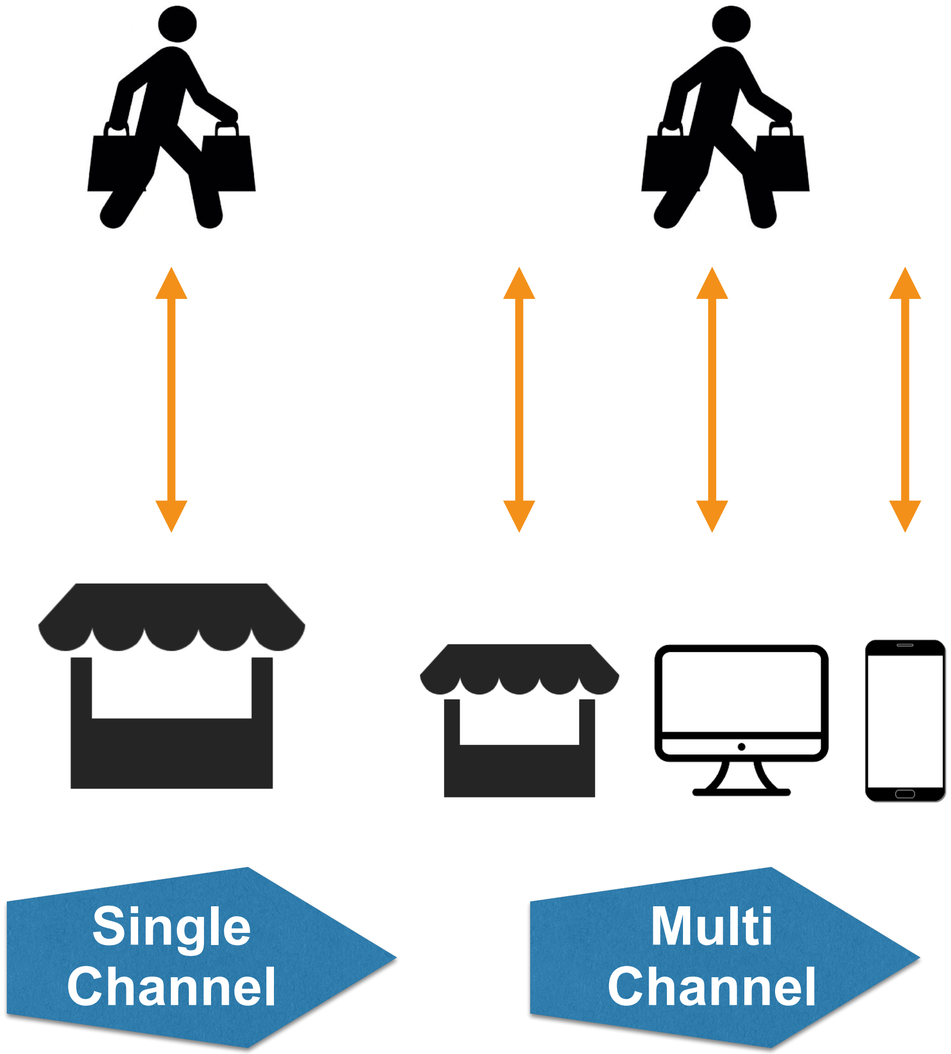
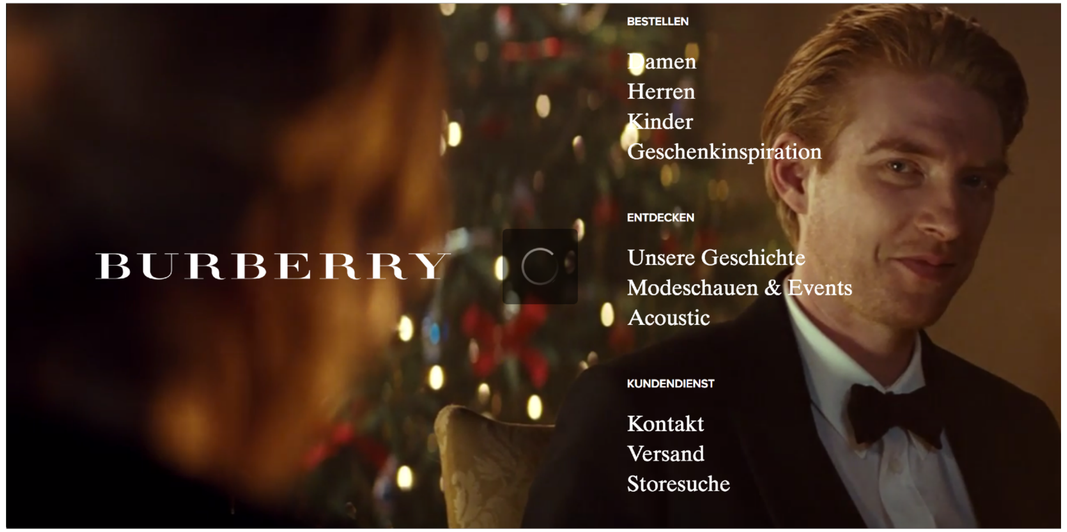
Global Channel Marketing

