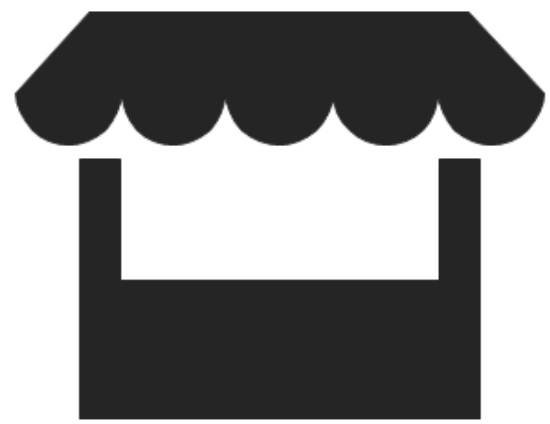




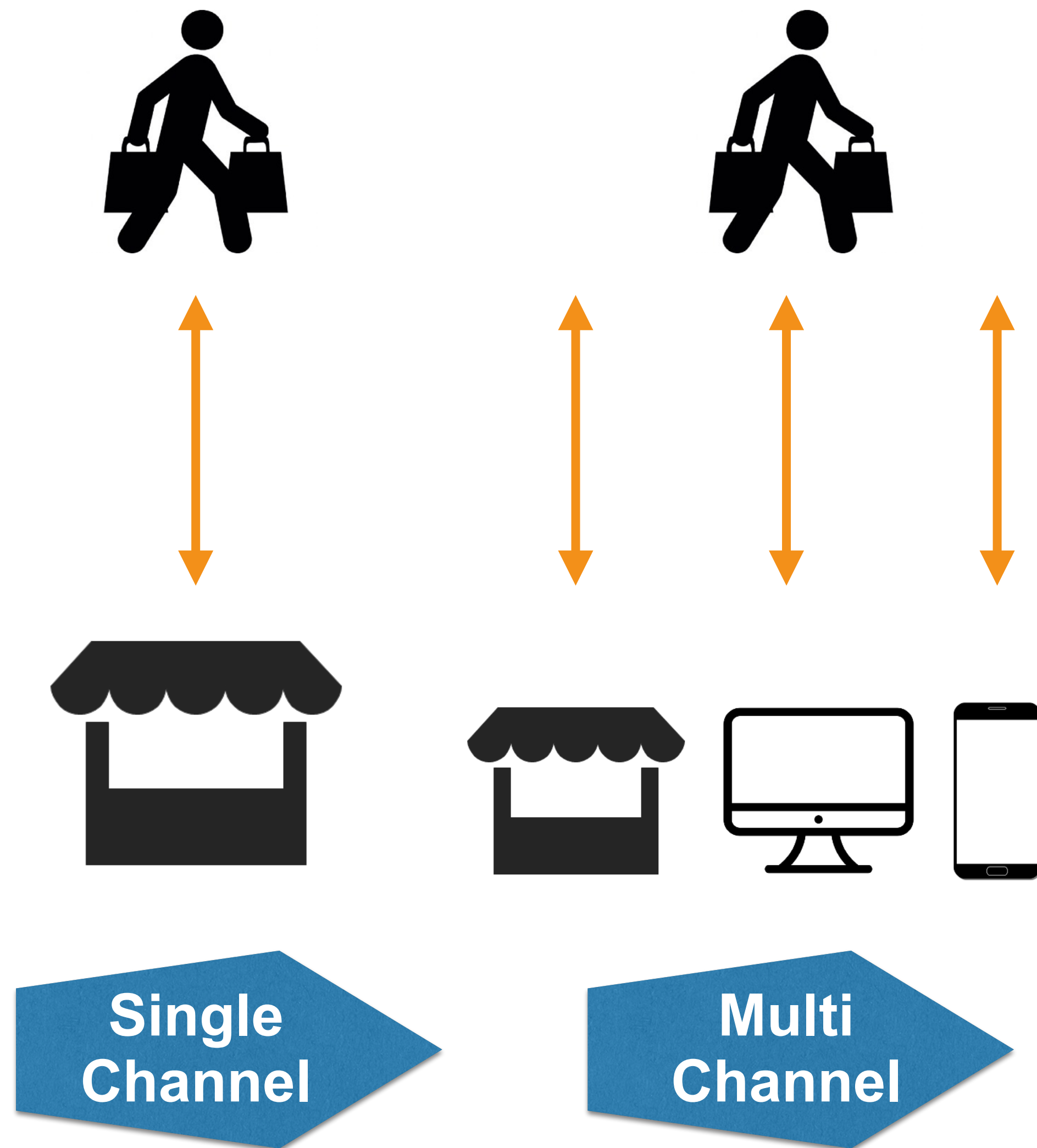
Global Channel Marketing

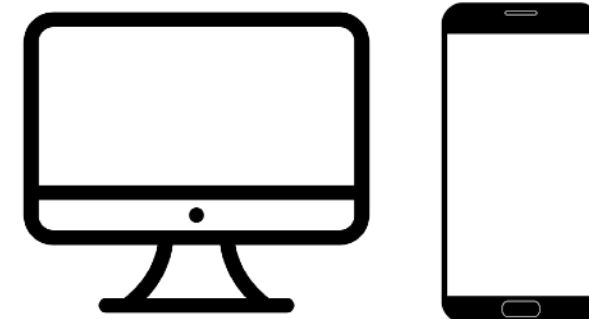
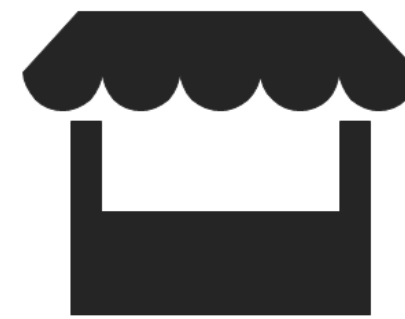
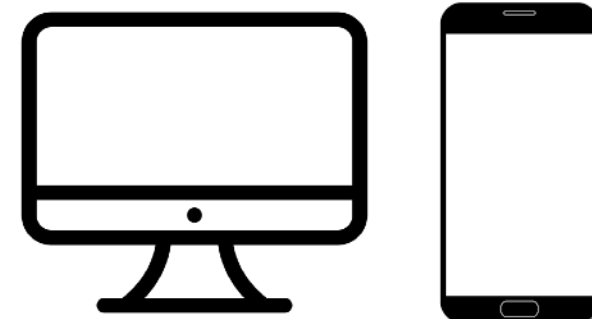
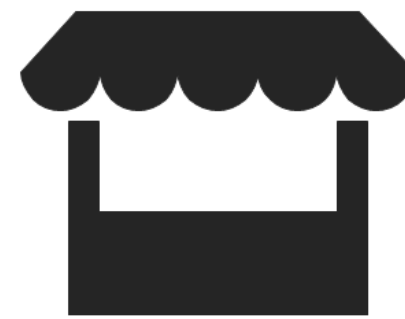
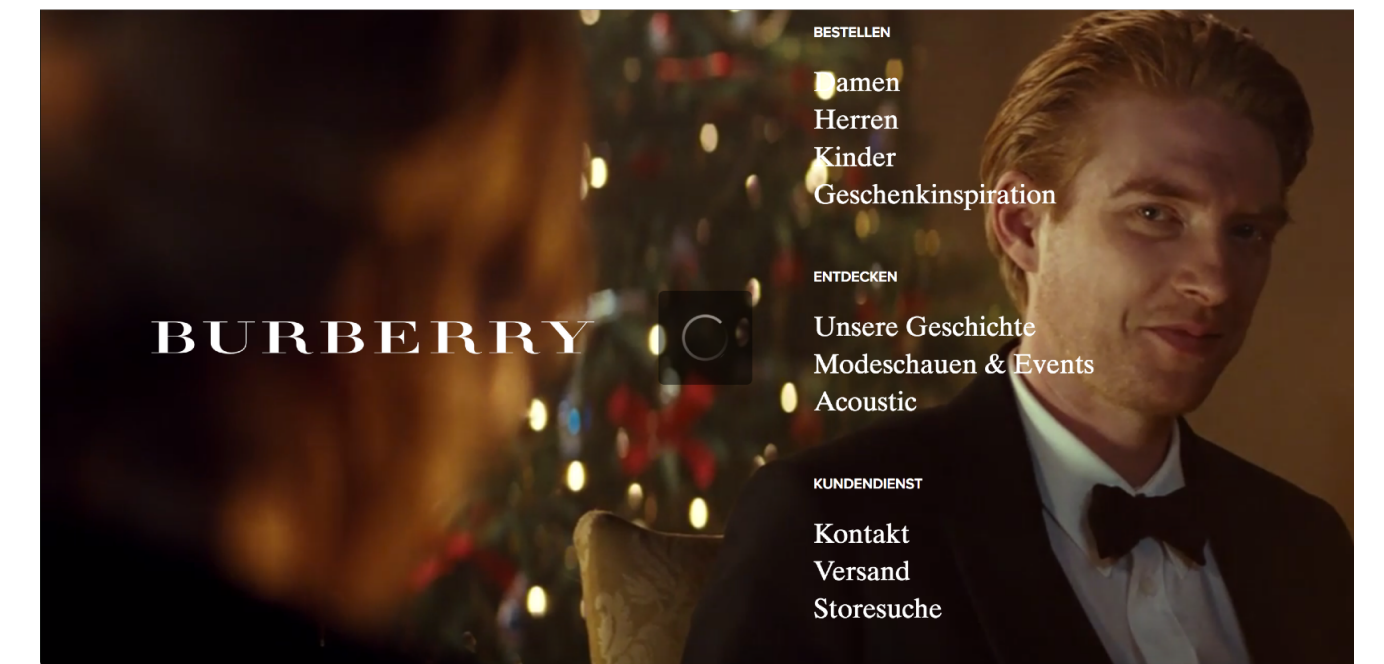
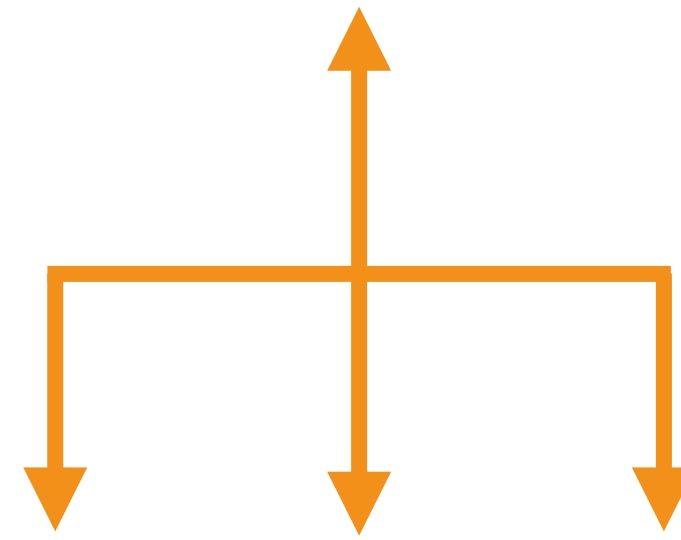
Multi-channel vs Omni-channel



Single Channel



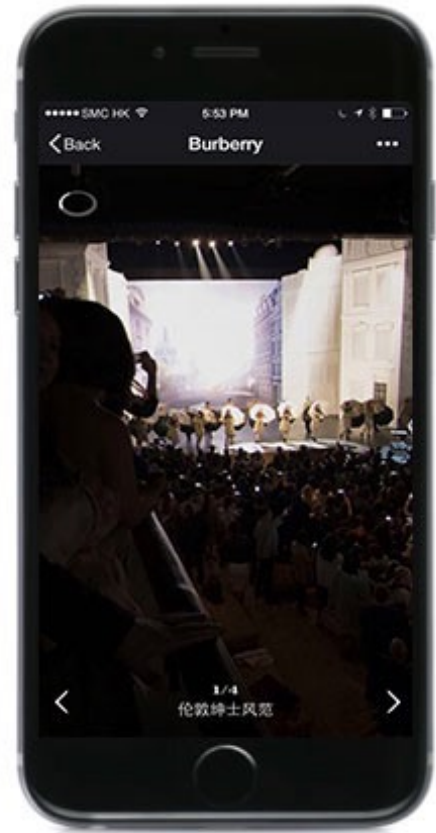




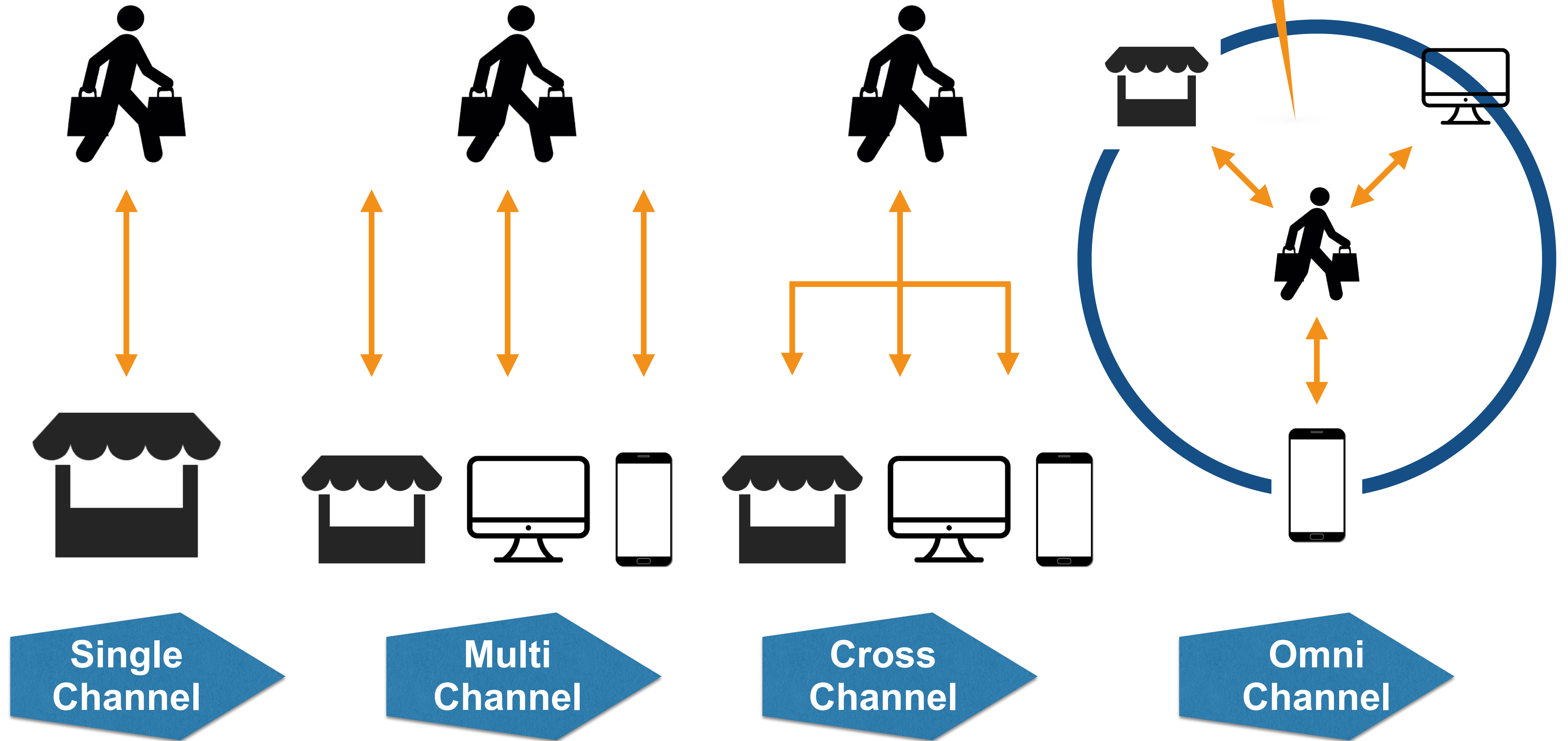
Single Channel

Multi Channel

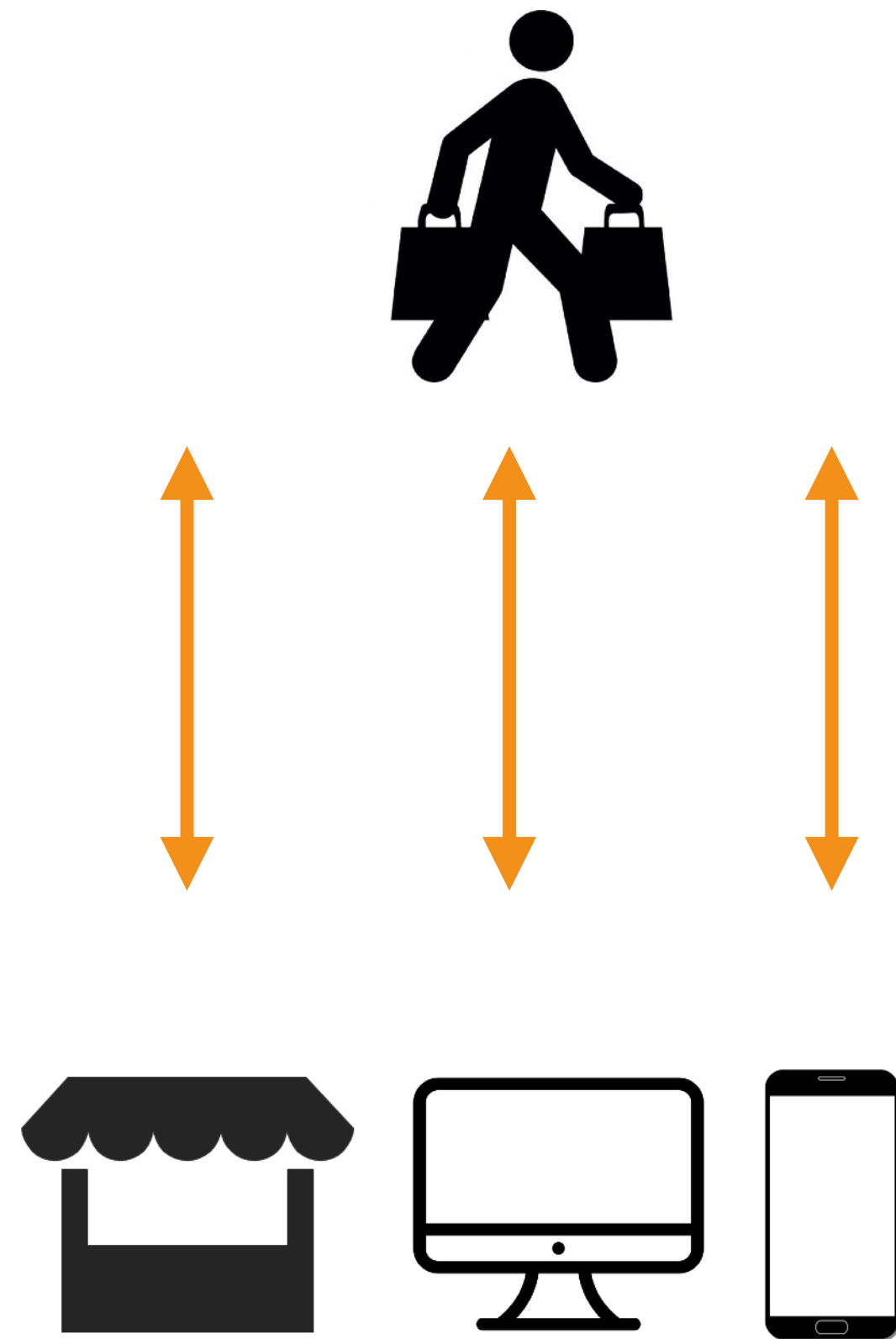
Cross Channel



Infrastructure is supporting the buying process.

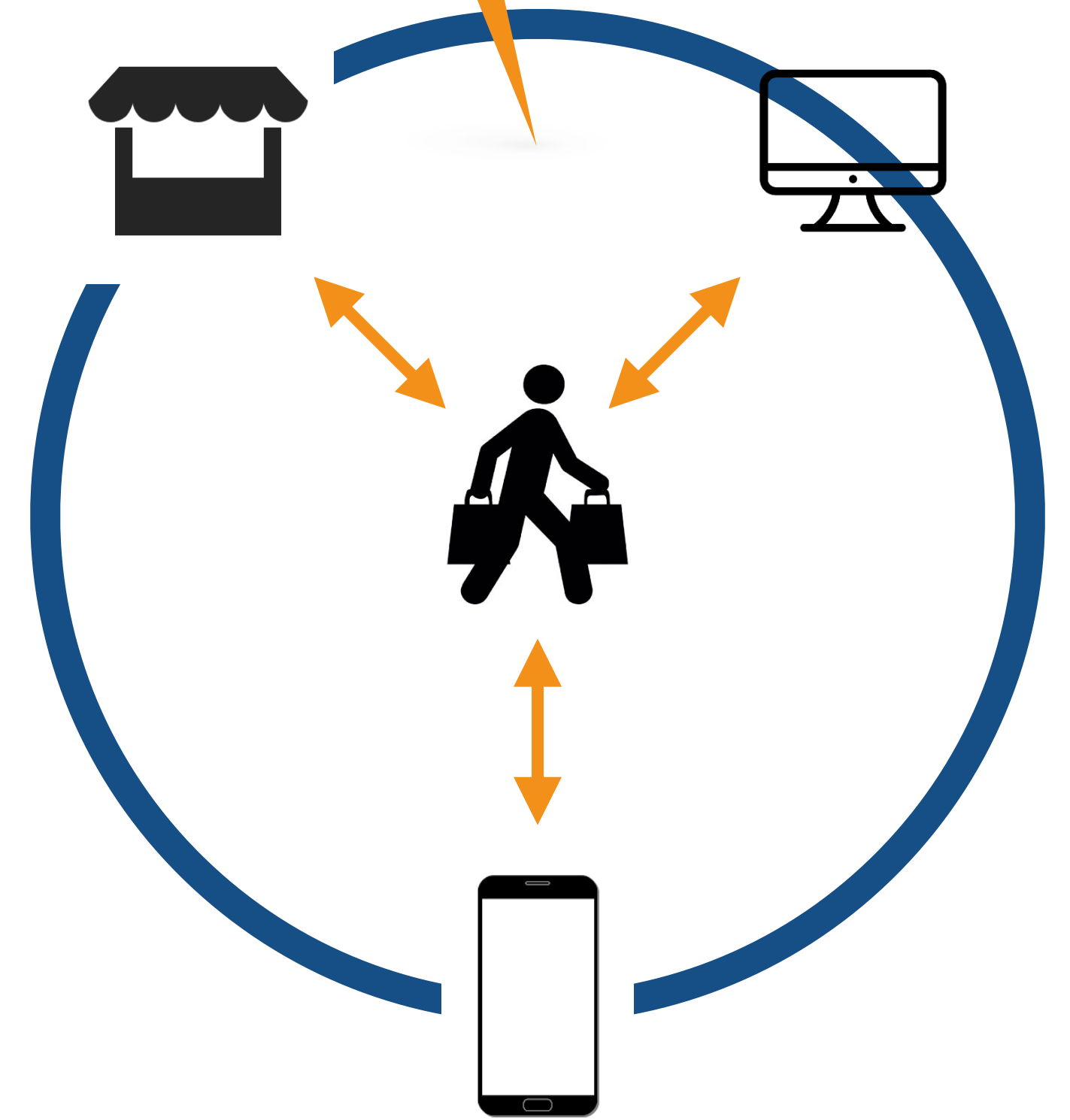


Same goal, different jobs.