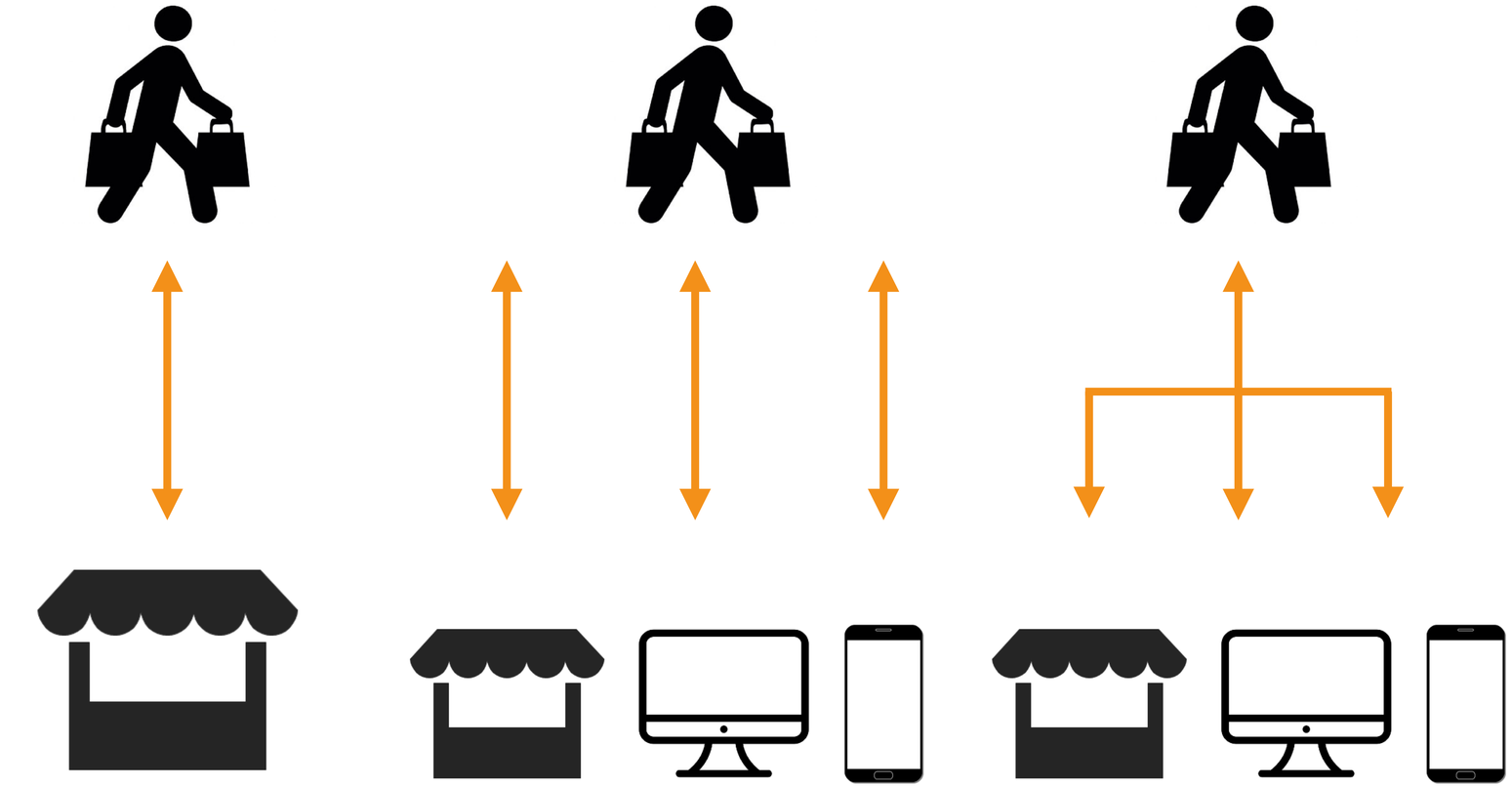
Multi-channel vs Omni-channel

Single Channel

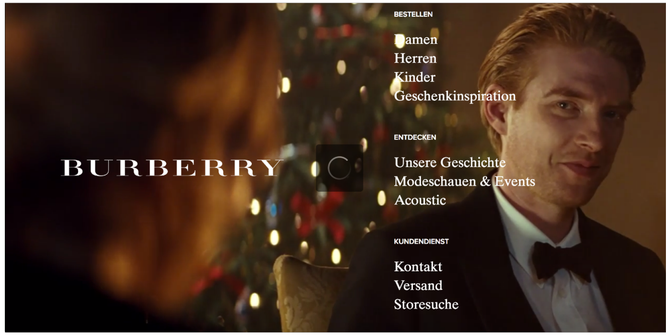

Single Channel
Multi Channel

BURBERRY


BURBERRY
BESTELLEN
Damen
Herren
Kinder
Geschenkinspiration
ENTDECKEN
Unsere Geschichte
Modeschauen & Events
Acoustic
KUNDENDIENST
Kontakt
Versand
Storesuche


Single Channel
Multi Channel
Cross Channel

BURBERRY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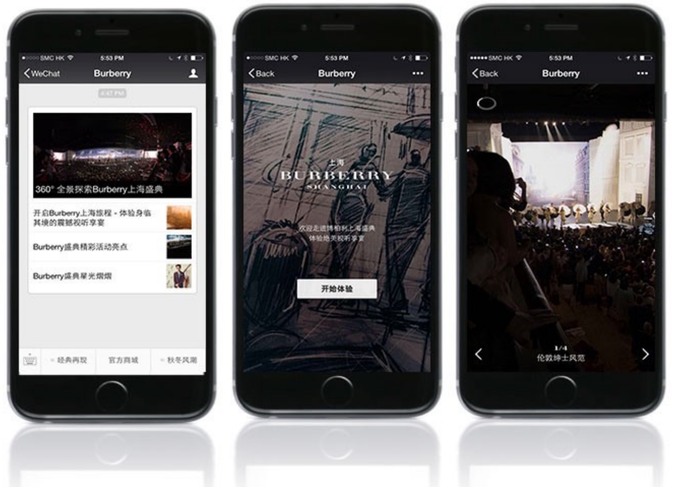
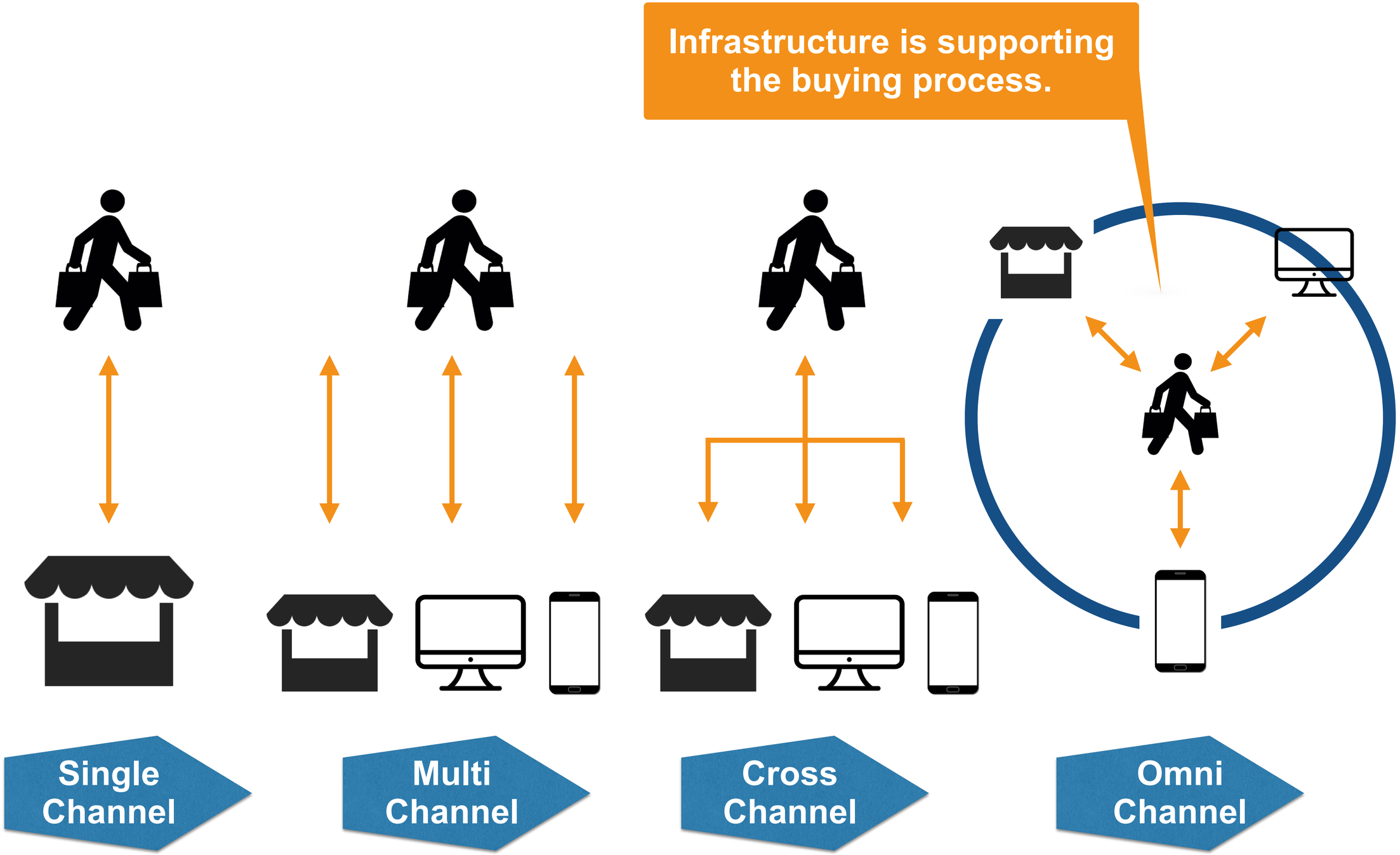
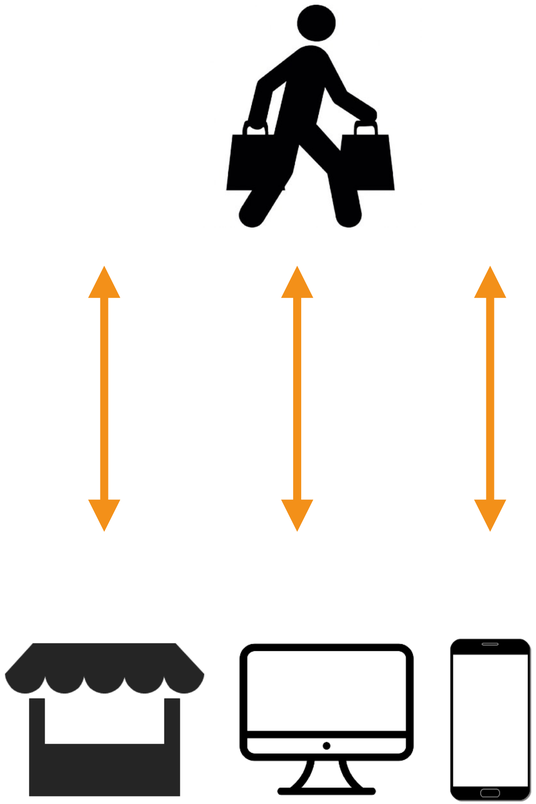
BURBERRY


WeChat
Burberry
360° 全景探索Burberry上海盛典
开启Burberry上海旅程 · 体验身临其境的震撼视听享宴
Burberry盛典精彩活动亮点
Burberry盛典星光烟雨
Back
BURBERRY
SHANGHAI
开始体验
伦敦绅士风范

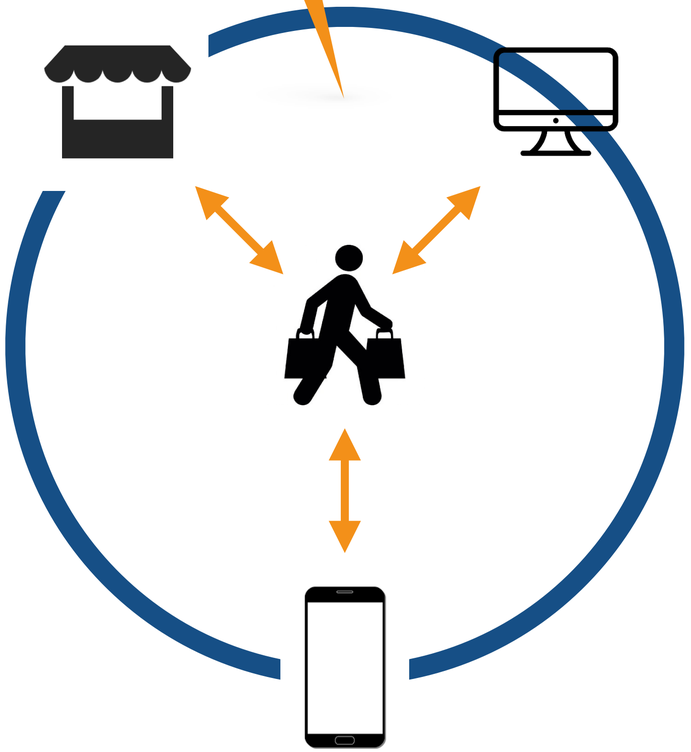

Infrastructure is supporting the buying process.
Single Channel
Multi Channel
Cross Channel
Omni Channel

Same goal, different jobs.



Multi Channel

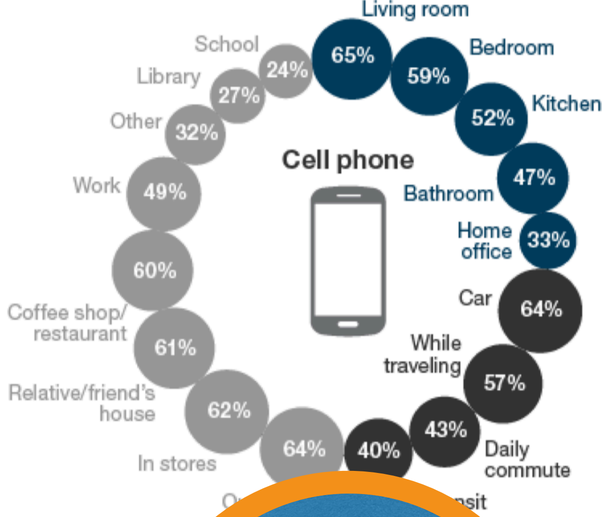
Same goal, same job.



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



98%

of your customers switches between devices in the same day.

77%

of strong omni channel players store data over all channels.