Multi Channel

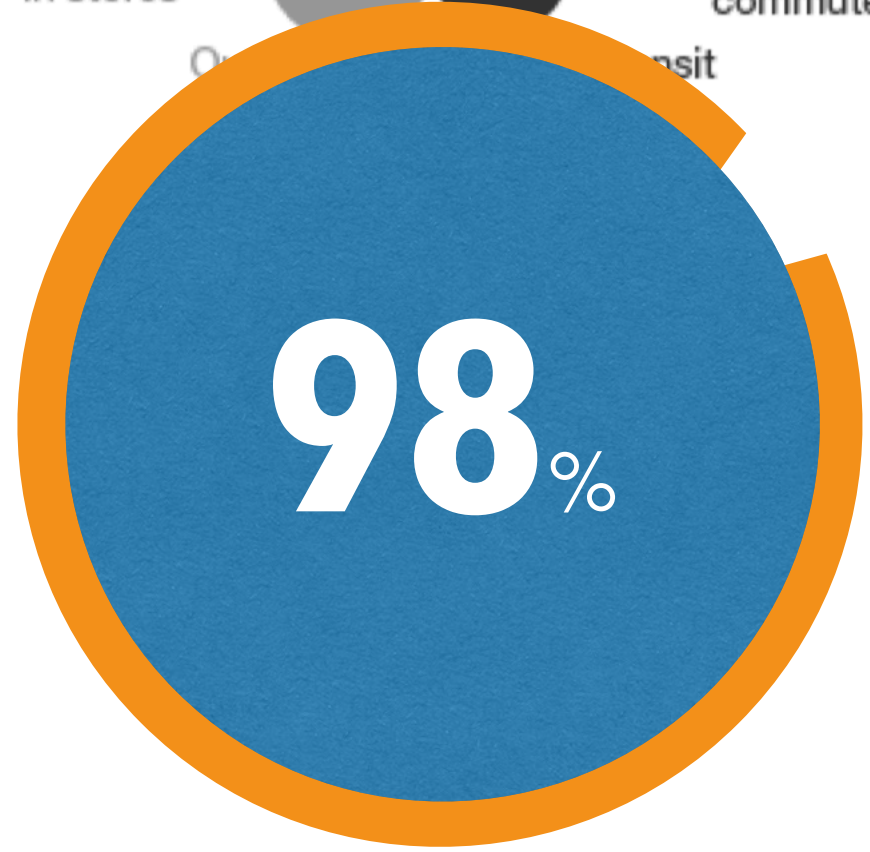
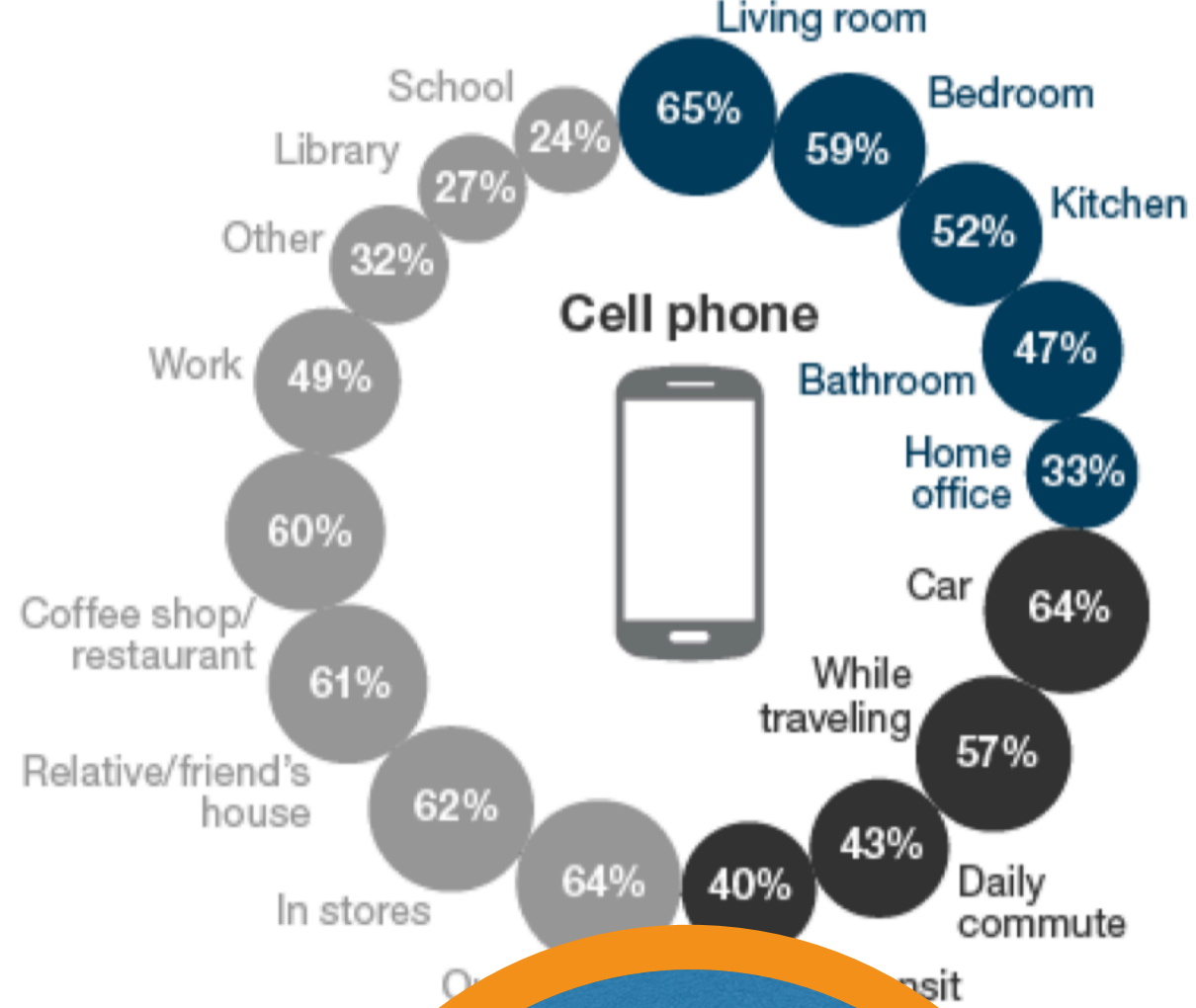
Same goal, same job.



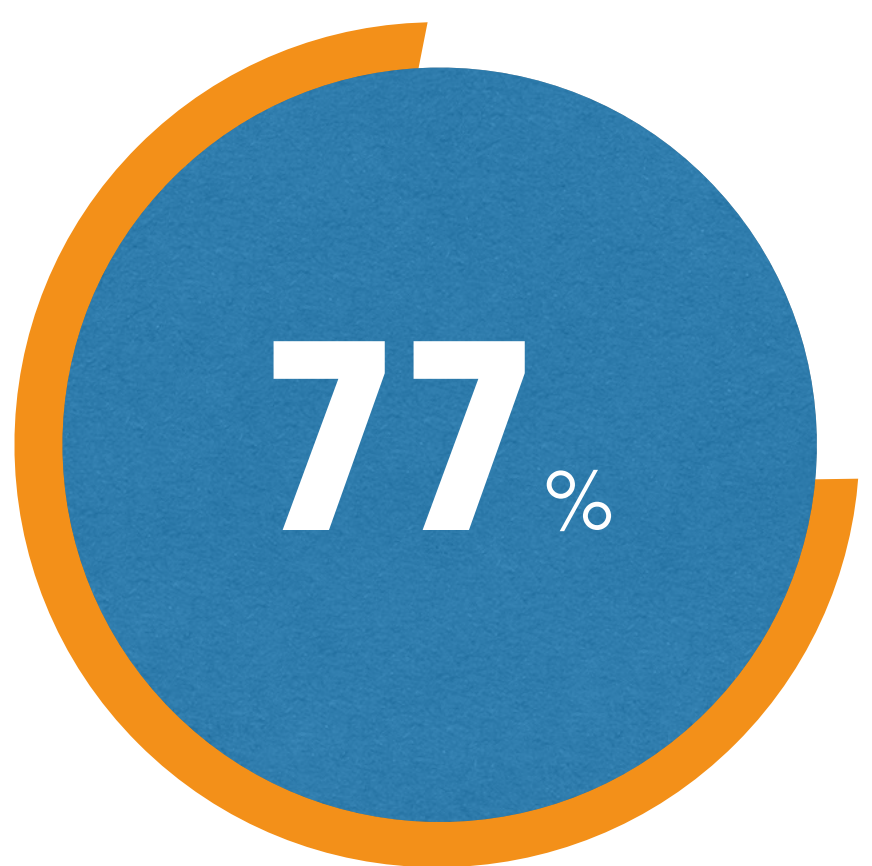
Omni Channel

“The consumer has fundamentally changed. Their engagement with new technologies and digital services has driven their expectations up higher and higher. They’re now demanding useful, engaging, and assistive experiences from all the brands they interact with.”

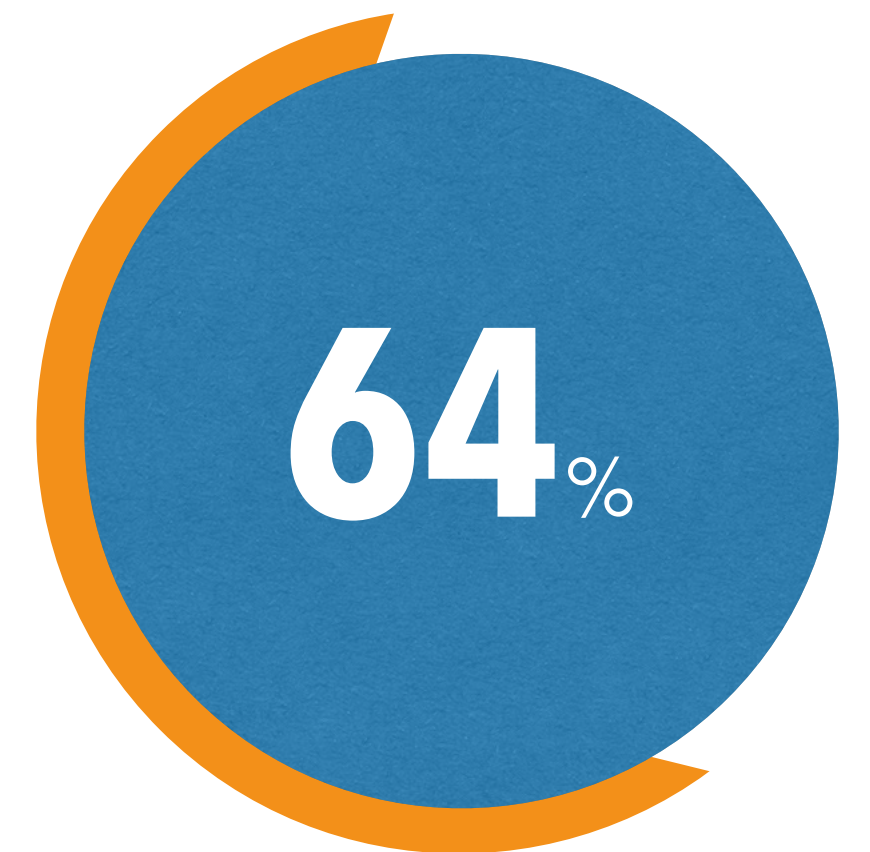
Martijn Bertisen, Country Sales Director, Google UK



of your customers switches between devices in the same day.



of strong omni channel players store data over all channels.



of your customers wants real-time assistance regardless of the channel.

Digital Customer
Experience

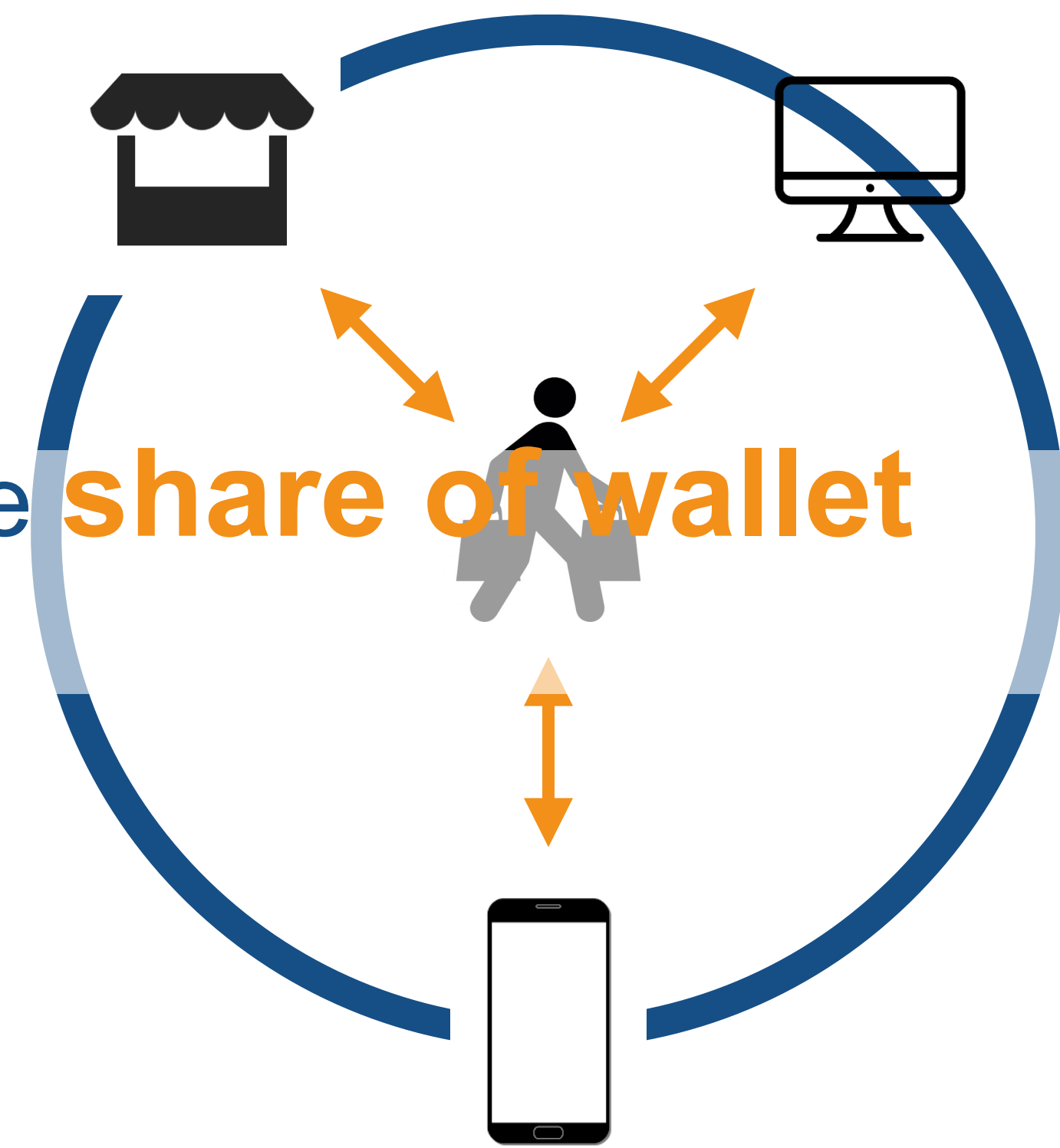
New Digital Enhanced
Products & Services



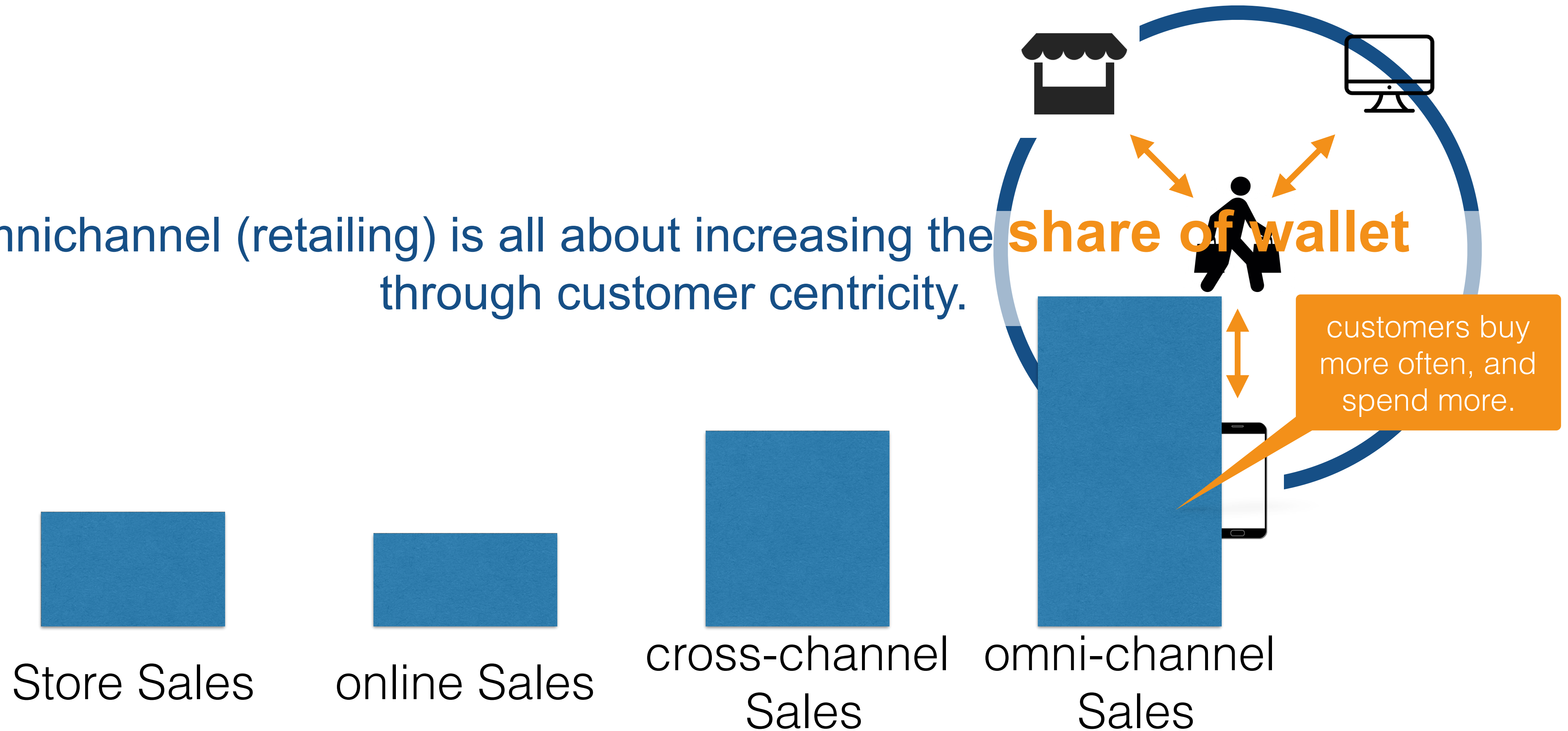
Data & Insights

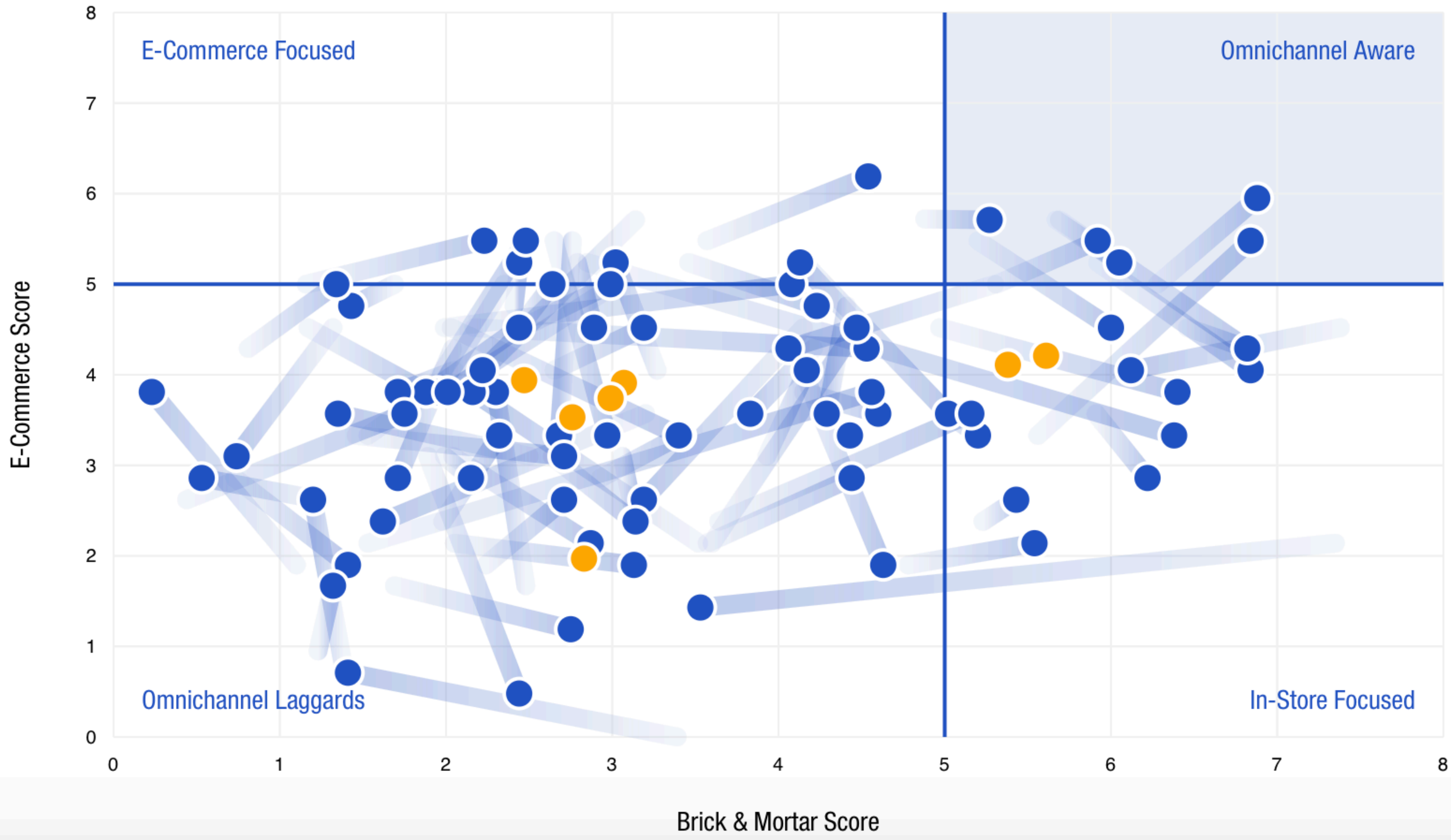
Digital Operational
Excellence

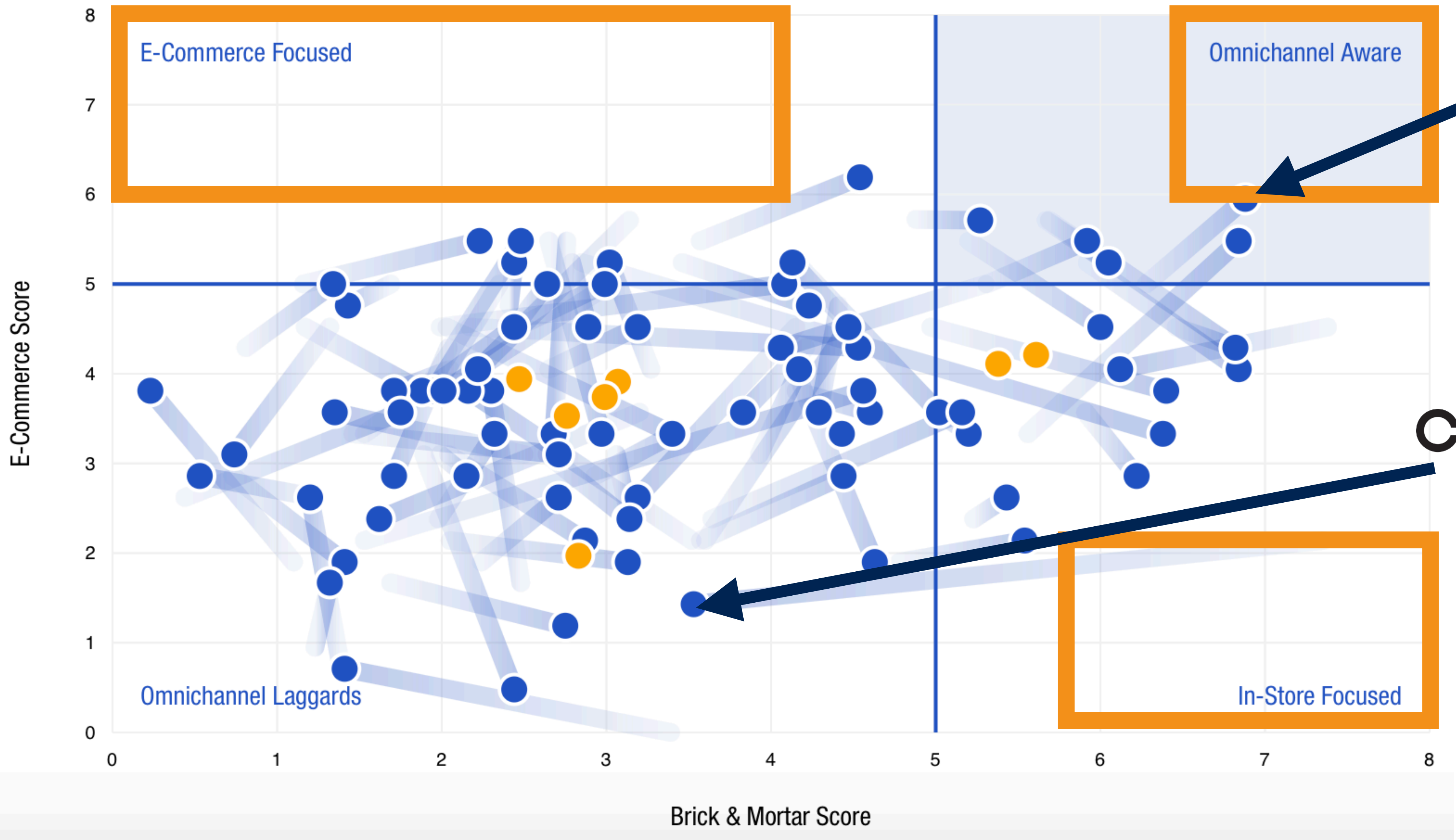
Omnichannel (retailing) is all about increasing the
through customer centricity.