64%

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

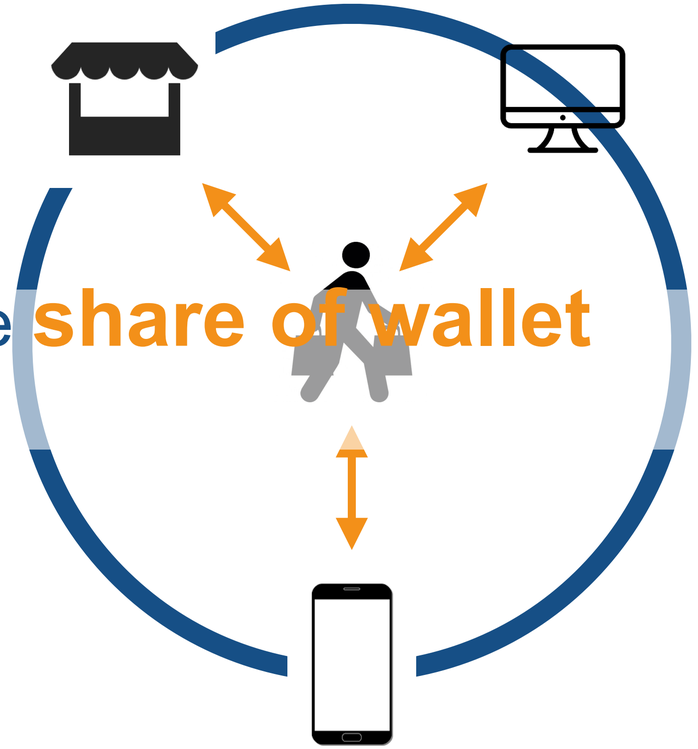
Digital Customer Experience

New Digital Enhanced Products & Services

Data & Insights

Digital Operational Excellence

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



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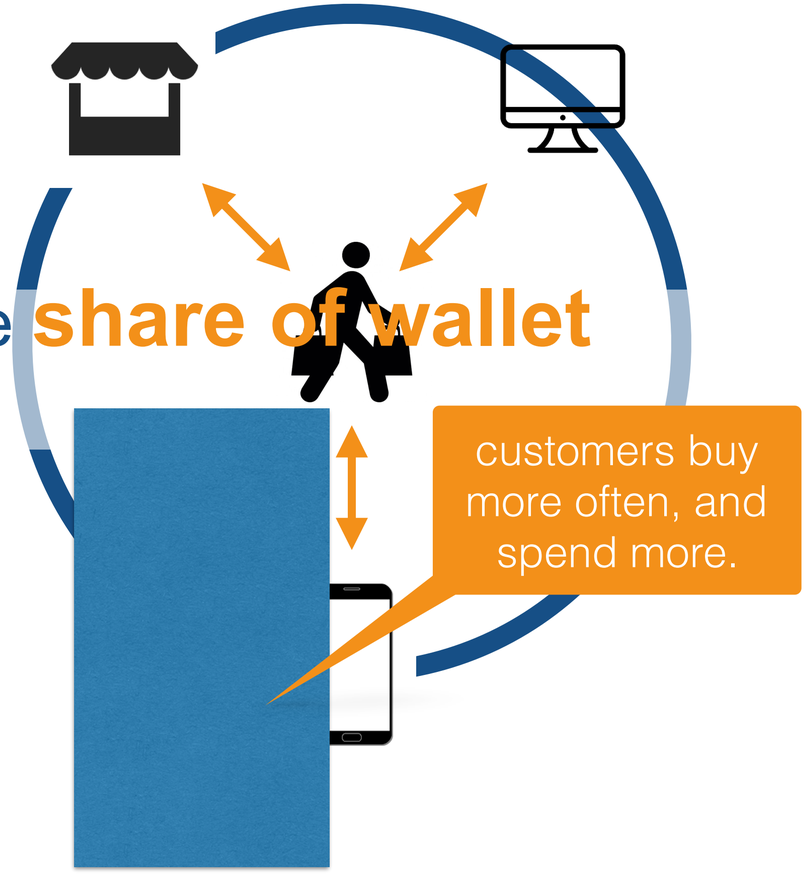
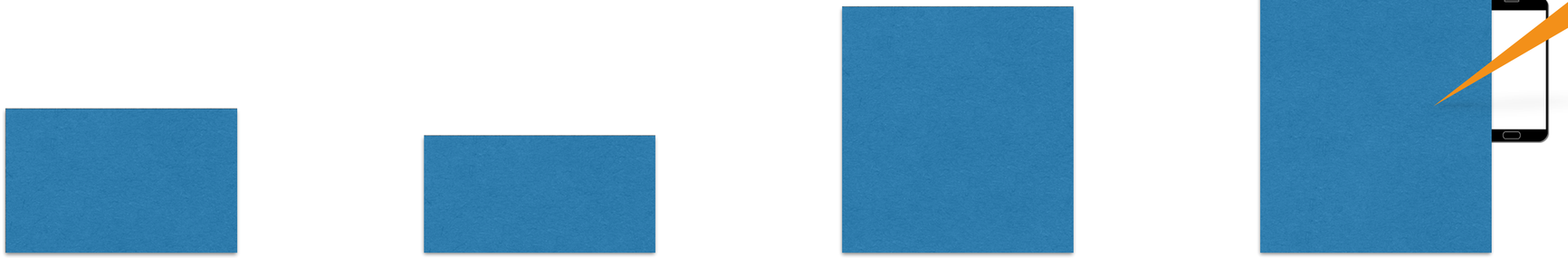