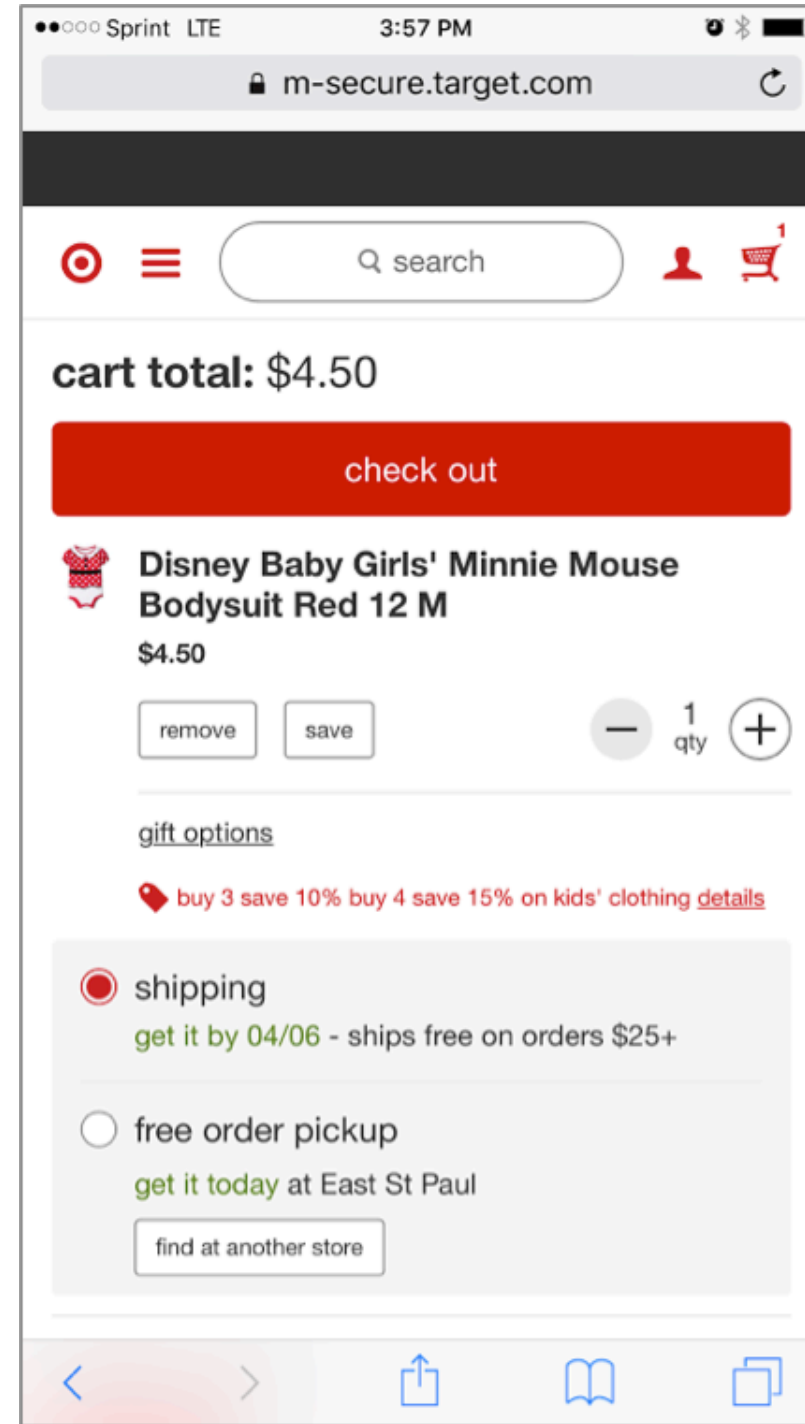
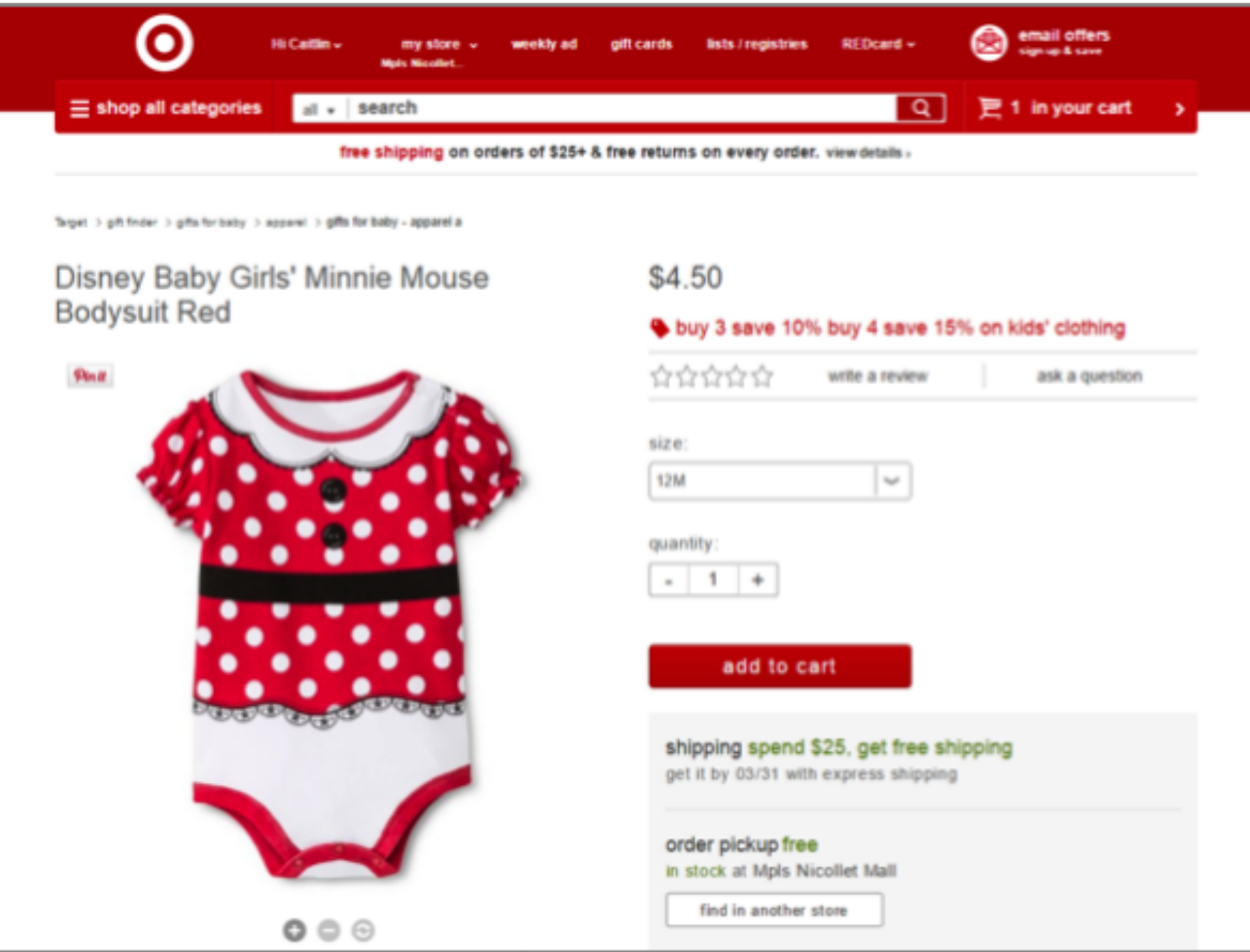


Omnichannel (retailing) is all about increasing the share of wallet through customer centricity.

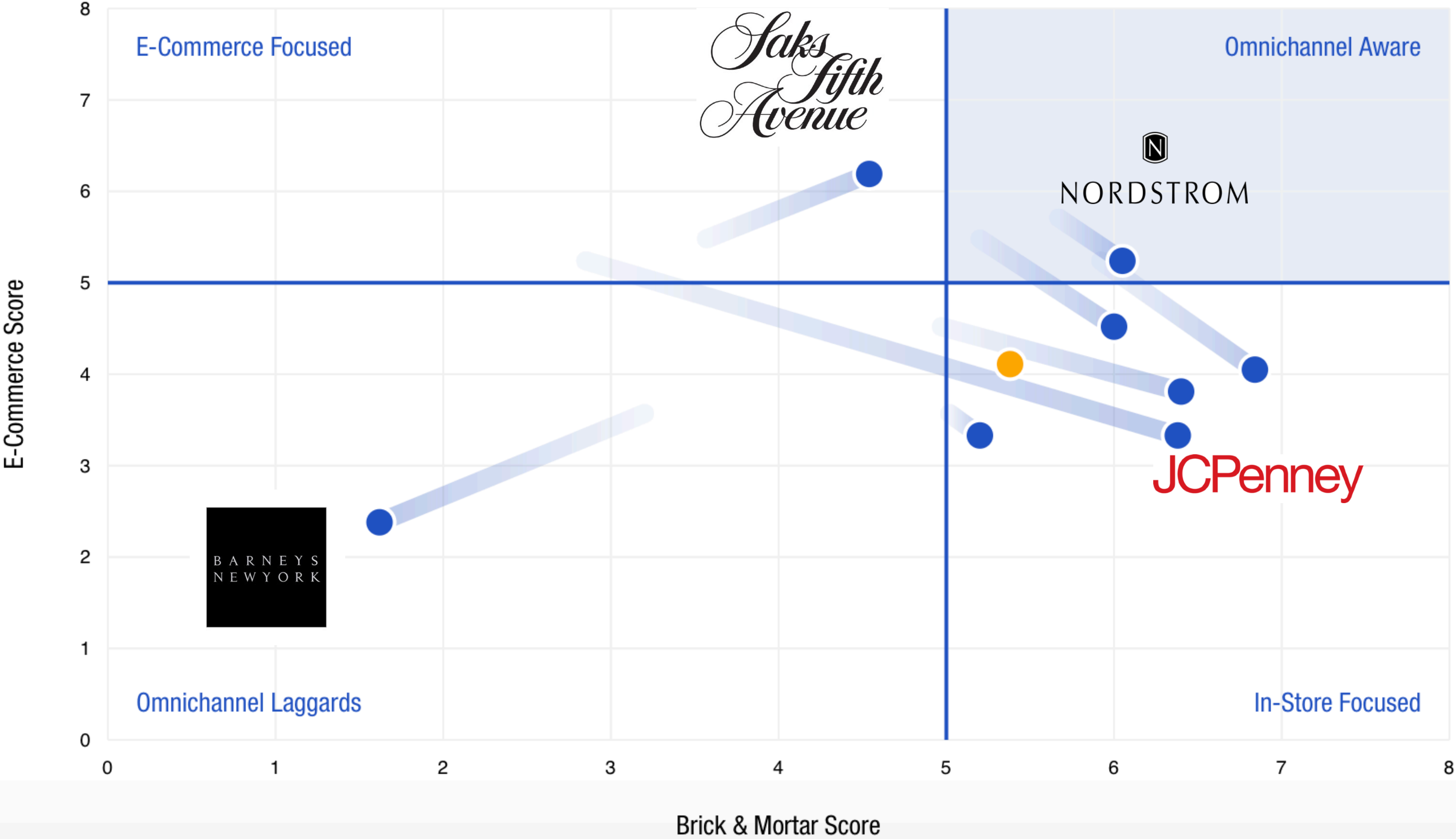








Department Stores



89% of companies expect to compete
mostly on customer experience
vs. 36% four years ago

Gartner study

Infrastructure needs to support the buying process.

89% of companies expect to compete mostly on customer experience vs. 36% four years ago

Gartner study

Infrastructure needs to support the buying process.

Orient & Select



See



Think

Buy



Do

Delivery



Returns



Support



Care

Infrastructure needs to support the buying process.

Orient & Select

Buy

Delivery

Returns

Support

Same logic in all your channels - make everything consequent!

Real-time data flow over all different channels.

Be Open for new technologies.

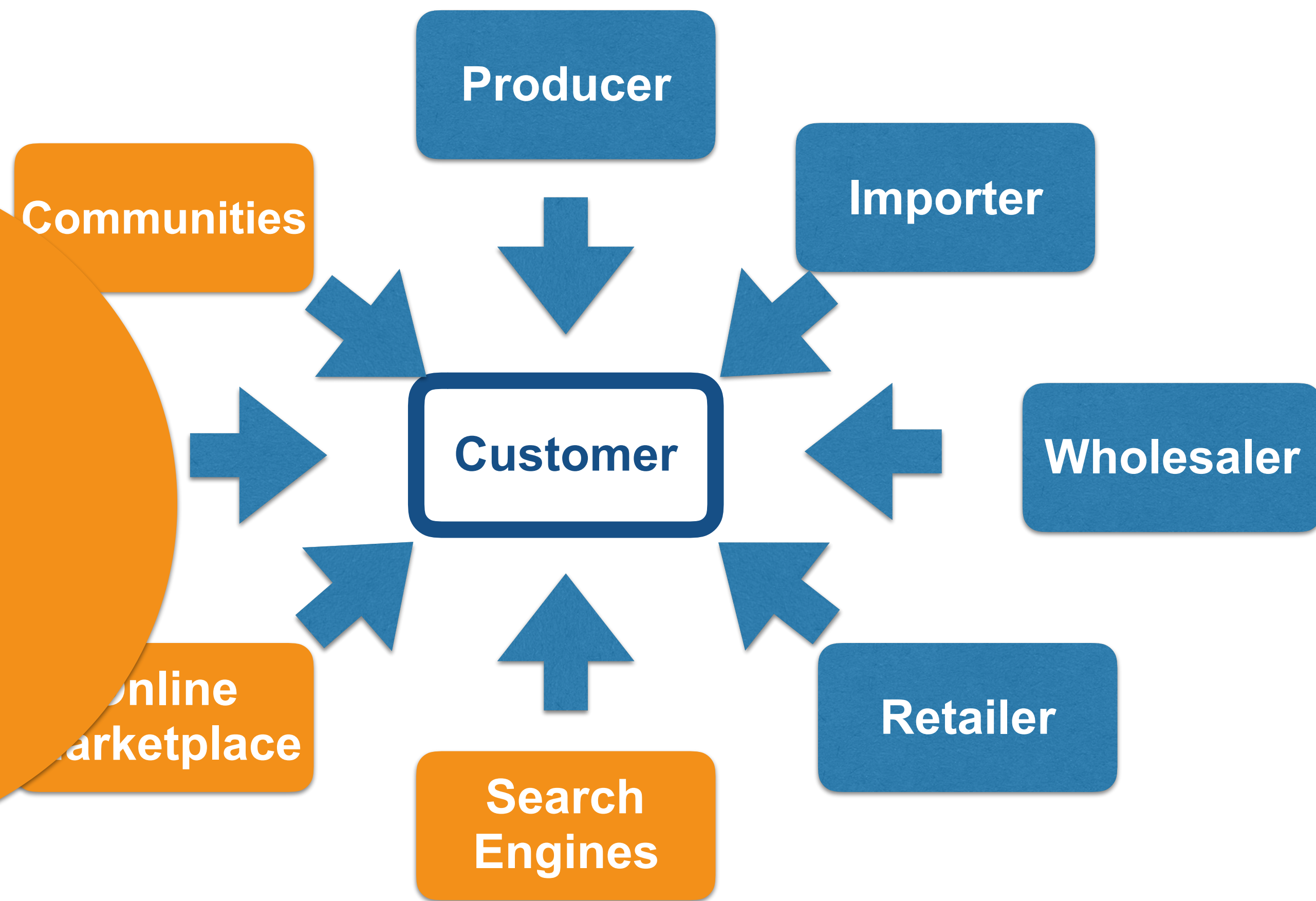
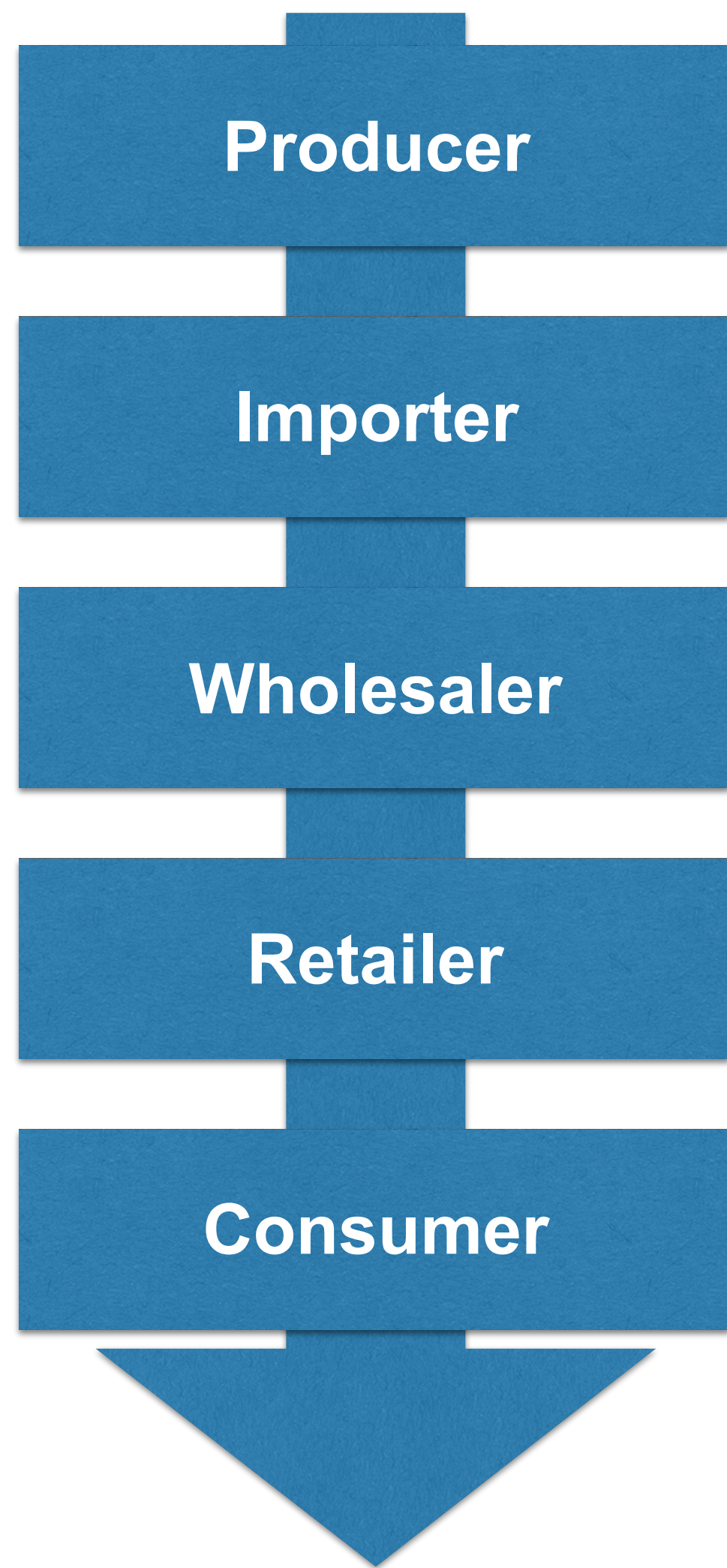
Consequent look & feel everywhere.

Shop online here today



5% of retail companies think they are an omnichannel leader.

35%-40% thinks they stay behind.



Omni channel is a game changer in the channel management.

Channel members get a new role!

Less differentiation between products / brands / retailers as single products evolve into brands + consumers shop directly from brands + retailers leverage insights to develop own vertically-integrated brands...New distribution models emerging enabling direct-to-consumer commerce in the home...

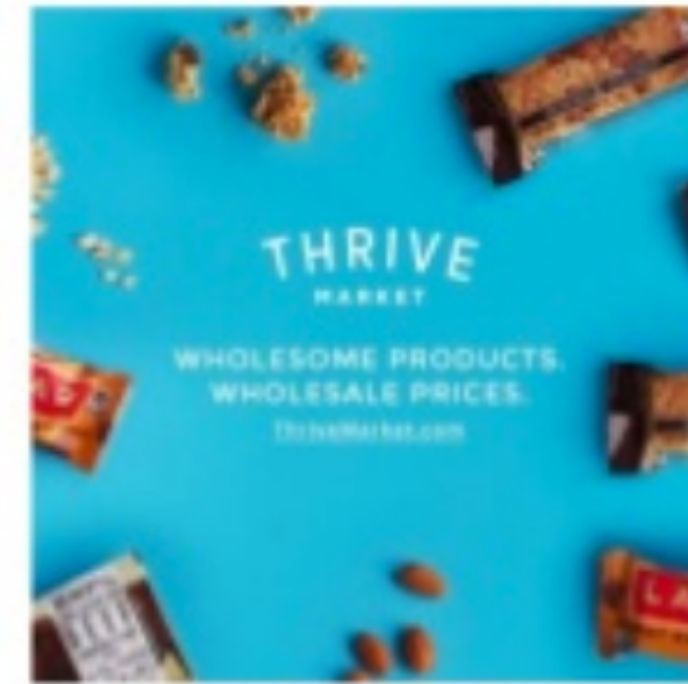
**Products →
Brands**
(Casper)



**Brands →
Retailers**
(Warby Parker)



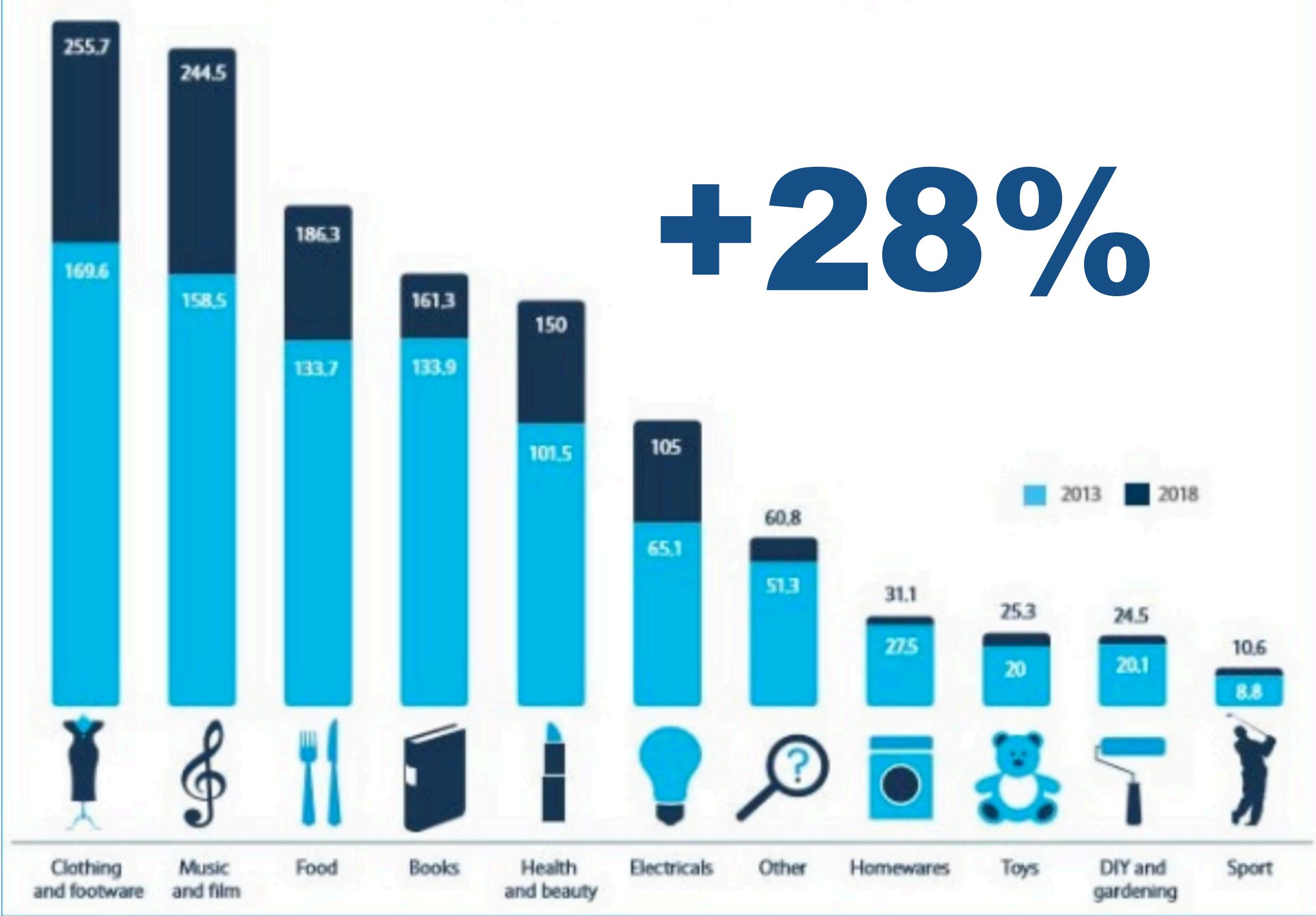
**Retailers →
Products / Brands**
(Thrive Market)



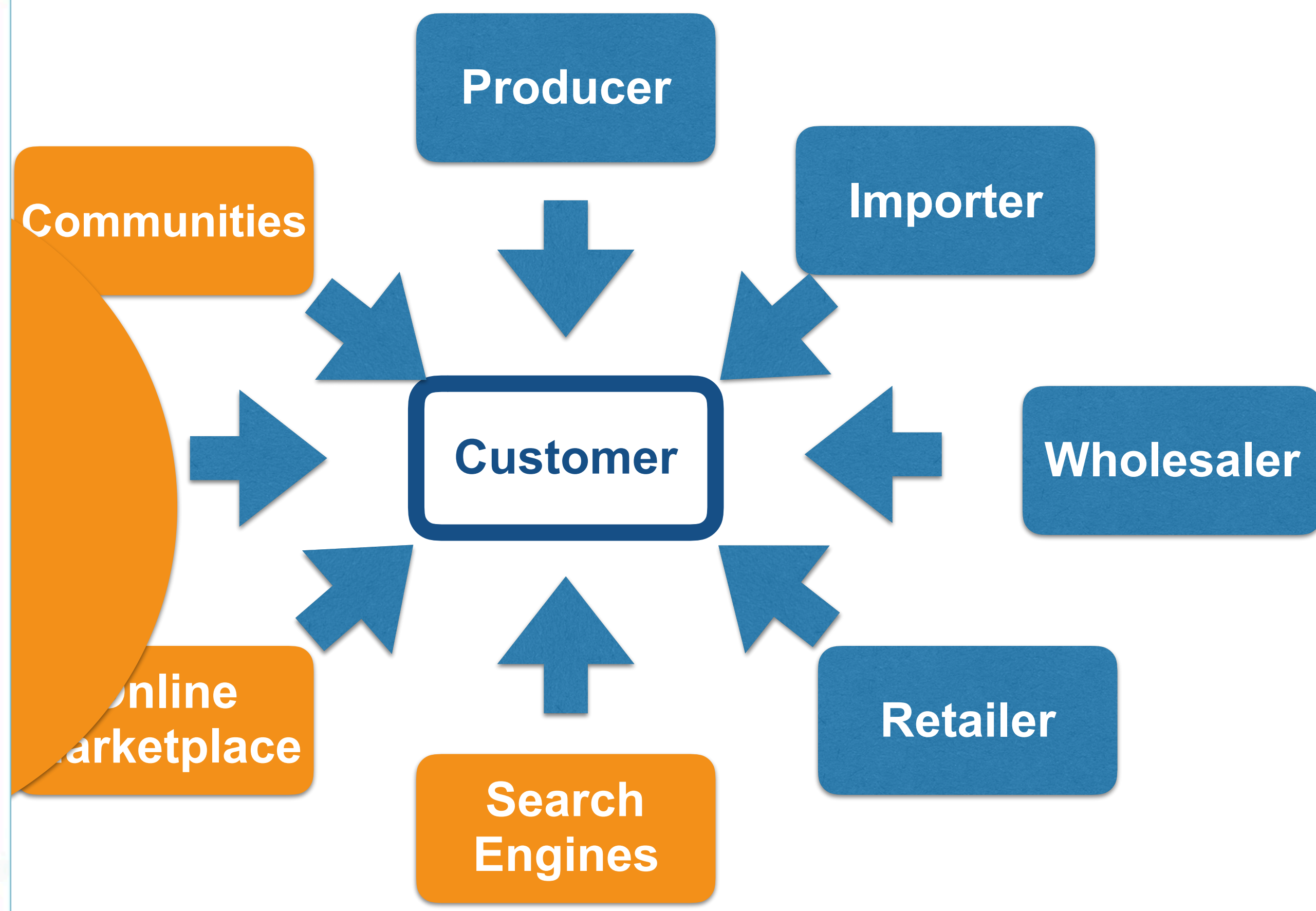
**New DTC
Distribution Models**
(Stitch Fix)



Total number of deliveries (m) generated by online orders by product type



+28%



Omni channel is a game changer in the channel management.

Channel members get a new role!

Infrastructure needs to support the buying process.

Orient & Select



See



Think

Buy



Do

Delivery



Returns













Care

Support



Importance of last mile delivery

Delivery	Returns	Support
 	 	 
 		 
Care		

Importance of last mile delivery



Delivery

Returns

Support

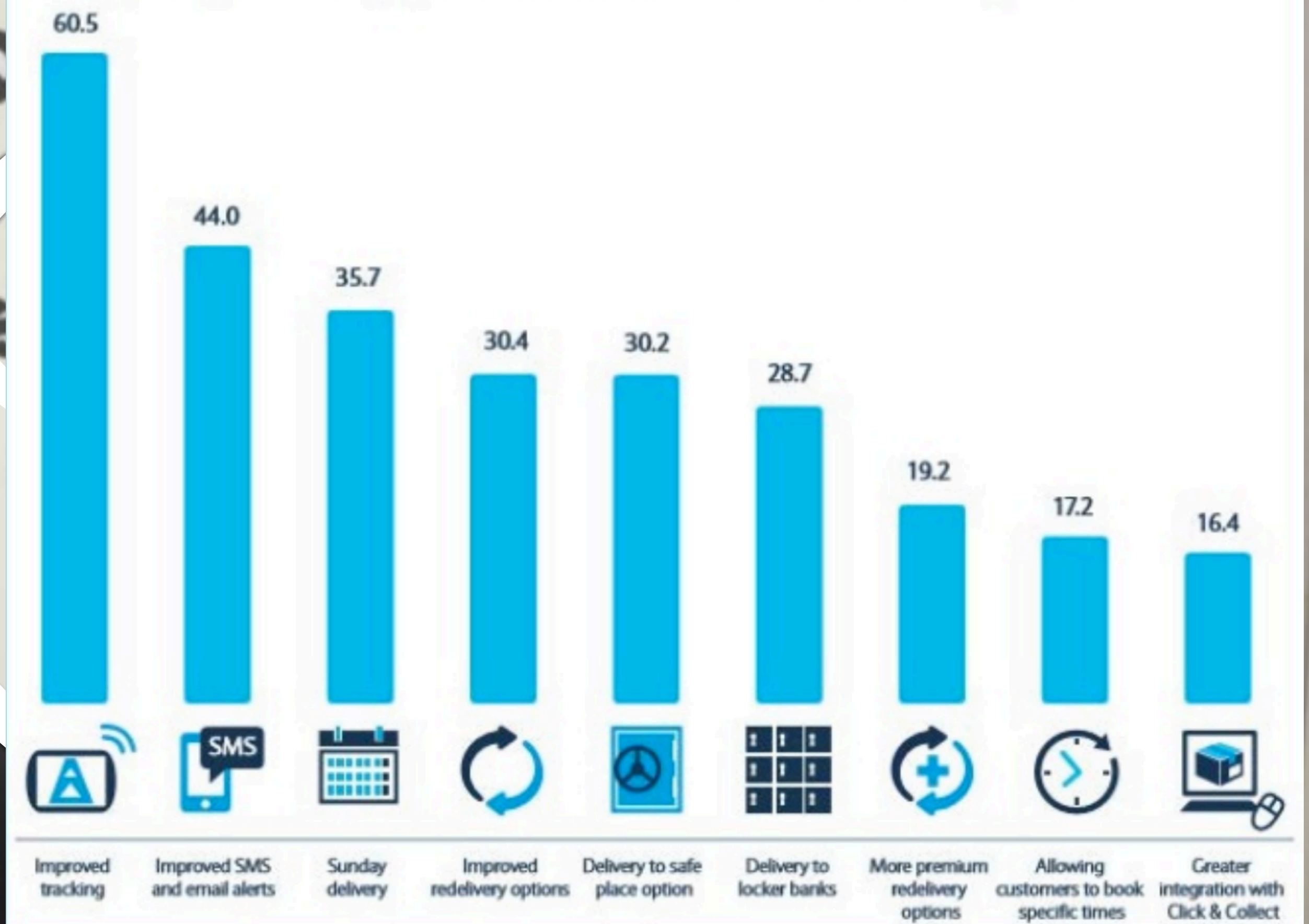
Care

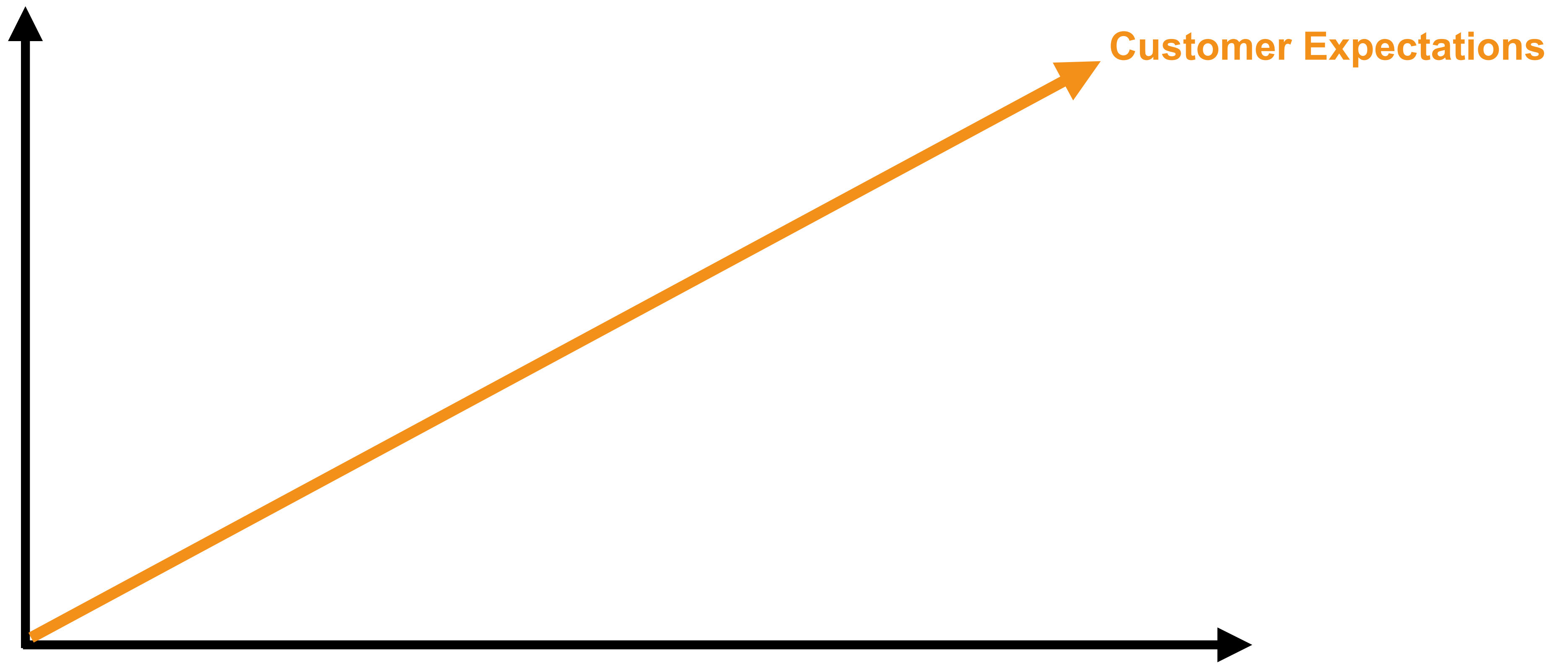
Importance of last mile delivery

Most important factor for consumers when choosing a delivery option

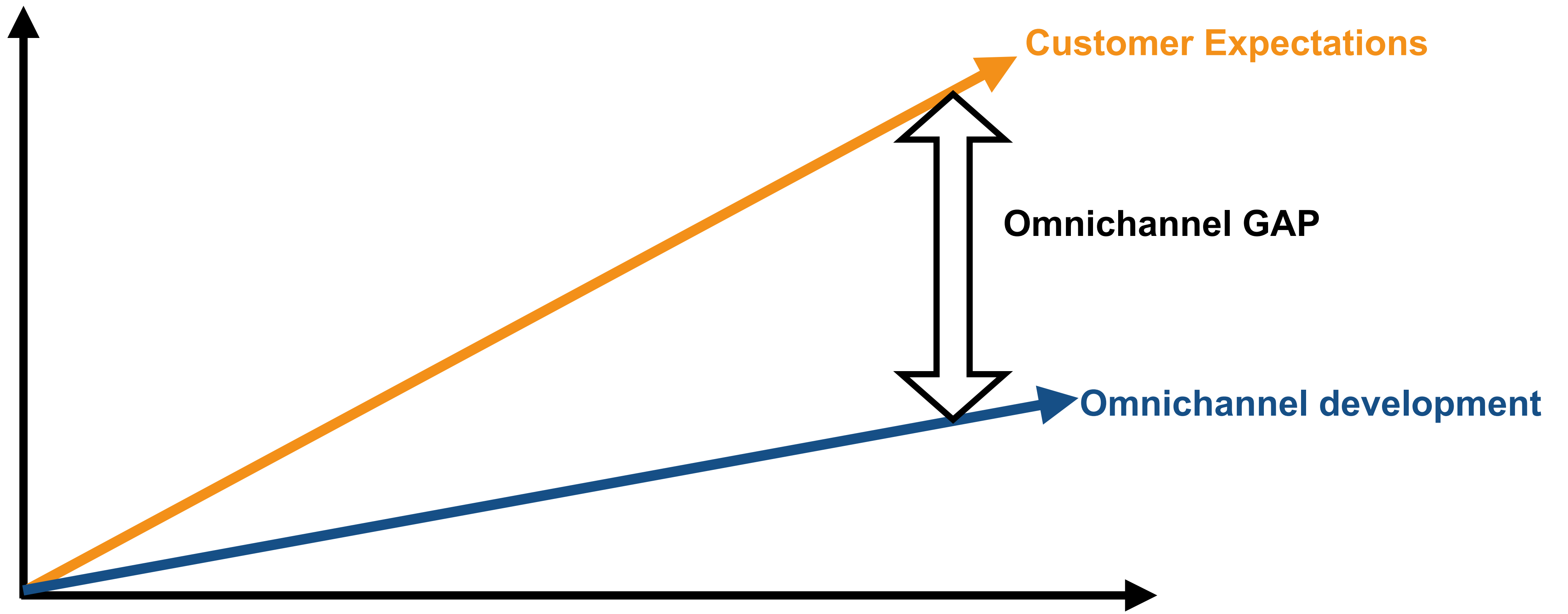


Percentage of logistics firms saying that certain areas are of interest for future development

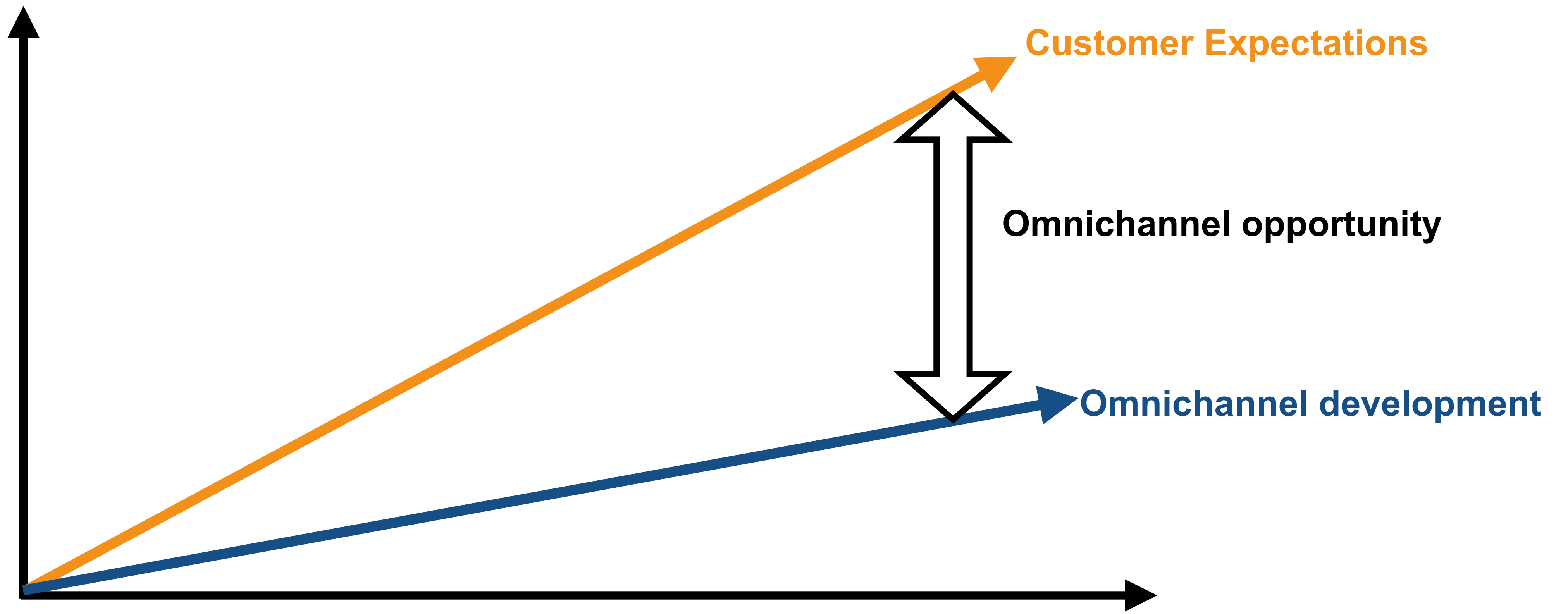




Omnichannel GAP



Omnichannel GAP



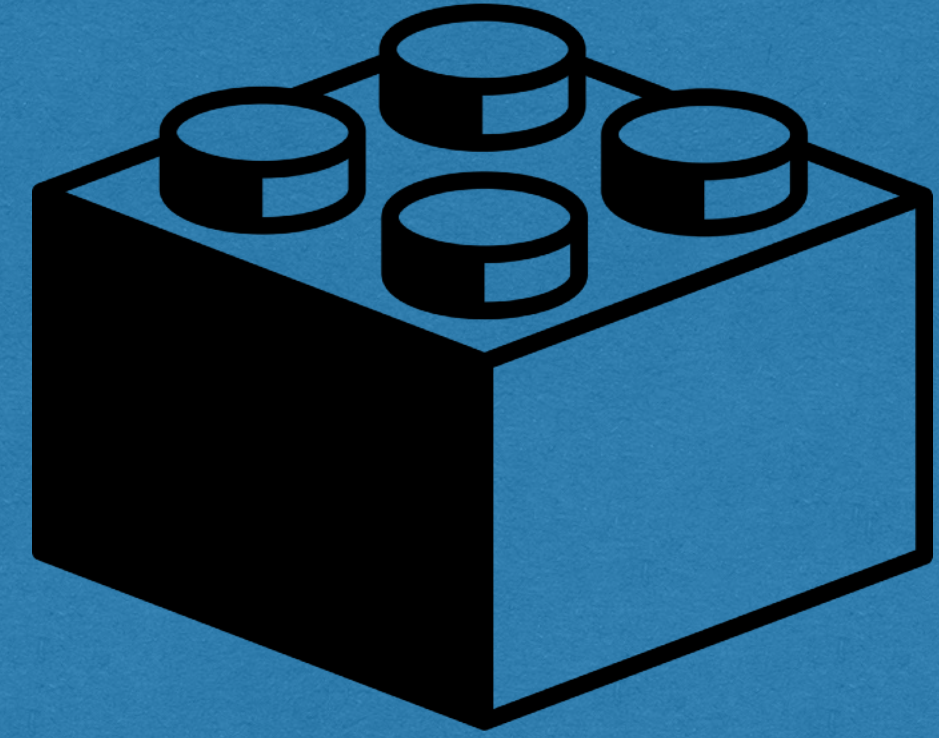
Omnichannel GAP



Importance



Bottlenecks



Building
Blocks



Importance



PICKING UP
AN ORDER?

IT'S WAITING
FOR YOU AT
CUSTOMER
SERVICE

(FINE JEWELRY IS AT THE
JEWELRY COUNTER)



BUY ONLINE
PICK UP
IN STORE

**BUY ON NIKE.COM
PICK UP
IN THIS STORE**

CLICK & COLLECT

**PICKING UP
AN ORDER?**

**IT'S WAITING
FOR YOU AT
CUSTOMER
SERVICE**

(FINE JEWELRY IS AT THE
JEWELRY COUNTER)



**BUY ONLINE
PICK UP
IN STORE**

62% of the retailers: “Because my customer wants this”



Walmart: “Collect your order within one minute”

Walmart Global E-Commerce Sales Year-Over-Year Growth



Walmart: “Collect your order within one minute”



The customer wants to be in the driver seat.

 Search

Log In or Sign Up
My shopping cart
My shopping list

Join IKEA FAMILY
Join our email list
Información en español

- Offers
- New
- Living room
- Bedroom
- Bathroom
- Kitchen & Appliances
- Textiles & Rugs
- For Business
- Outdoor
- Departments

Home / Living room / Coffee & side tables / Coffee tables

View more images



KRAGSTA

Coffee table, white

\$89.00

The price reflects selected options
Article Number: 202.866.38

The round shape gives you a generous table top for trays, coffee or tea services. The dimensions make the table easy to place in the room. [Read more](#)

Size
35 3/8"

Color
white

1 Buy online Save to list

Coordinating Products



[View all coordinating products](#)

Check stock at your local store

TX, Round Rock Ok

Store selection may vary and prices may differ from those online. We apologize we do not offer in-store pick up. Items purchased online will be delivered directly to your home from one of our distribution centers.

Want to hear about special offers, gift ideas, inspirational tips, and more? [Click here to join our email list today!](#) Your email will only be used as described in our [privacy policy](#).

WARNING - Serious or fatal crushing injuries can occur from furniture tip-over. To prevent this furniture must be permanently fixed to the wall. [Secure it! Learn how to prevent furniture tip-over accidents.](#)

Assembly instructions

Share Like Share 1



The customer wants to be in the driver seat.



WELCOME!

Log In or Sign Up
My shopping cart
My shopping list

Join IKEA FAMILY
Join our email list
Información en español

Offers **New** Living room Bedroom Bathroom Kitchen & Appliances Textiles & Rugs For Business Outdoor Departments

Home / Living room / Coffee & side tables / Coffee tables

View more images

KRAGSTA
Coffee table, white
\$89.00
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1 **Buy online** Save to list

Coordinating Products
+
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TX, Round Rock

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Assembly instructions

The customer wants to be in the driver seat.

Vorraadinformatie

Product: NOCKEBY Voetenbank, Vestiging: IKEA Wilrijk

Dit product bestaat uit meerdere onderdelen. Alle delen zullen op voorraad zijn: di 20 jan

Day	Stock
Vandaag 17 jan	0 st.
zo 18 jan	0 st.
ma 19 jan	0 st.
di 20 jan	6 st.

- Beschikbaar in deze vestiging
- Waarschijnlijk beschikbaar in deze vestiging
- Beperkt beschikbaar in deze vestiging

Opmerking: raadpleeg het voorraadiniveau bij voorkeur tijdens de openingsuren.

Deze grafiek laat de beschikbaarheid van dit product zien. De staven zijn voorspellingen gebaseerd op de verkoopverwachting voor deze vestiging. De aantallen weergegeven in de prognose zijn onder voorbehoud en kunnen veranderen door bijvoorbeeld een vertraagde levering. **We adviseren je deze informatie te controleren net voor je naar het IKEA woonwarenhuis vertrekt.**

Laat me weten als dit product weer beschikbaar is!

Vul je e-mailadres of gsm-nummer in. Je ontvangt een bericht als het product weer op voorraad is. Controleer voor alle zekerheid de website voor je naar het woonwarenhuis vertrekt.

E-mail/gsm-nummer

Is je gsm-telefoon in een ander land geregistreerd? Vul dan de landcode in en laat het eerste cijfer van je telefoonnummer weg.

Home / Living room / Coffee & side tables / Coffee tables

View more images

KRAGSTA
Coffee table, white
\$89.00

The price reflects selected options
Article Number: 202.866.38

The round shape gives you a generous table top for trays, coffee or tea services. The dimensions make the table easy to place in the room. [Read more](#)

Size
35 3/8"

Color
white

1

Coordinating Products

[View all coordinating products](#)

Check stock at your local store
TX, Round Rock

Store selection may vary and prices may differ from those online. We apologize we do not offer in-store pick up. Items purchased online will be delivered directly to your home from one of our distribution centers.

Want to hear about special offers, gift ideas, inspirational tips, and more? [Click here to join our email list today!](#) Your email will only be used as described in our [privacy policy](#).

WARNING - Serious or fatal crushing injuries can occur from furniture tip-over. To prevent this furniture must be permanently fixed to the wall. [Secure it! Learn how to prevent furniture tip-over accidents.](#)

Assembly instructions

The customer wants to be in the driver seat.



40% of the customers will **not** visit a store without an online stock



The customer wants to be in the driver seat.

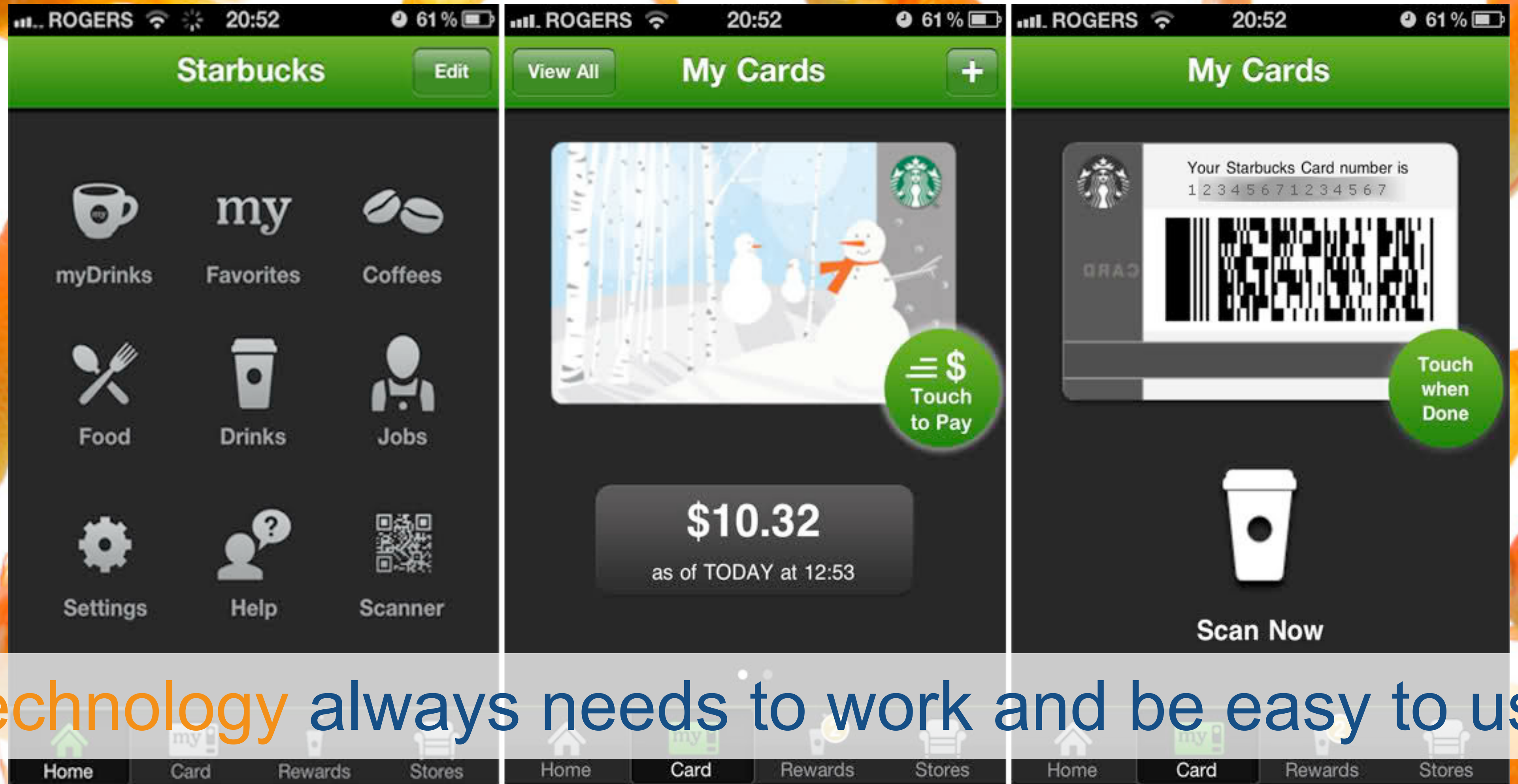


The customer wants to be in the driver seat.