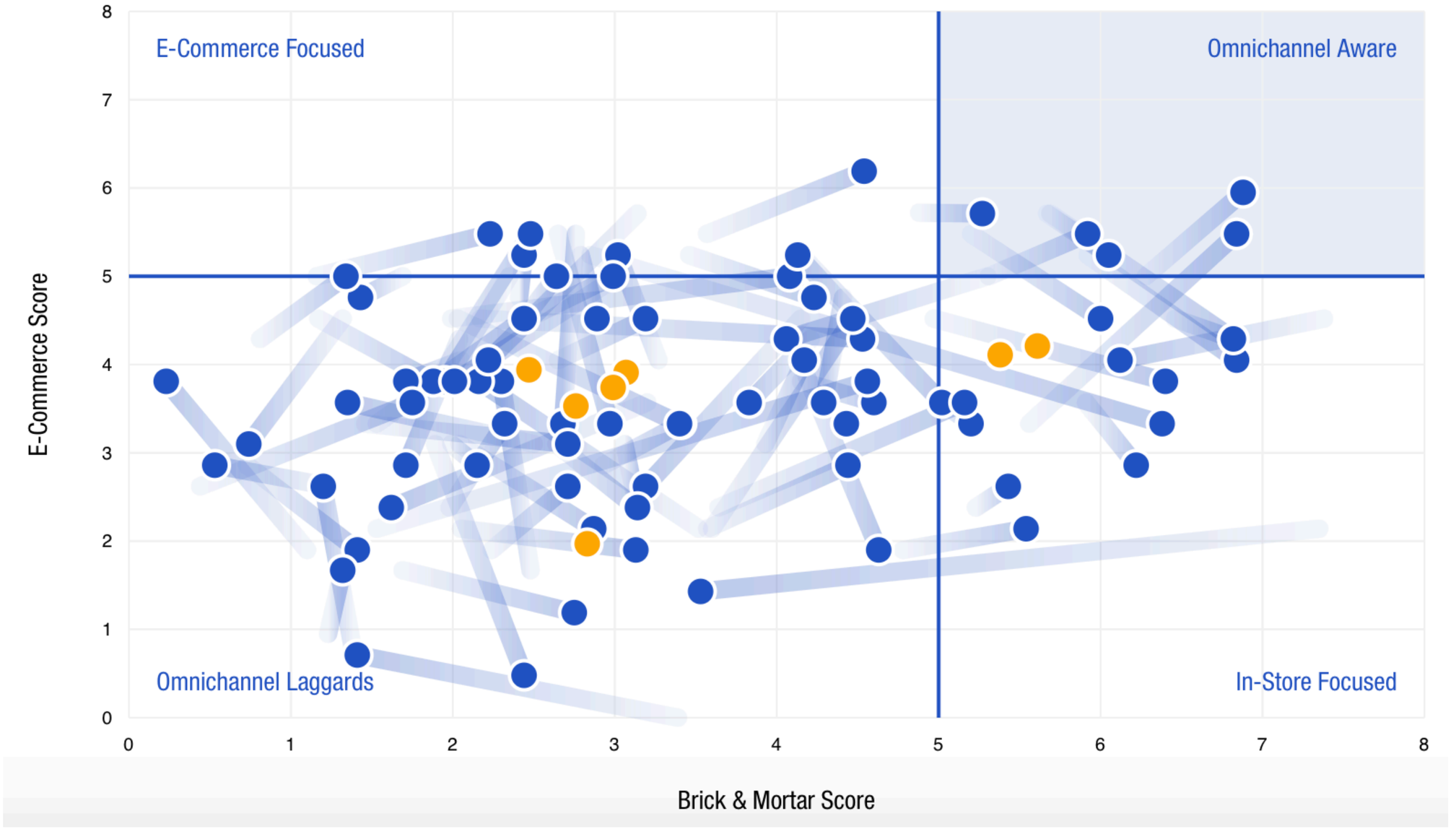


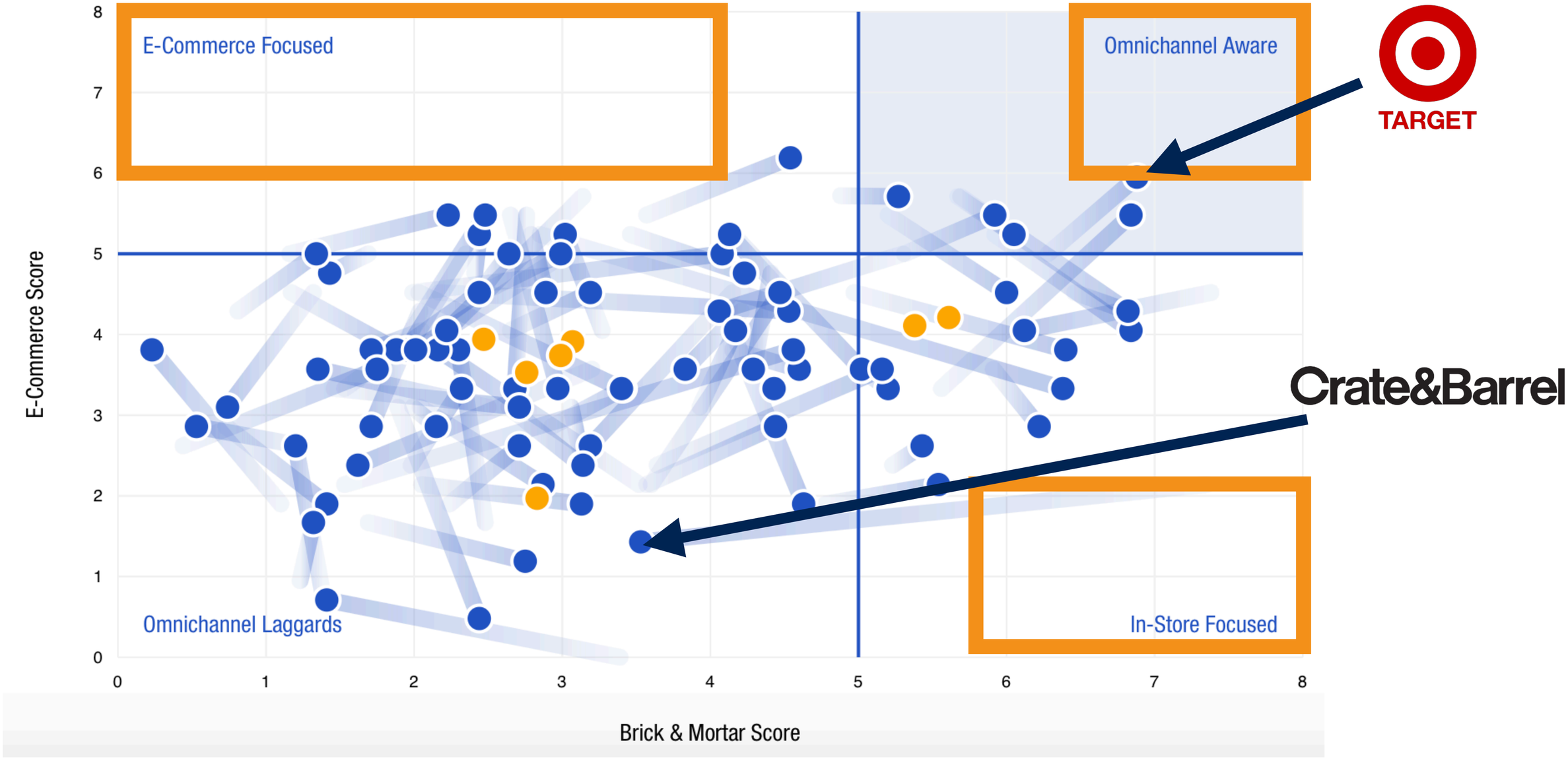
Store Sales

online Sales

cross-channel Sales

omni-channel Sales


E-Commerce Focused
Omnichannel Aware
Omnichannel Laggards
In-Store Focused
E-Commerce Score
Brick & Mortar Score
0
1
2
3
4
5
6
7
8