Technology always needs to work and be easy to use



Technology always needs to work and be easy to use



Please, keep me
informed.
But don't exaggerate!

Please, be **personal.**
You know me already.

Single view of customer



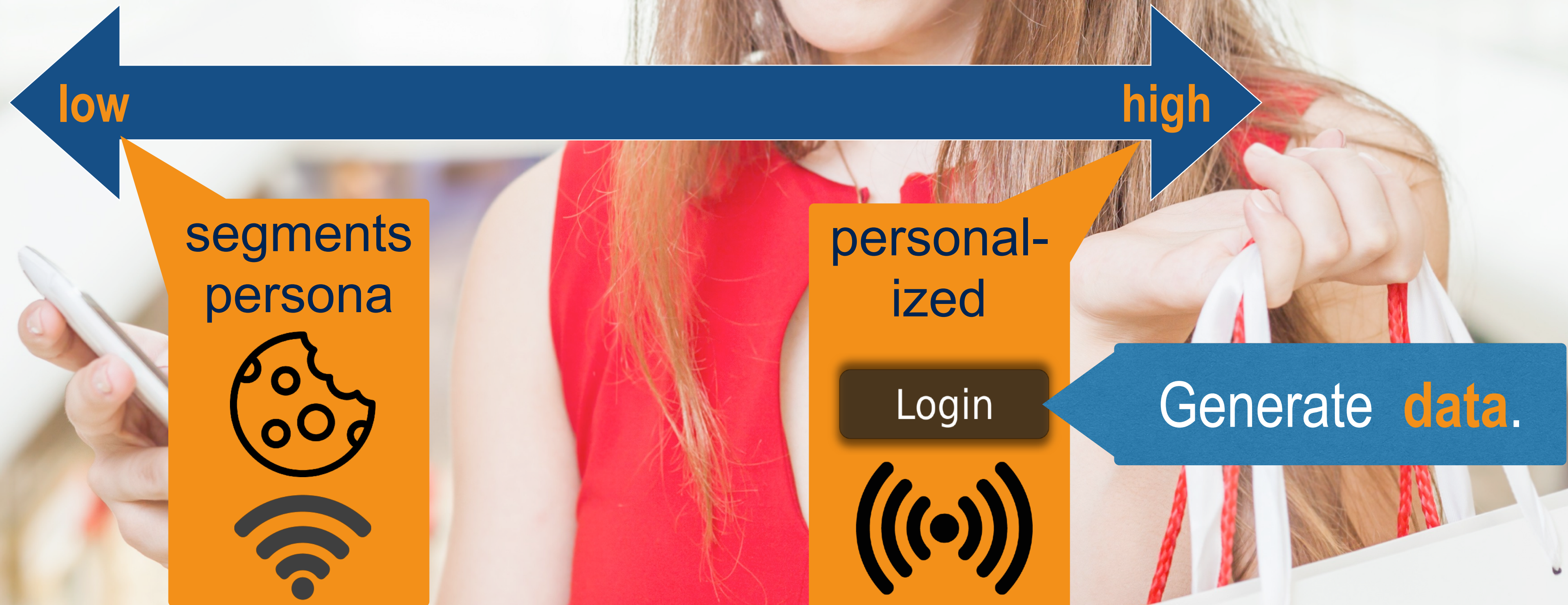
segments
persona



personal-
ized



Single view of customer





BELL 2:16 PM 100%

Macy's

@ Macy's @ Macy's

256 310 25 kicks

WELCOME
...to Macy's Handbags. Tap to see what you like here.

@ Macy's

The image shows a smartphone screen displaying a social media-style interface for Macy's. At the top, the status bar shows 'BELL' carrier, '2:16 PM' time, and '100%' battery. The app header features a profile picture of a woman, the name 'Macy's', and a menu icon. Below the header are two posts from '@ Macy's'. The first post shows a blue handbag and has 256 likes. The second post shows a black handbag and has 310 likes and 25 'kicks'. A large blue banner with the text 'WELCOME ...to Macy's Handbags. Tap to see what you like here.' is overlaid on the bottom half of the screen. Below the banner is a circular icon with a red star and the word 'macy's', next to a black handbag. The background of the phone screen shows a grid of images, including a blue bag, two women, and a woman in a dress.





HYPER-PERSONALIZATION



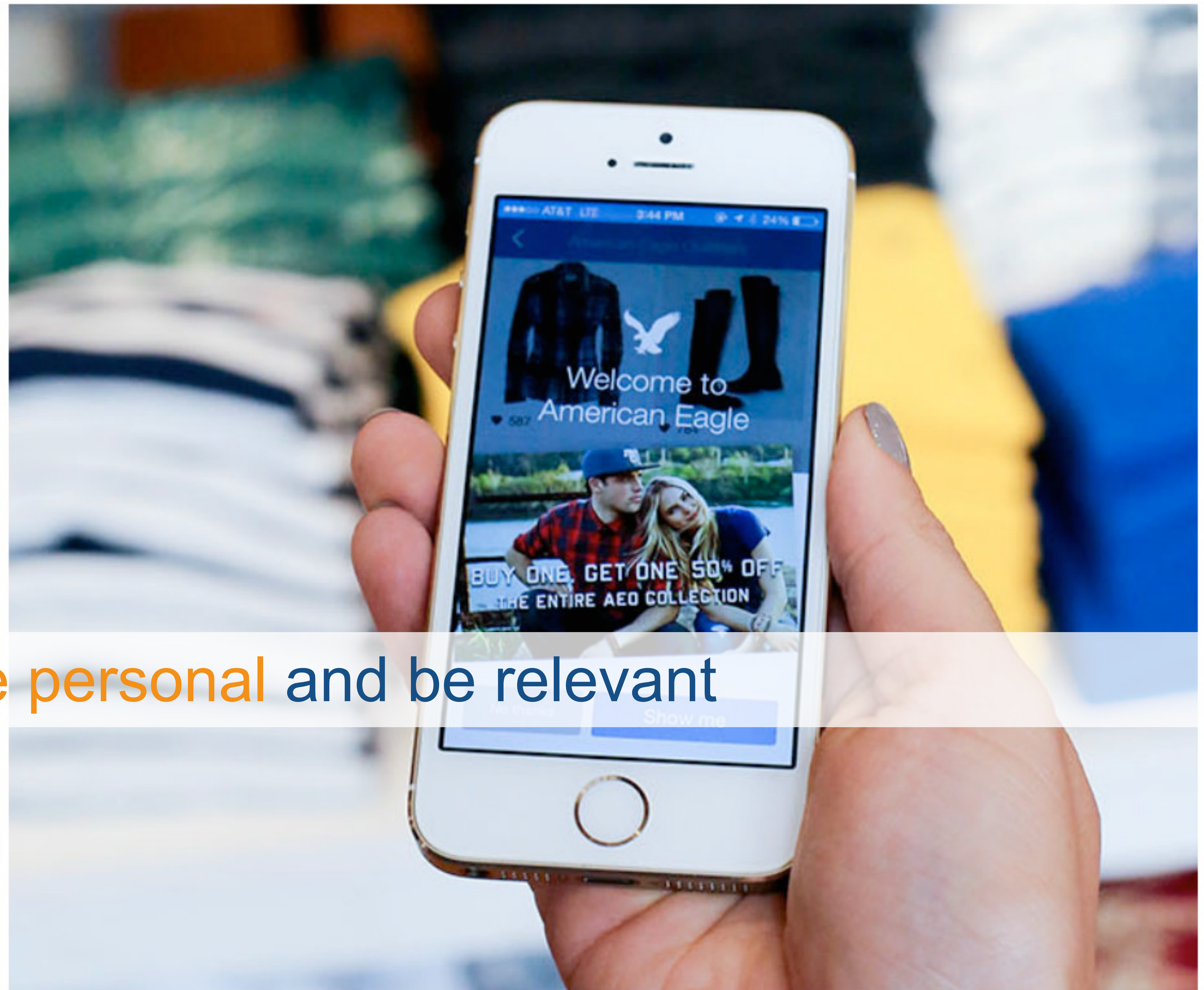
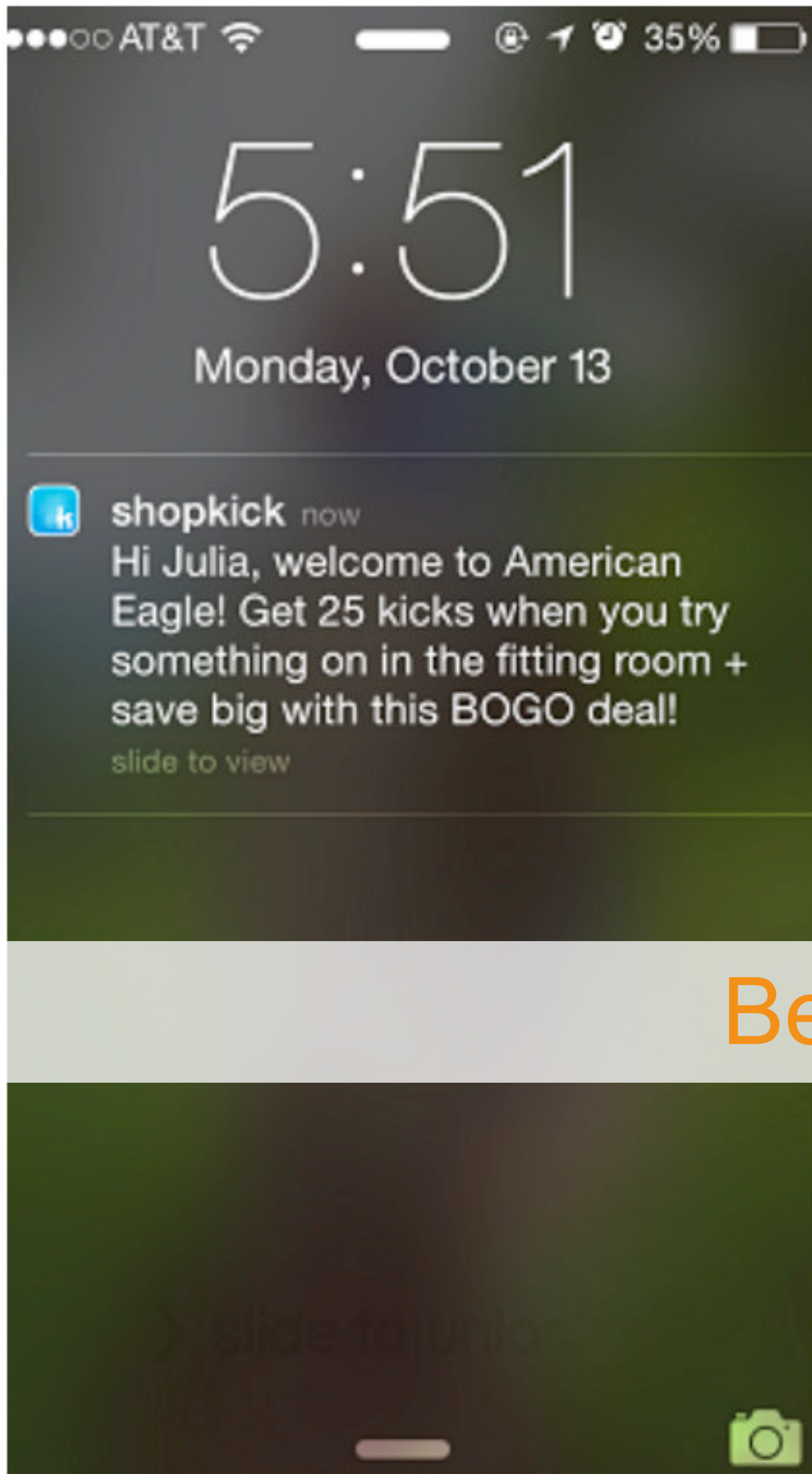
Browsing behavior



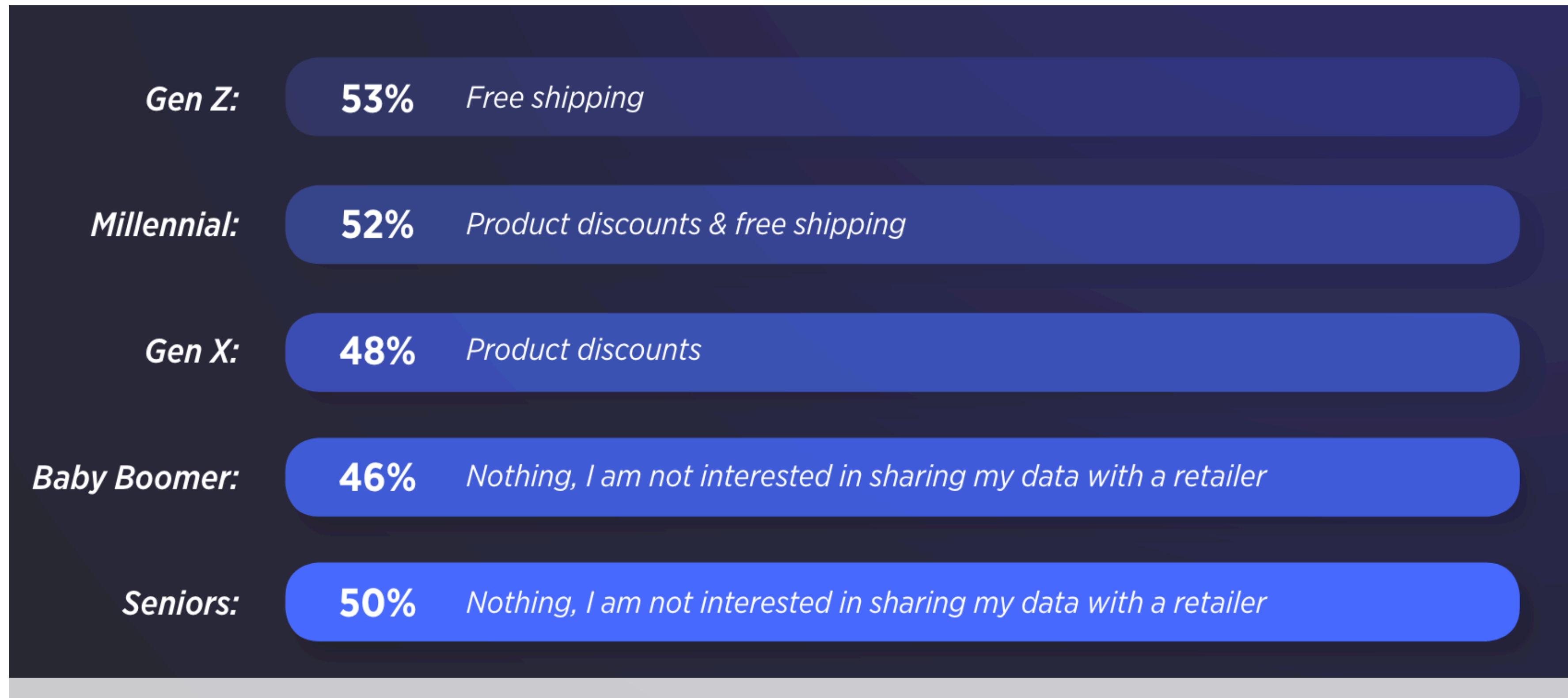
Abandoned Cart



Personalized promotional email



Be personal and be relevant



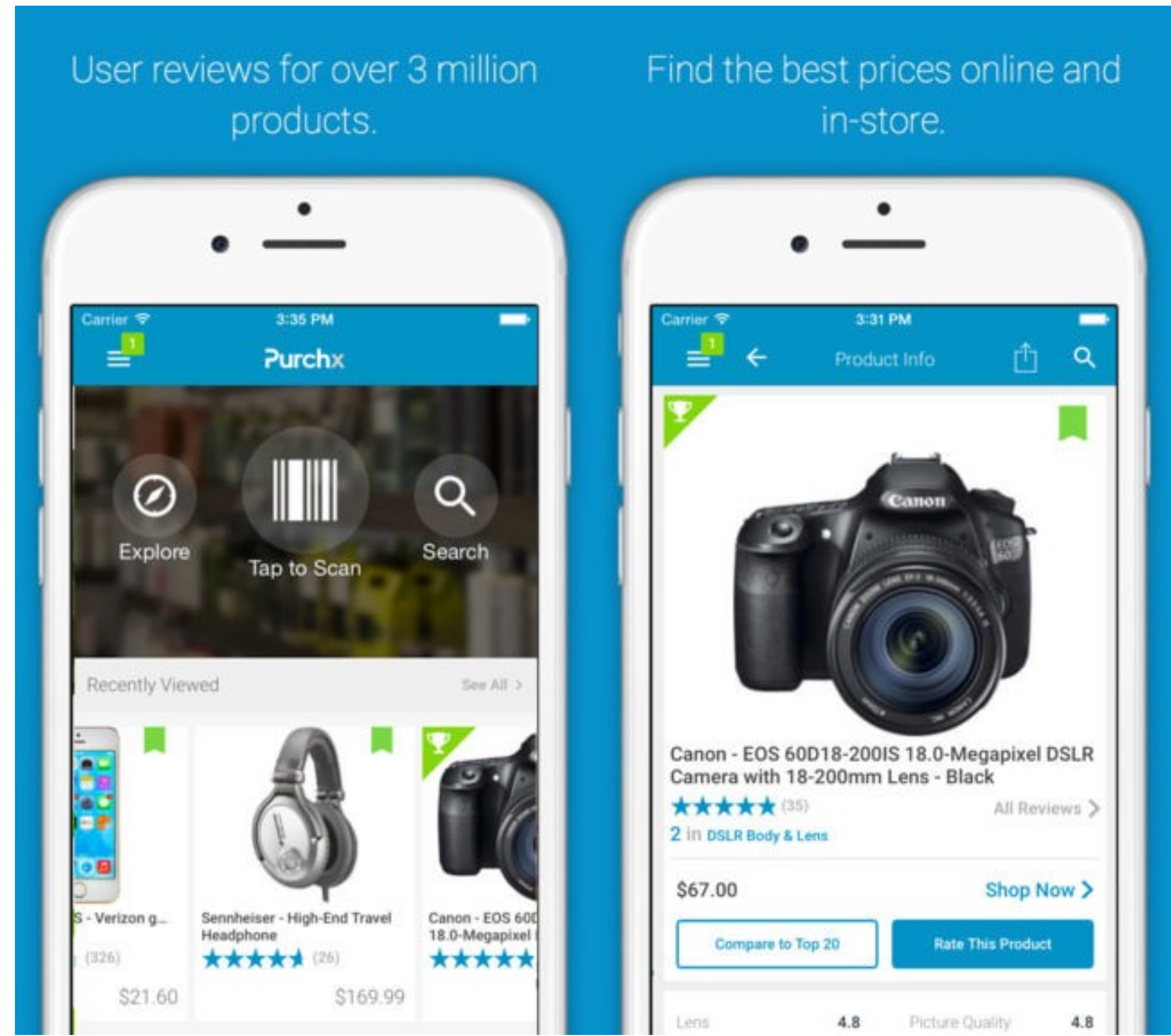
Data triggers



Creepy or cool

Customers love

76% In-app scanners linked to product reviews



Customers love

76% In-app scanners linked to product reviews

69% In-store interactive map from current location to searched items

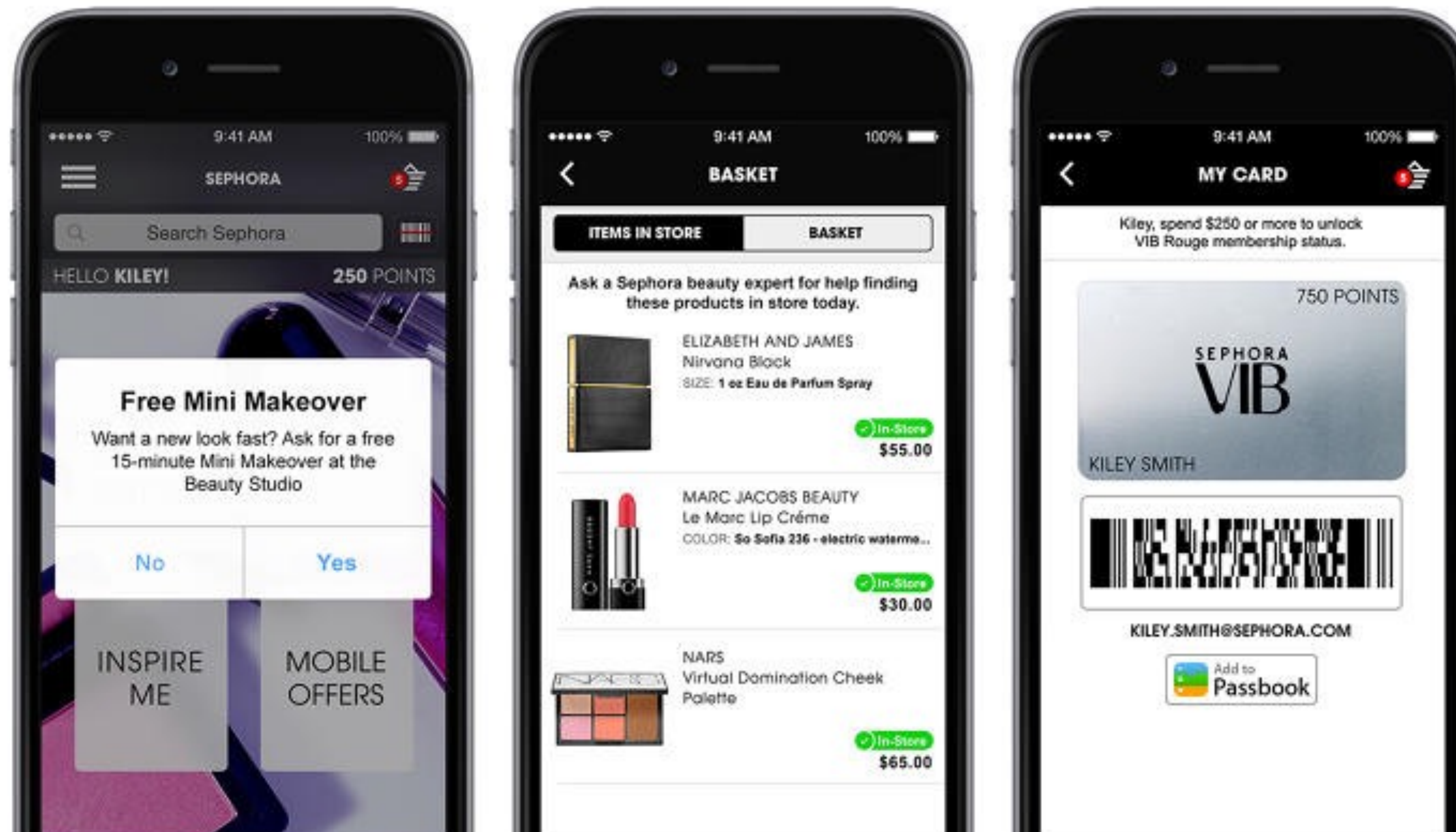


Customers love

76% In-app scanners linked to product reviews

69% In-store interactive map from current location to searched items

44% Personalized mobile notifications triggered by in-store location

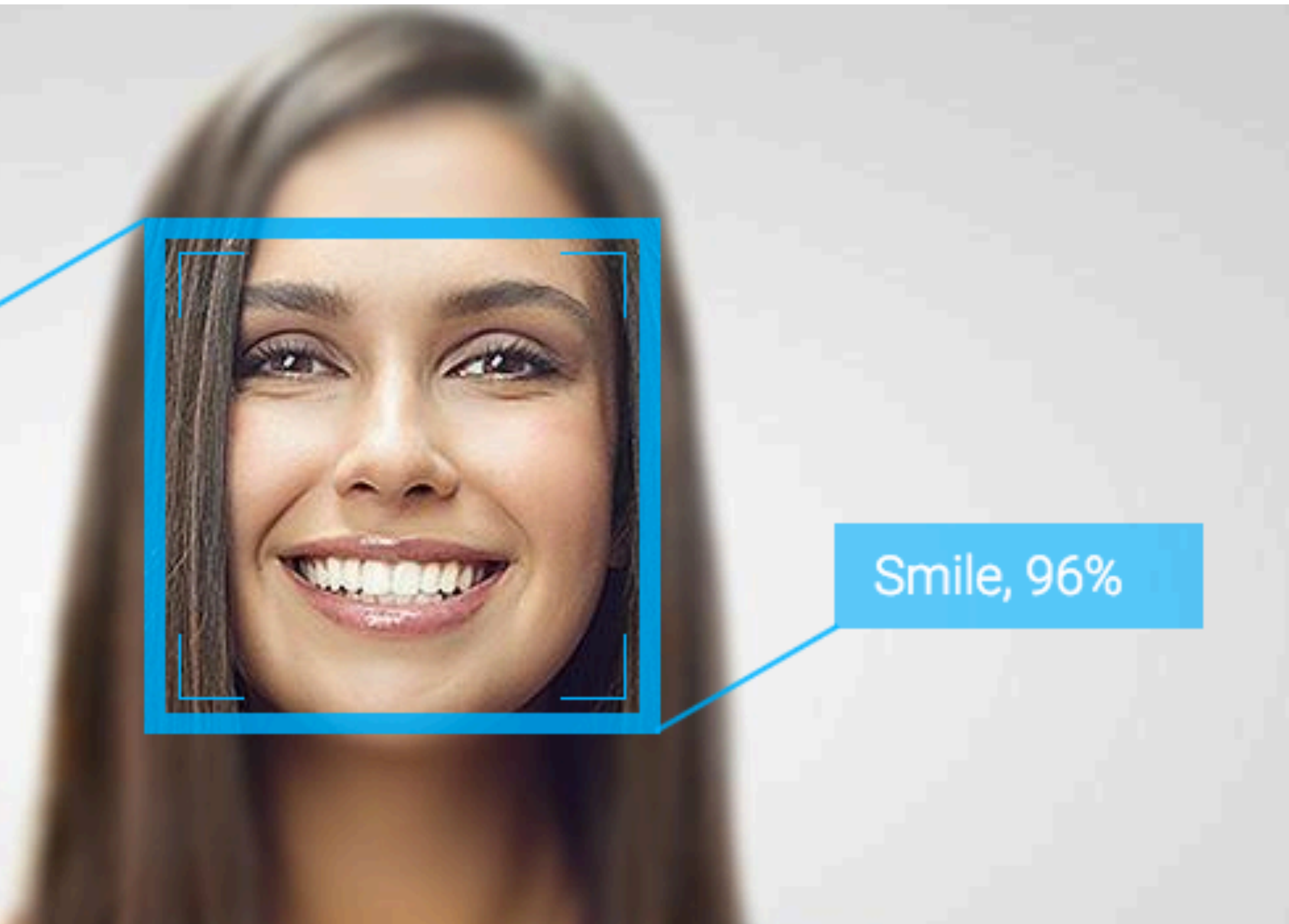


Customers cringe

75% Facial recognition that supports sales staff

74% Sales person greets you by name when you enter thanks to mobile ID

73% Video triggered by facial recognition



Nicole
Female, 26

Smile, 96%





More loyalty
More brand interaction

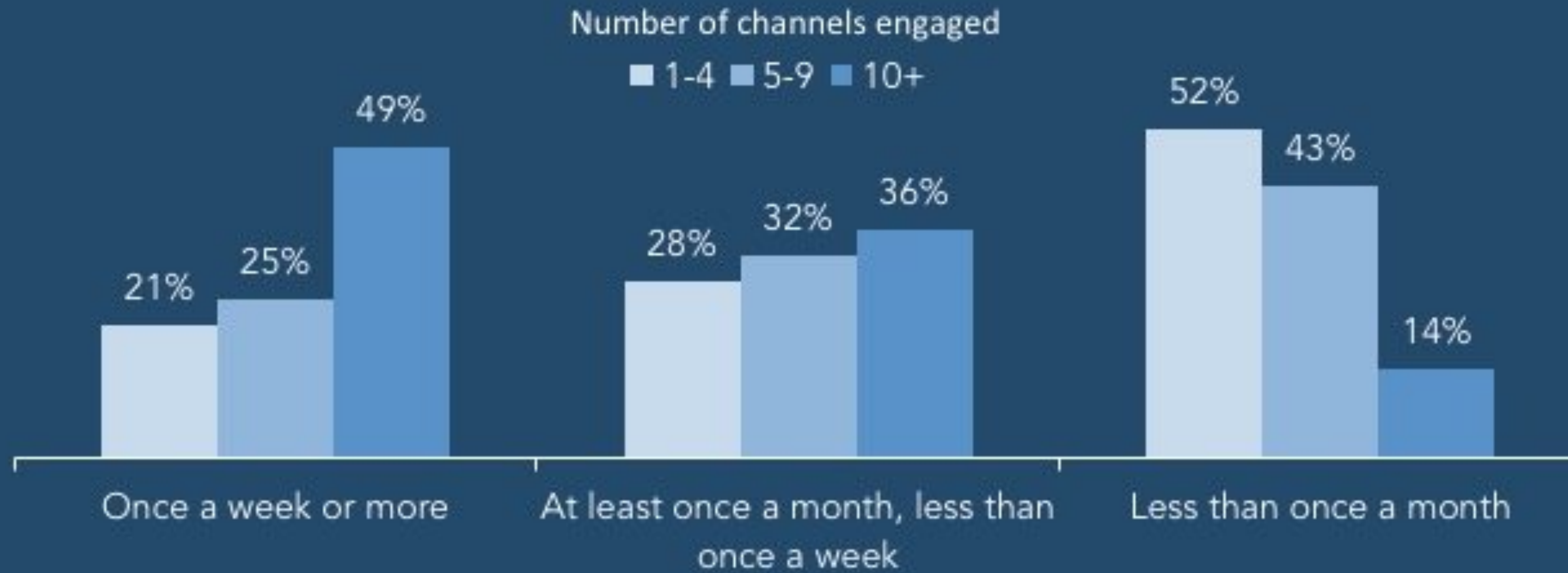


3 times more interaction
3,5 times more spending

Omnichannel is profitable

SHOPPERS THAT ENGAGE WITH RETAILERS ON MULTIPLE CHANNELS MAKE PURCHASES MORE OFTEN

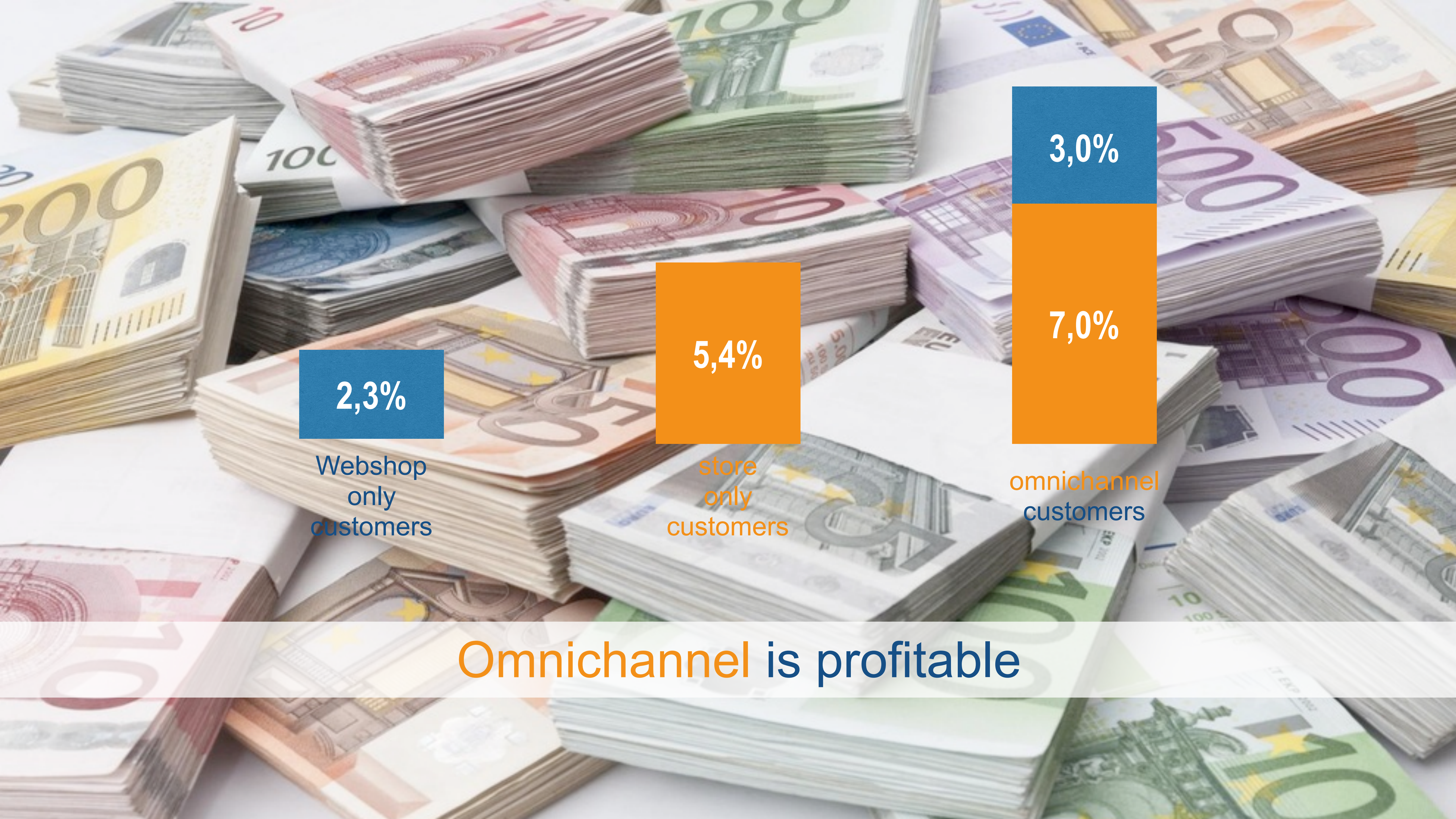
SURVEY: How often do you make purchases from your favorite retailer's website?



BI INTELLIGENCE

Source: Fluent

Omnichannel is profitable



2,3%

Webshop
only
customers

5,4%

store
only
customers

3,0%

7,0%

omnichannel
customers

Omnichannel is profitable

We apologise for this product being temporarily out of stock.

SANITARIUM
MARMITE 175G



49494 07V09 12 269947

3.39
ea

\$1.94 per 100g



Less 'no' selling

VEGEMITE
Cheesybite

KRAFT

A deliciously different Vegemite spread

KRAFT VEGEMITE
CHEESYBITE 175G



50441 13P07 12

VEGEMITE

Waarom Tommy Hilfiger?

- Nieuw
- Net binnen (11)
- Categorieën
- Dames (146)
- Heren (205)
- Kinderen (27)
- Schoenen & tassen (153)
- Cosmetics (5)
- Women (27)
- Outlet (110)
- Sport & outdoor (1)
- Merken
- Hilfiger-Dames (3)
- Tommy Hilfiger (1.498)
- Tommy Hilfiger T-shirts (10)
- Maat
- XS (76)
- S (207)
- M (211)
- L (277)
- XL (76)

“tommy hilfiger”

1.498 artikelen gevonden

(1.498 artikelen) Je kijkt 340 artikelen per pagina



Tommy Hilfiger



Tommy Hilfiger



Tommy Hilfiger

GRATE VERZENDING NIET BIJG. GRATIS RETOURNEREN

- DAMES
- FEATURES
- KLEDING
- JACSEN & JACKE
- BLAZERS
- JURKEN
- TOPS
- BLOEZEN
- POLO'S
- TRUIEN
- SWEATSHIRTS
- T-SHIRTS
- BOTTOMS
- JASSEN
- BROEKEN
- ROKJES
- SHORTS
- BANDJES
- LINIERE
- SCHOENEN
- TASSEN & ACCESSOIRES
- VERFOLG DE ZOEKOPDRACHT
- STEL
- JACSEN EN JACSEN (10)
- BLAZERS (21)
- JURKEN (40)
- BLOEZEN (47)
- POLO'S (26)



KLEDING



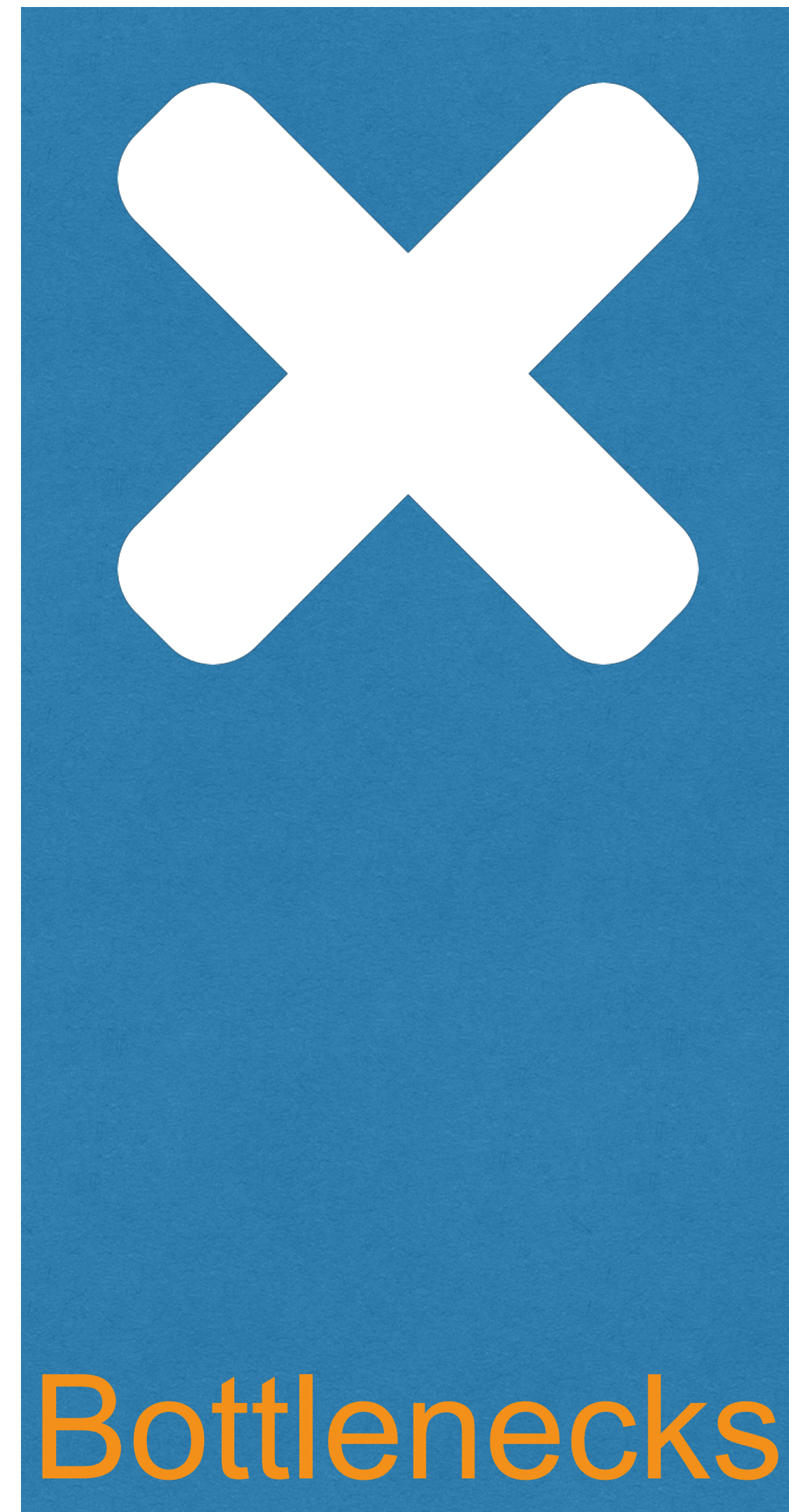
Less 'no' selling

1498 articles

3500 articles

We've more
than we
can show

Shop online here.



Bottlenecks

We've more
than we
can show

Shop online here.



94% of retailers experience **barriers** with omnichannel transformation



MEMORY MIRROR

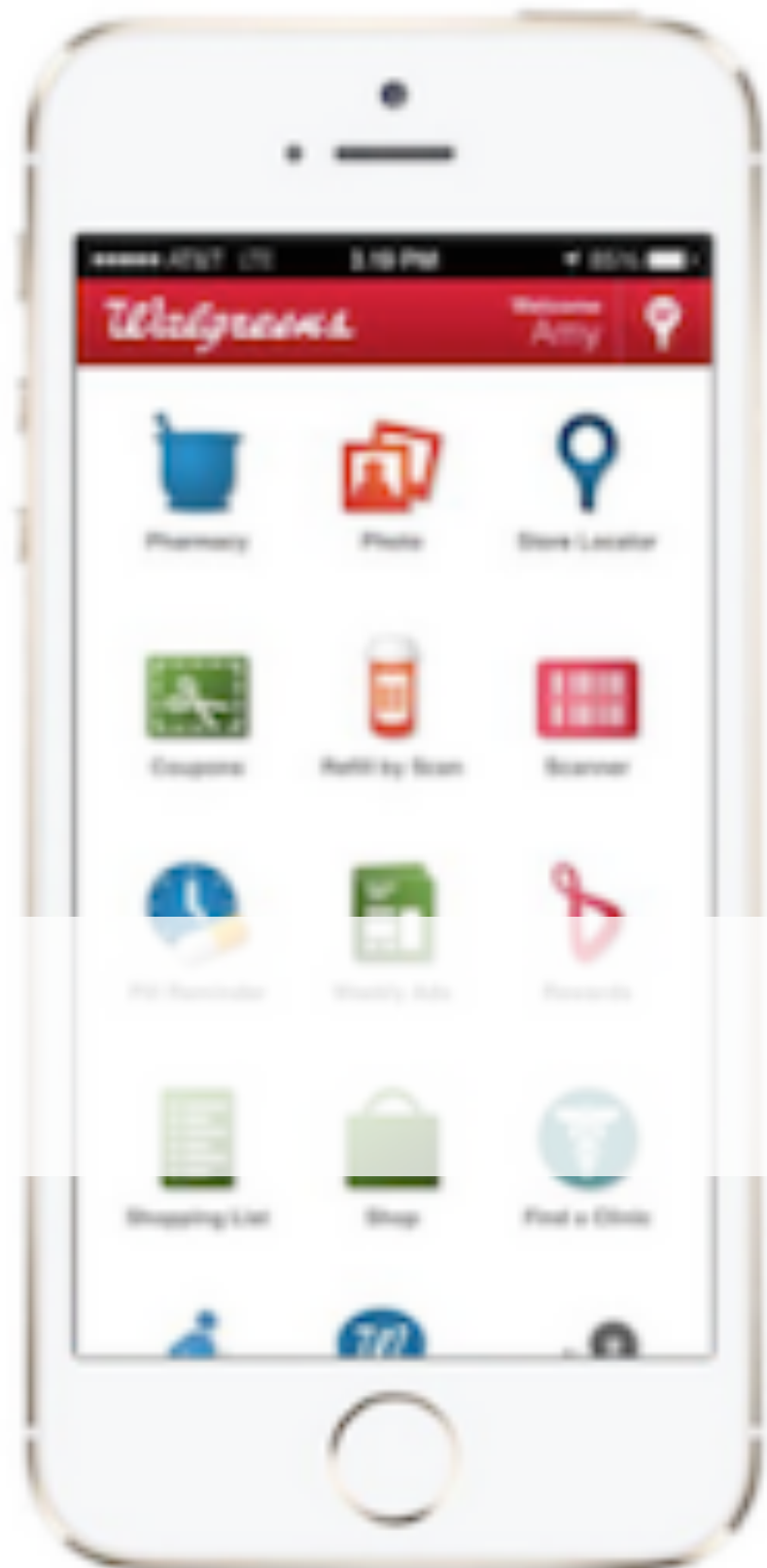
Memory Mirror is a first of its kind interactive shopping experience. You can go through back and forth views of yourself in our outfits in different sizes, colors, materials, and compare them side-by-side.

Share your images and ideas with friends via your smartphone and social media.

More information about Memory Mirror and other smart solutions for your store is available on the back of this sign.

No customer centricity

step 1
launch



step 2
scan



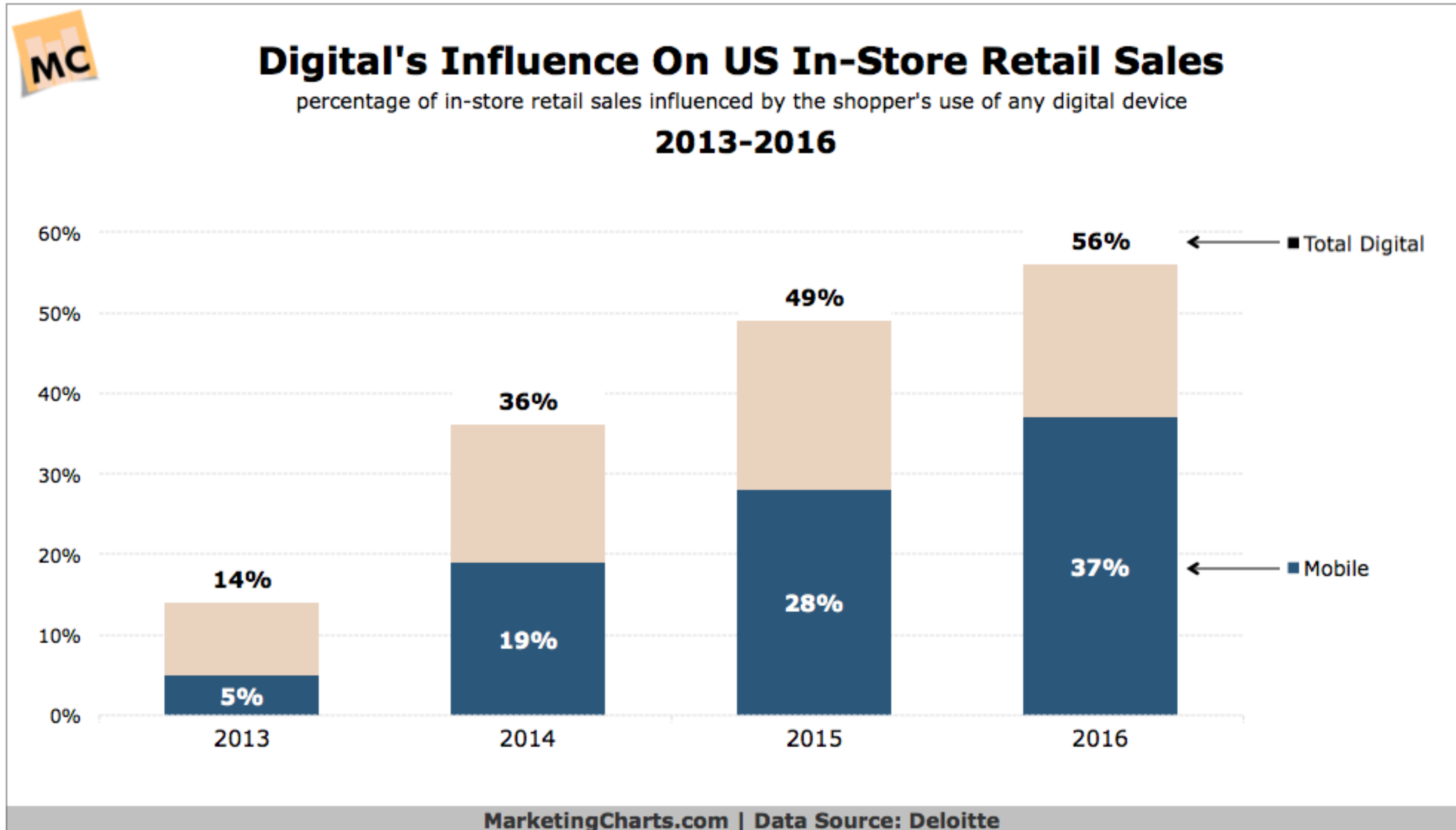
step 3
done!



Customer centricity

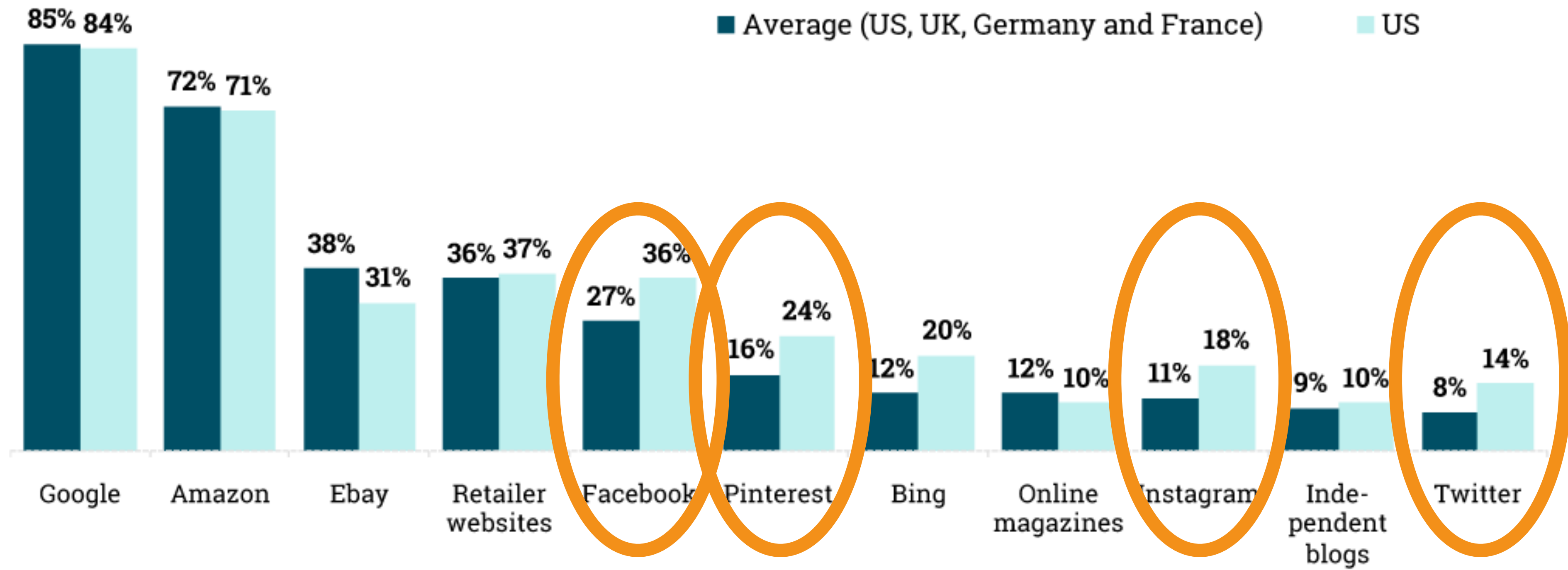


Underestimate the transformation



56% of instore sales are influenced by digital

Where Consumers Conduct Product Research Online



Published on MarketingCharts.com in September 2017 | Data Source: Kenshoo

Based on a survey of 3,100 consumers in the US, UK, Germany and France

Q: "Which of these online sites are you likely to use to help you find product ideas and information before making a purchase?"