E-Commerce Focused
Omnichannel Aware
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1
2
3
4
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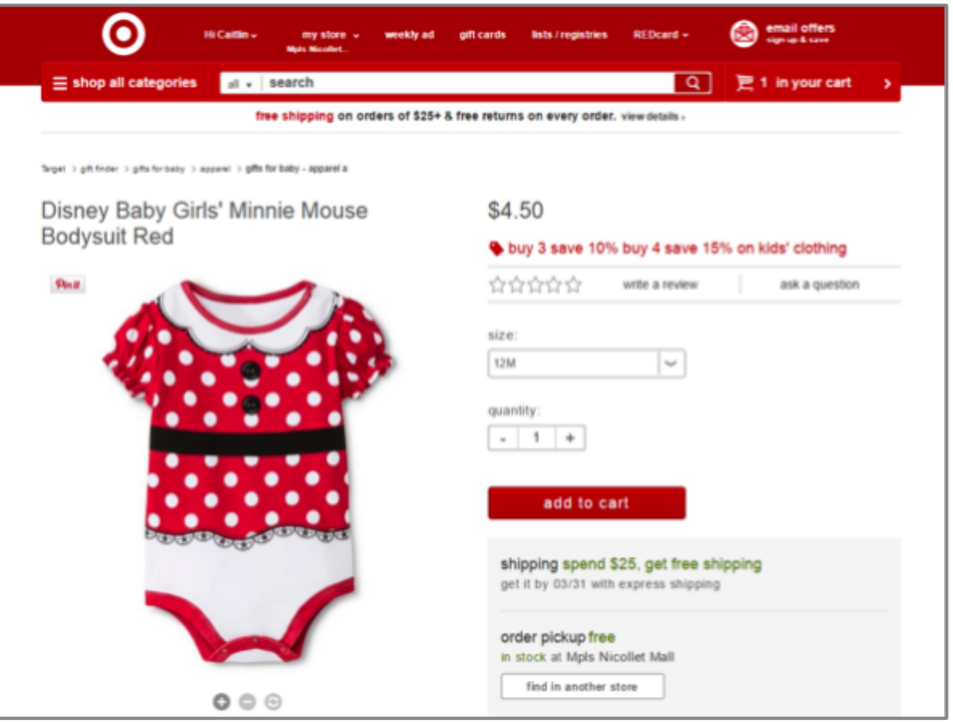
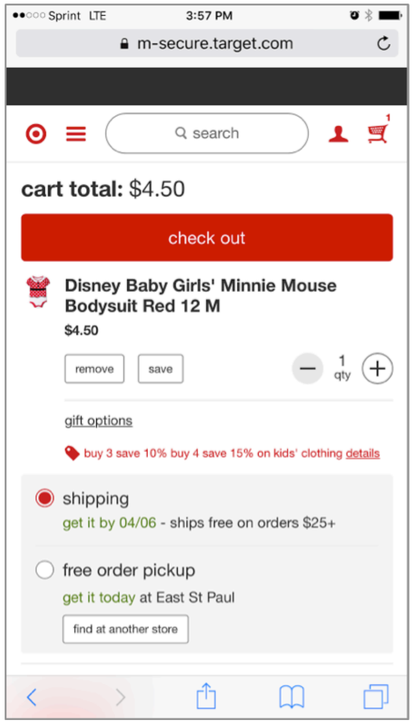
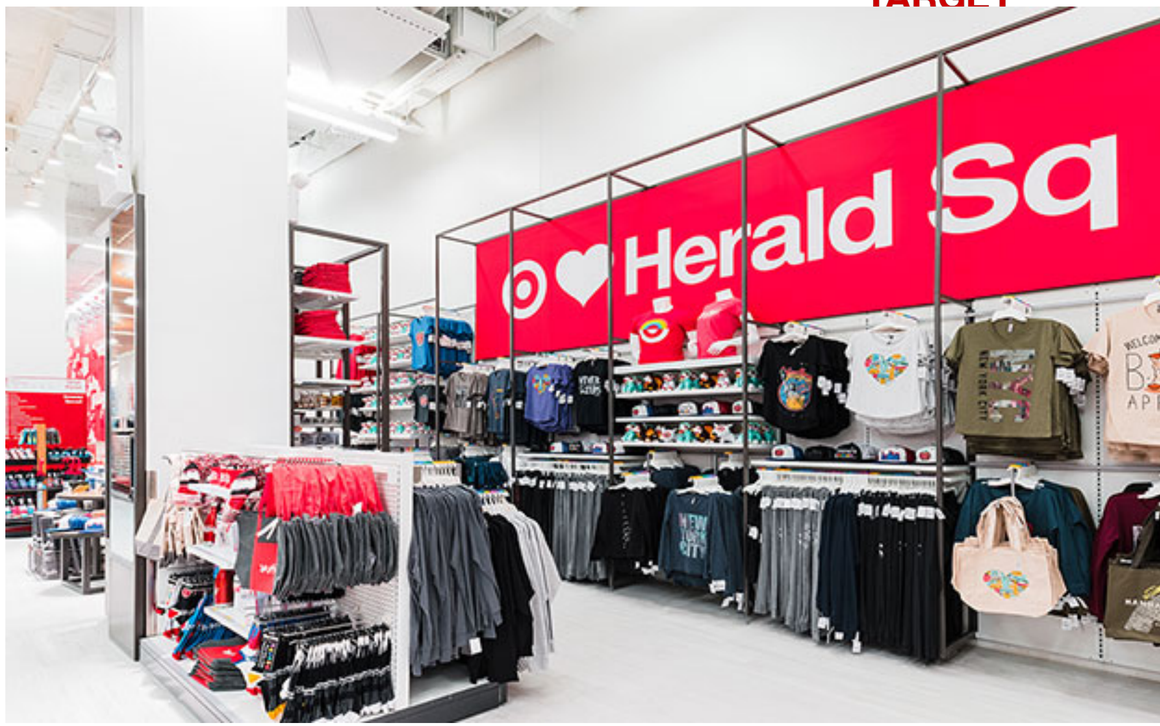
6
7
8
TARGET
Crate&Barrel