56% of instore sales are influenced by digital



“From selling to assisting to buy”

SAMSUNG



REFRESH

TYPE	French Door
COLOR	Real Stainless Steel
CAPACITY	34.3 cu ft
WIDTH	35 3/4 inches
HEIGHT	72 7/8 inches
DEPTH	35 3/4 inches
DISPENSER	Sparkling Water
ENERGY EFFICIENCY	Energy Star Panel



T9





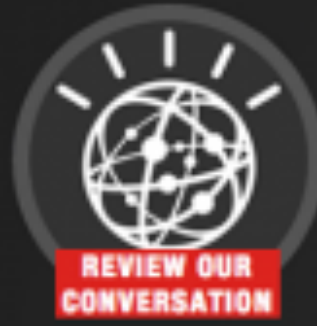
Produkte in ähnlicher Farbe und Muster in einer der unteren Kategorien finden:

Damen Herren

- Shirts >
- Jeans >
- Hemden >
- Hosen >
- Pullover & Strickjacken >
- Jacken >
- Mäntel >

30 beste Treffer - Shirts

<p>Sale 50%</p> <p>81hours ESTHA - T-Shirt print - combo 69,95 € 34,95 €</p>	<p>Neu</p> <p>HUGO DANNALA - Langarmshirt - open miscellaneous 69,95 €</p>
<p>Sale 30%</p> <p>Vanilla Langarmshirt - schwarz/weiß 45,95 € 32,15 €</p>	<p>Neu</p> <p>Hallhuber T-Shirt basic - schwarz 29,95 €</p>
<p>Sale 27%</p>	



REVIEW OUR CONVERSATION



MEN'S THERMOBALL™ SNOW TRICLIMATE® PARKA \$349.00

MED MATCH



MEN'S POINT IT DOWN HYBRID JACKET \$380.00

HIGH MATCH



MEN'S APEX STORM PEAK TRICLIMATE® JACKET \$299.00

MED MATCH



MEN'S VORTEX TRICLIMATE® JACKET \$280.00

MED MATCH



MEN'S MARSELLUS TRICLIMATE® JACKET \$280.00

MED MATCH



MEN'S GATEKEEPER 2.0 JACKET \$299.00

MED MATCH

WHAT FEATURES DO YOU WANT IN YOUR JACKET?

0-9 "I NEED IT TO BE PACKABLE"

RESTART ↻ SKIP →



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FLUIDXPS Powered by IBM WATSON

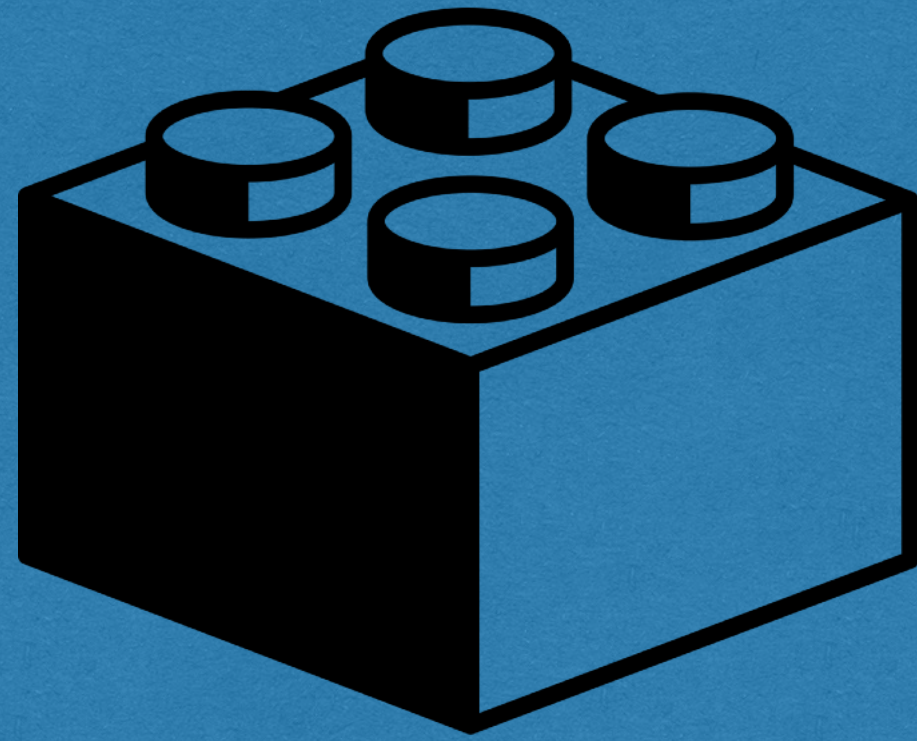
FEEDBACK PRIVACY POLICY TERMS OF USE



Lack of clear omnichannel KPI's

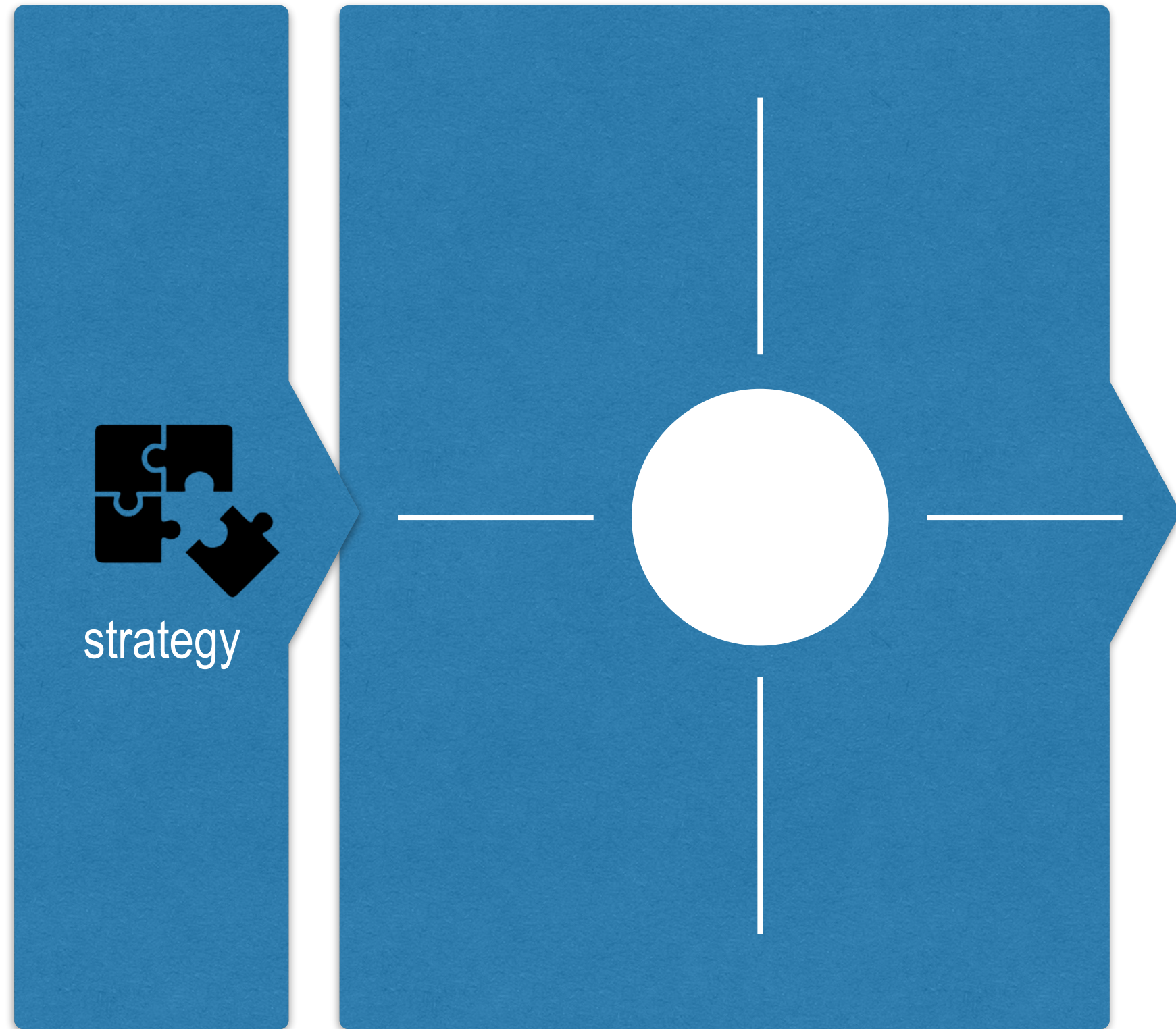


Lack of clear omnichannel KPI's

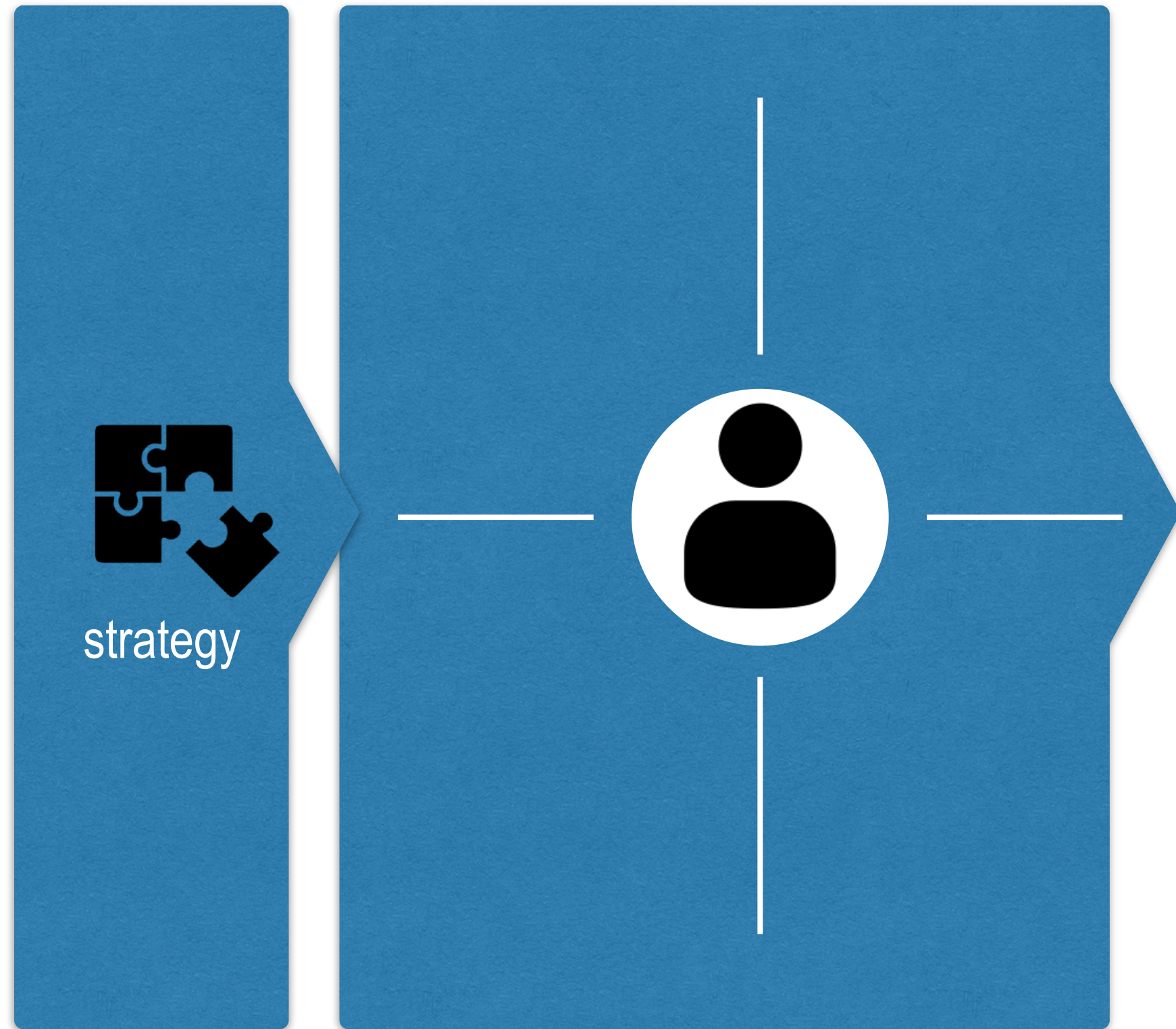


Building
Blocks

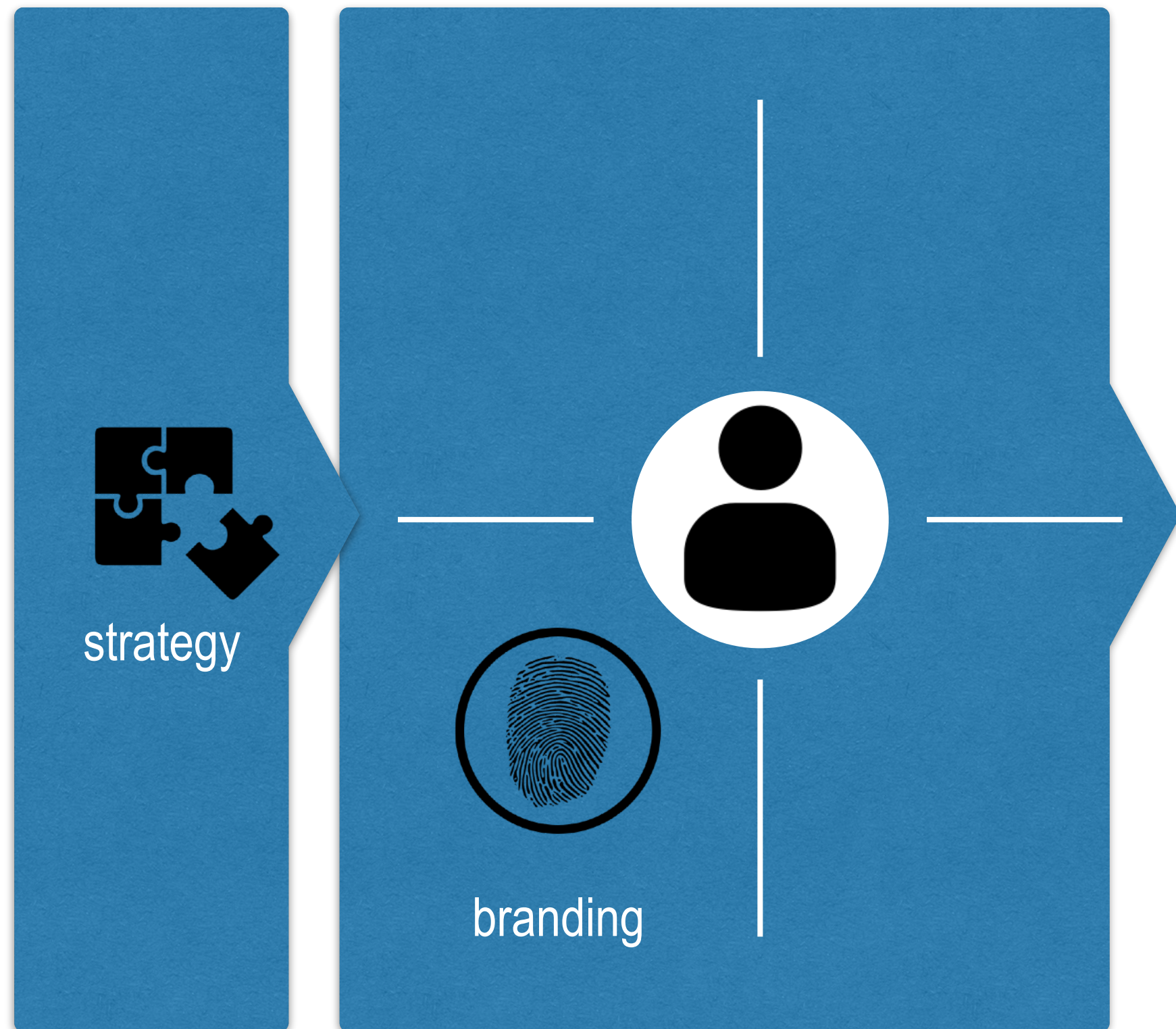




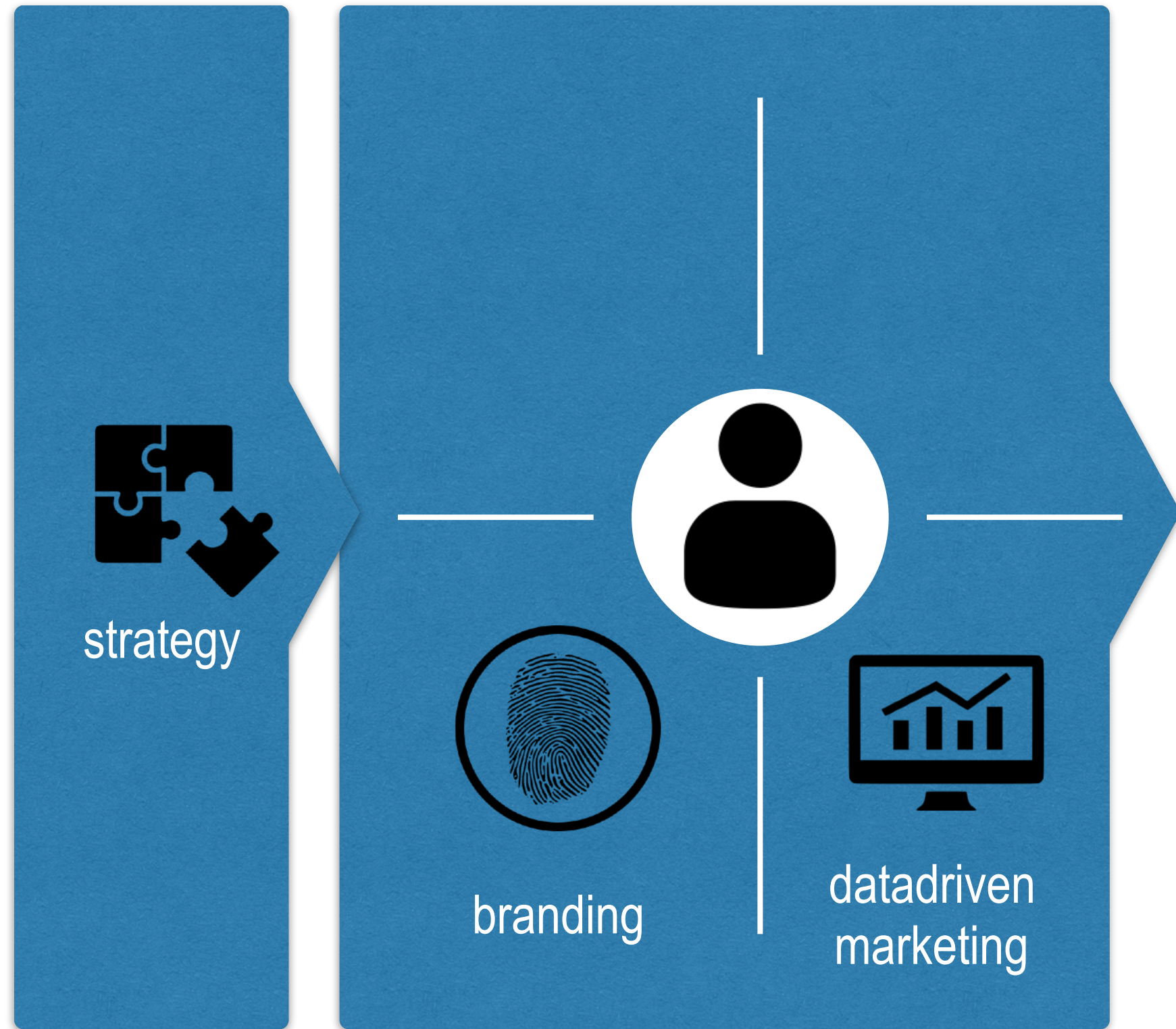
Define omnichannel challenges
Define omnichannel goals
AND KPI's



Create **personas**
Describe the **customer journey**
Look for **opportunities**
Be aware of **threats**

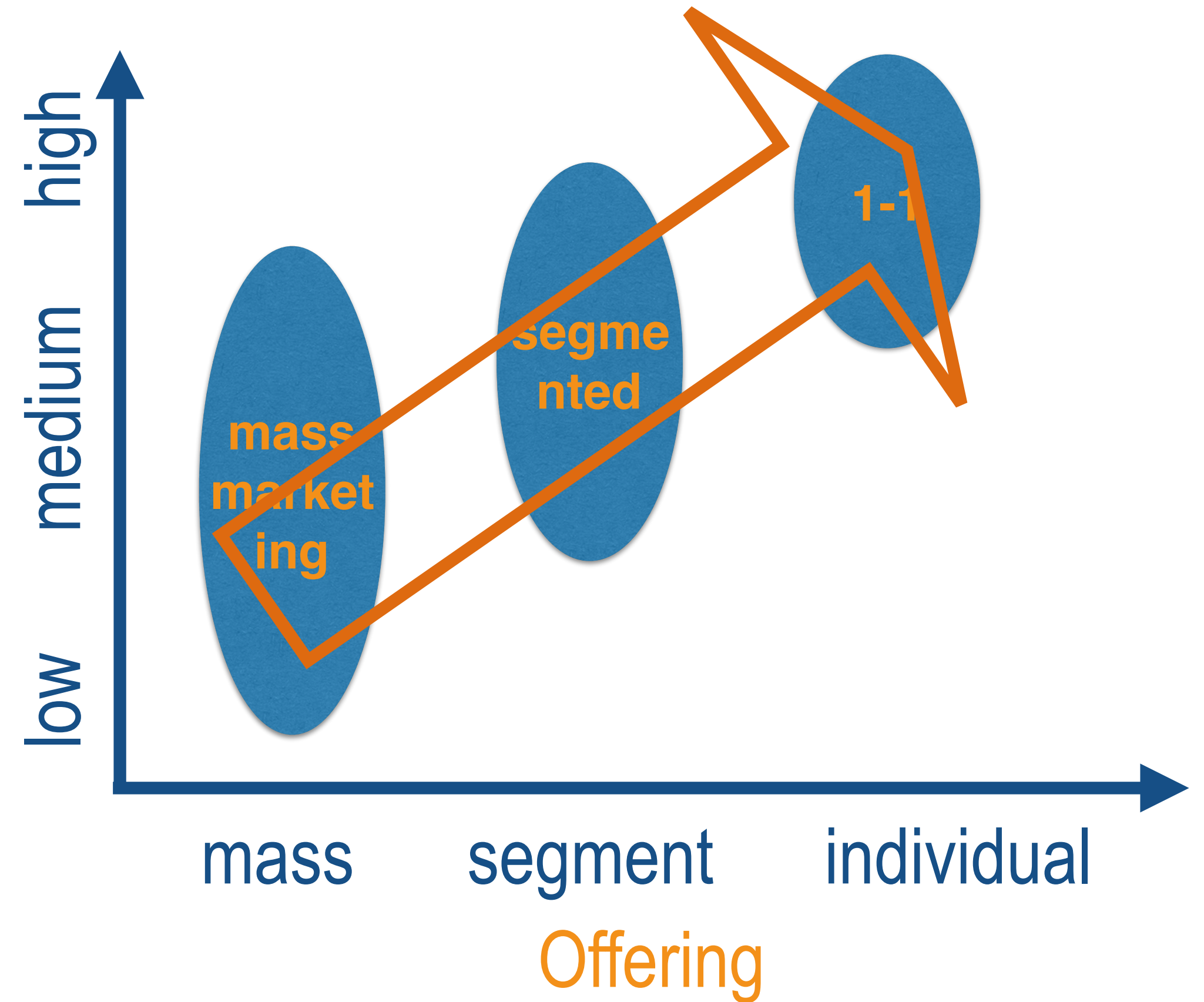


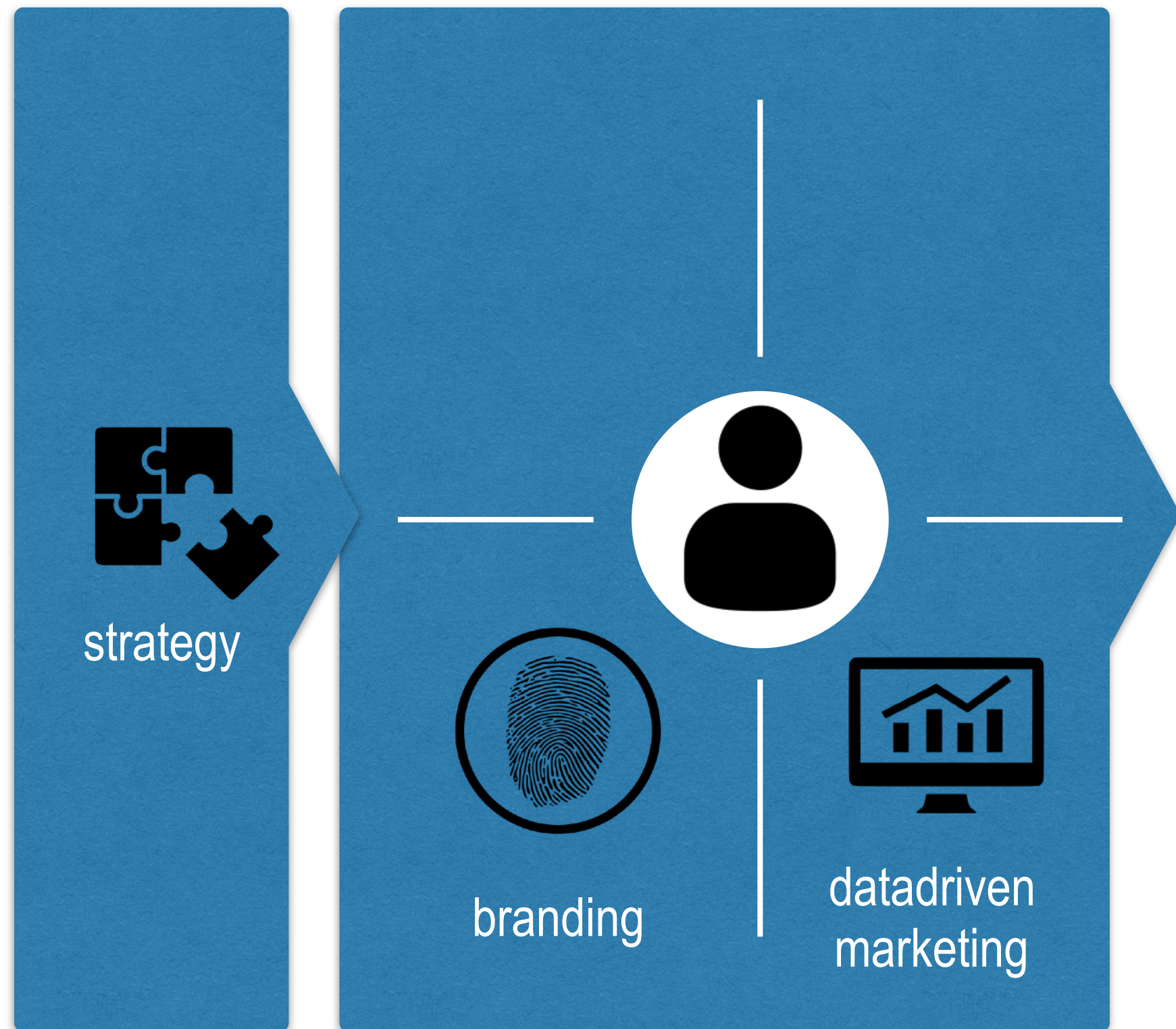
Create **WOW** moments in
your customer journey
Have **one brand policy**