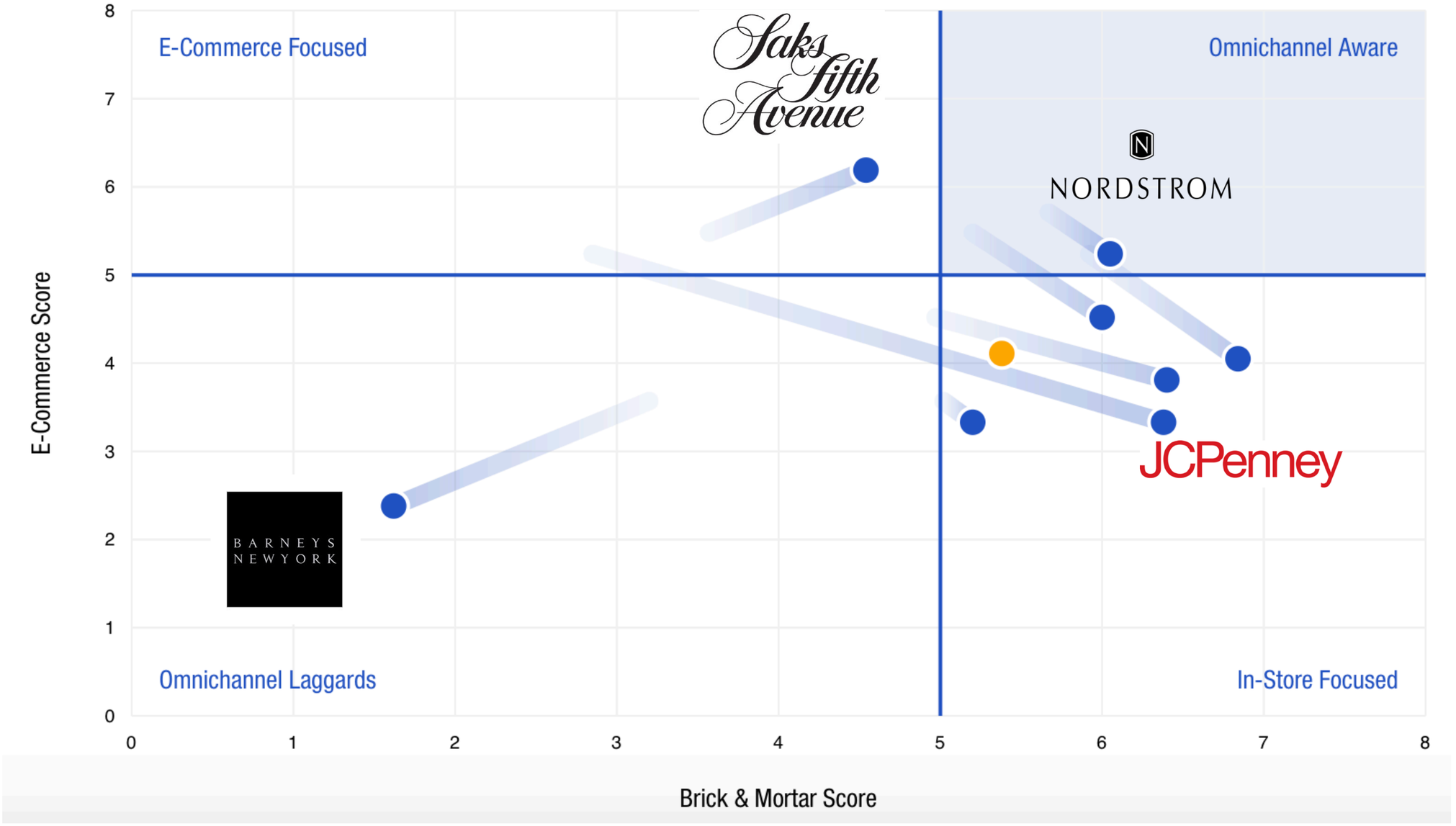
TARGET


Hi Caitlin
my store
Mpls Nicollet
weekly ad
gift cards
lists / registries
REDcard
email offers
sign up & save
shop all categories
all
search
1 in your cart
free shipping on orders of $25+ & free returns on every order. view details
Target › gift finder › gifts for baby › apparel › gifts for baby - apparel a
Disney Baby Girls' Minnie Mouse Bodysuit Red
$4.50
buy 3 save 10% buy 4 save 15% on kids' clothing
write a review
ask a question
size:
12M
quantity:
1
add to cart
shipping spend $25, get free shipping
get it by 03/31 with express shipping
order pickup free
in stock at Mpls Nicollet Mall
find in another store


Sprint LTE
3:57 PM
m-secure.target.com
search
cart total: $4.50
check out
Disney Baby Girls' Minnie Mouse Bodysuit Red 12 M
$4.50
remove
save
1
qty
gift options
buy 3 save 10% buy 4 save 15% on kids' clothing details
shipping
get it by 04/06 - ships free on orders $25+
free order pickup
get it today at East St Paul
find at another store


Herald Sq

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.

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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.

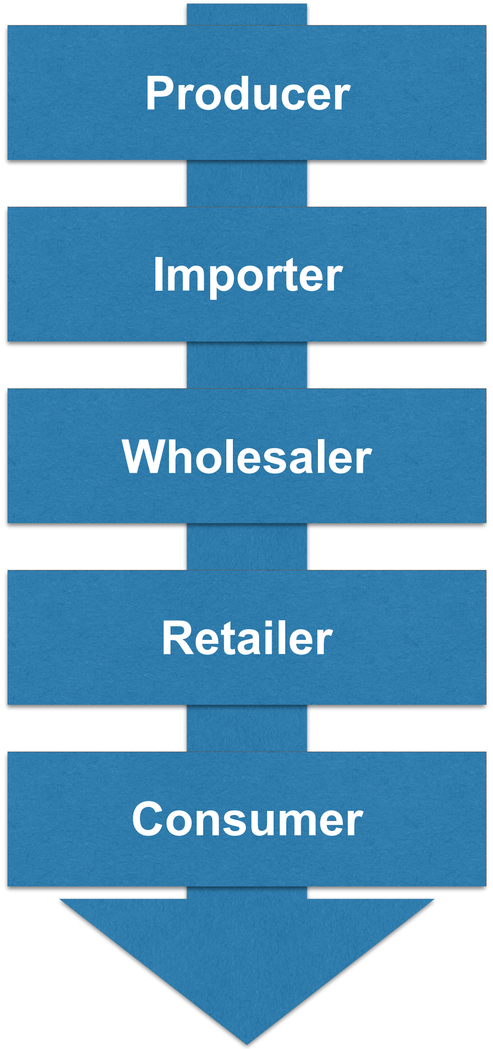
Be Open for new technologies.