Personalize

Customer Intelligence

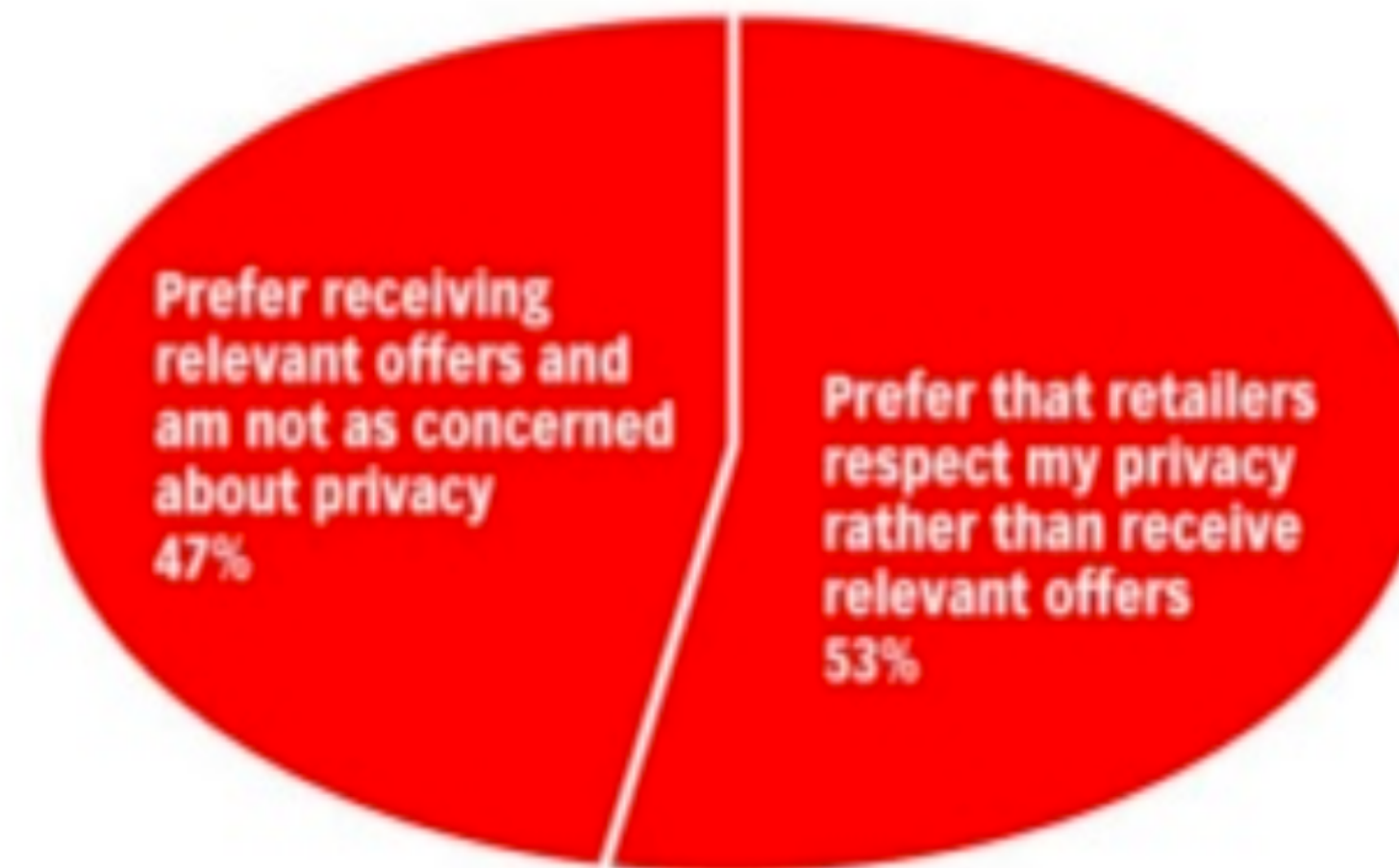




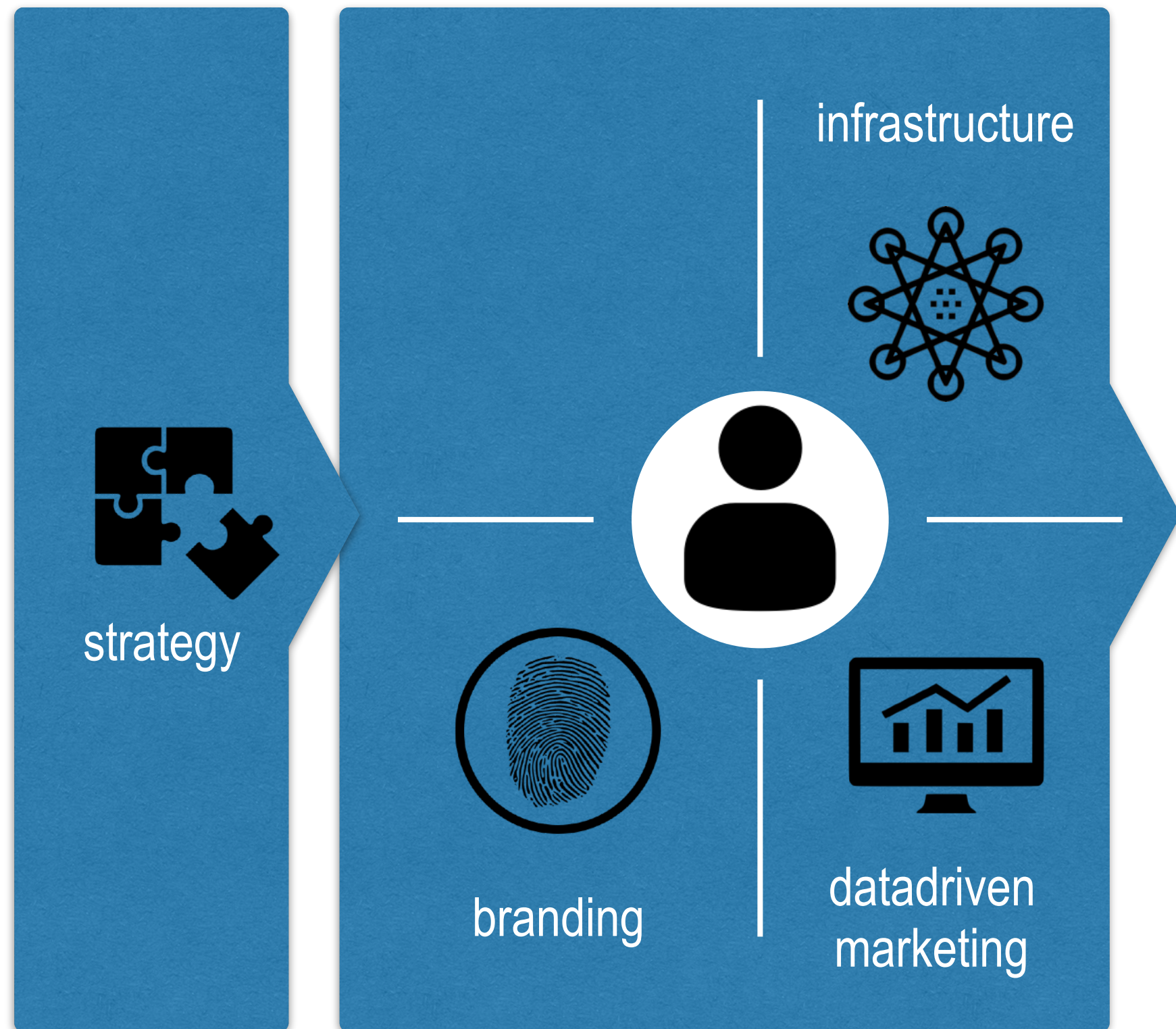
Personalize

Attitudes of US Consumers Toward Receiving Personalized Retail Offers vs. Having Their Privacy Respected, Dec 2013

% of total



Source: International Data Corporation (IDC), "Business Strategy: Green Lights and Bright Red Lines - Relevancy and Privacy Challenges for 2014," May 5, 2014



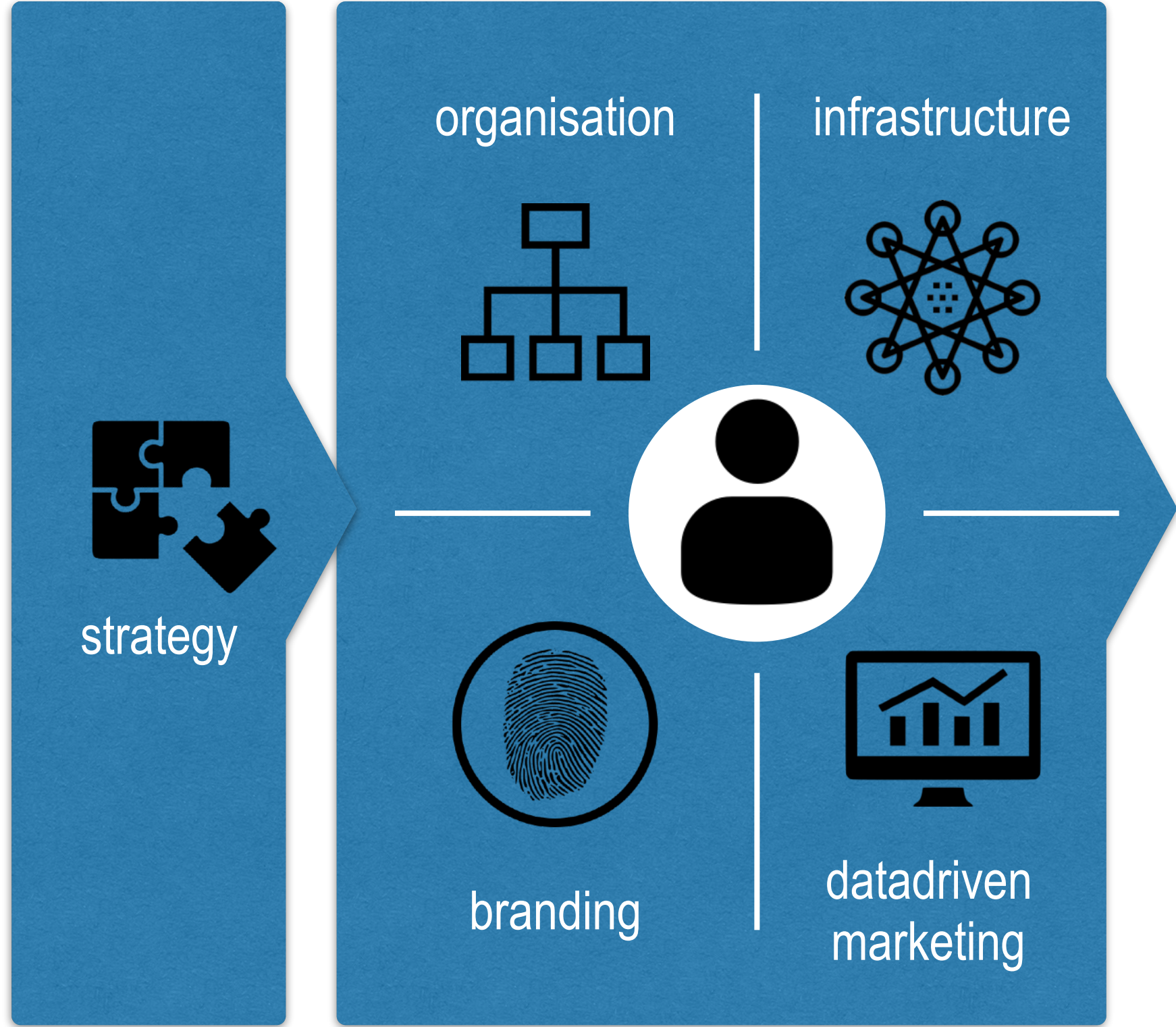
Analyse your customer journey AND understand the logics

Leading Challenges Related to Creating a Complete Customer View According to Marketers Worldwide, Dec 2014

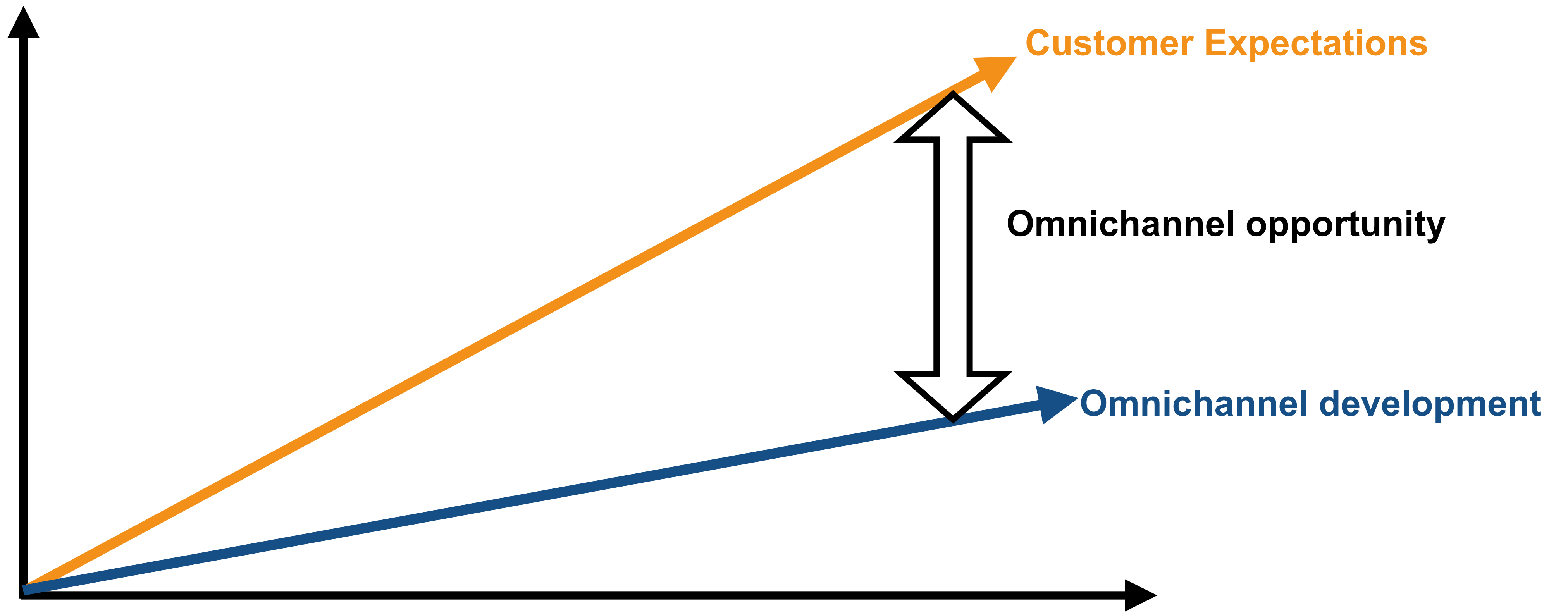
% of respondents



Source: Experian Marketing Services, "The 2015 Digital Marketer," April 16, 2015

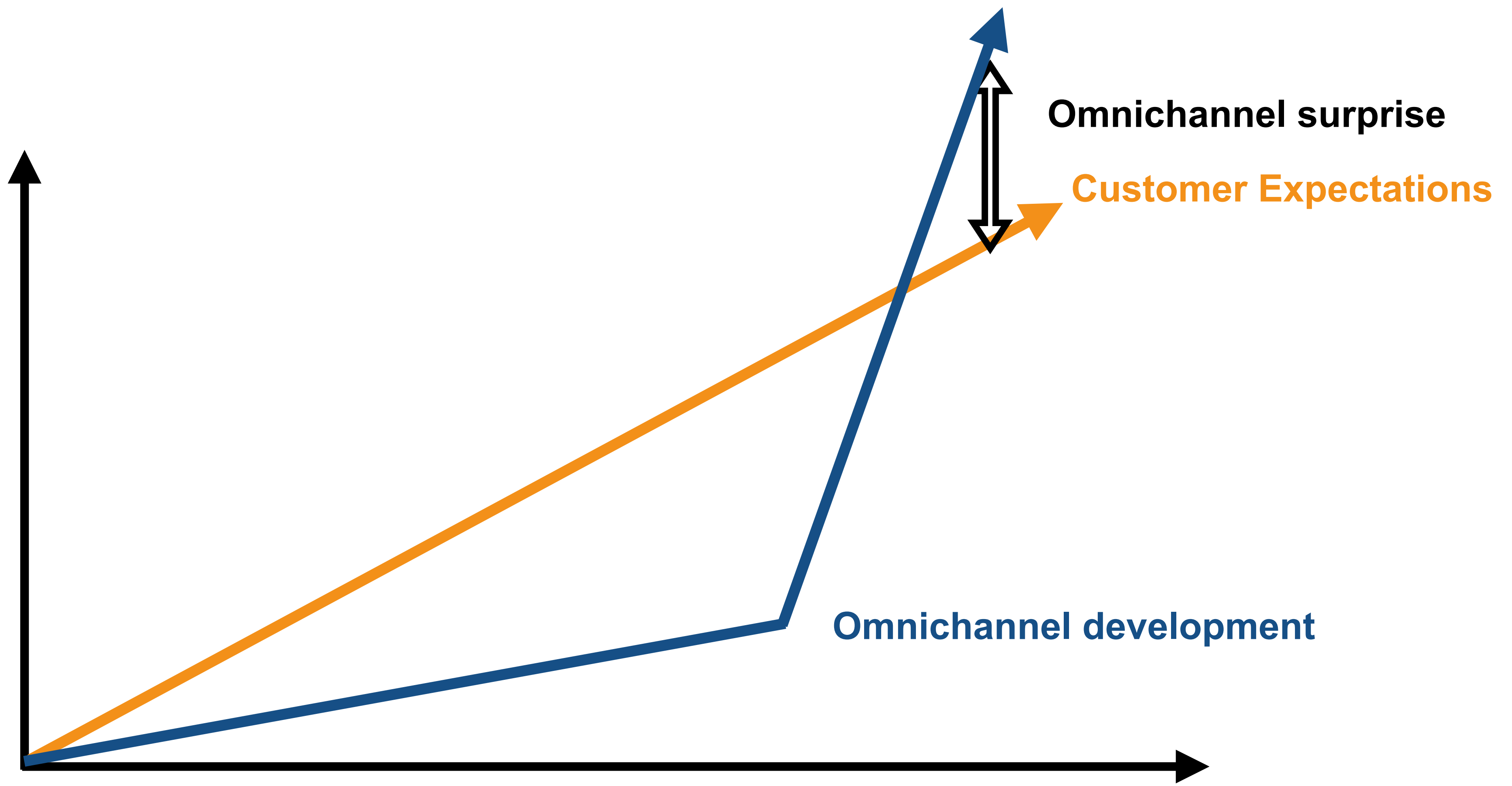


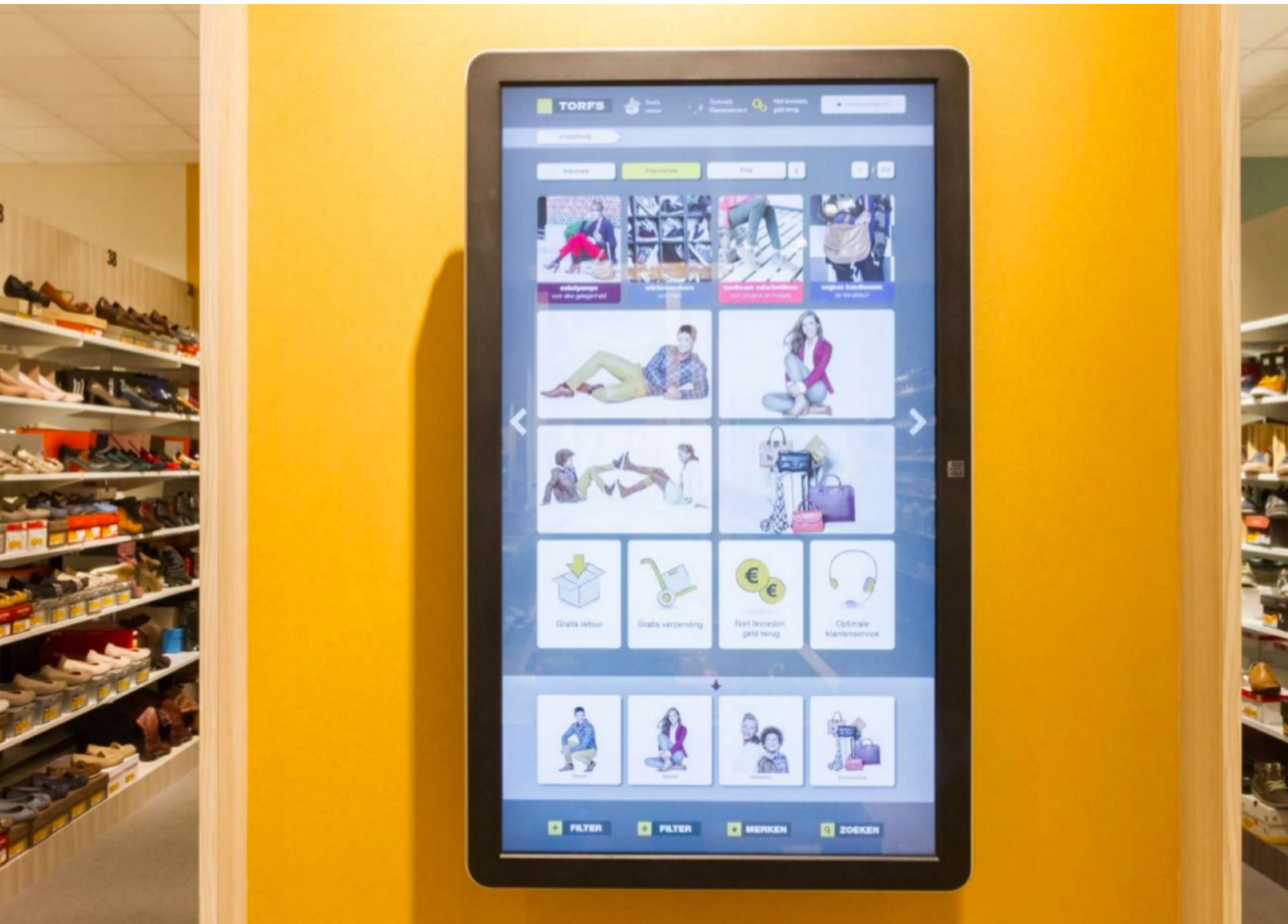




Omnichannel GAP

Omnichannel surprise









Global Channel Marketing

Multi-channel vs Omni-channel