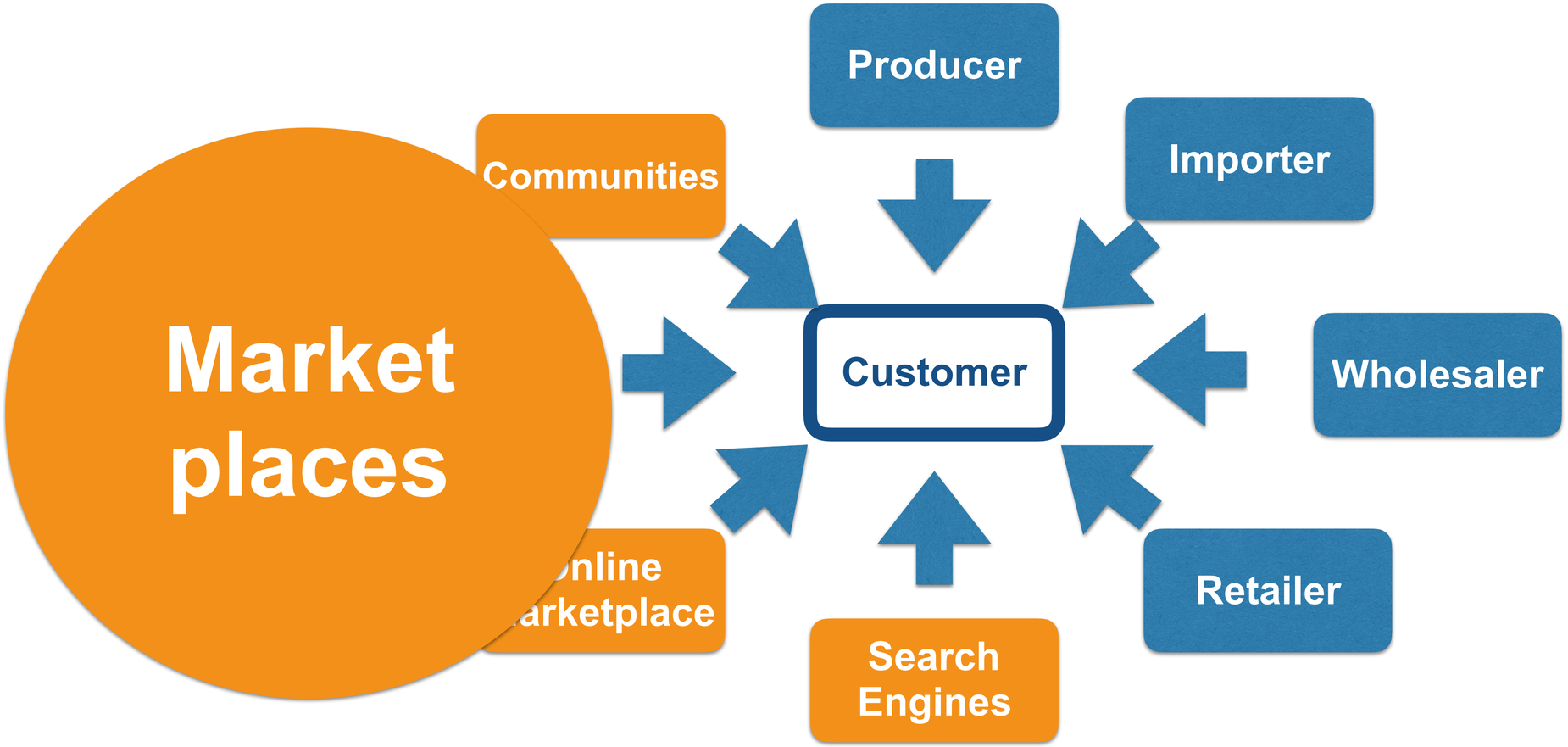
Consequent look & feel everywhere.

Shop online here today

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

35%-40% thinks they stay behind.



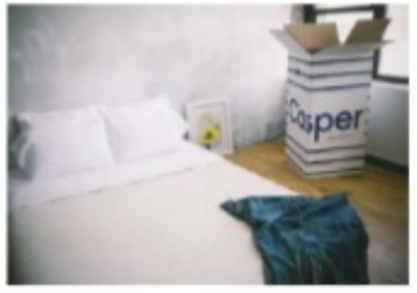


Omni channel is a game changer in the channel management.

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...

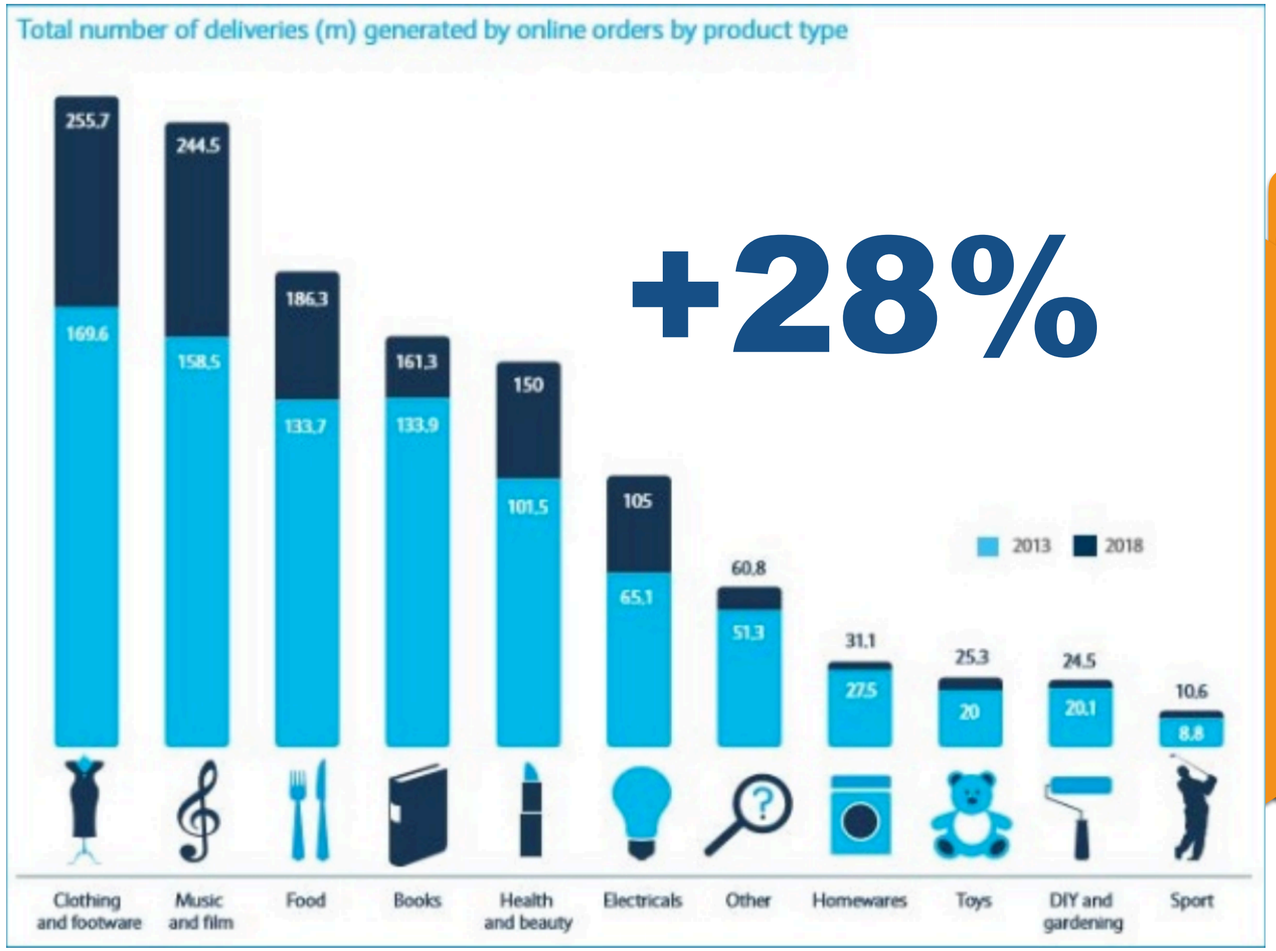
Products → Brands
(Casper)

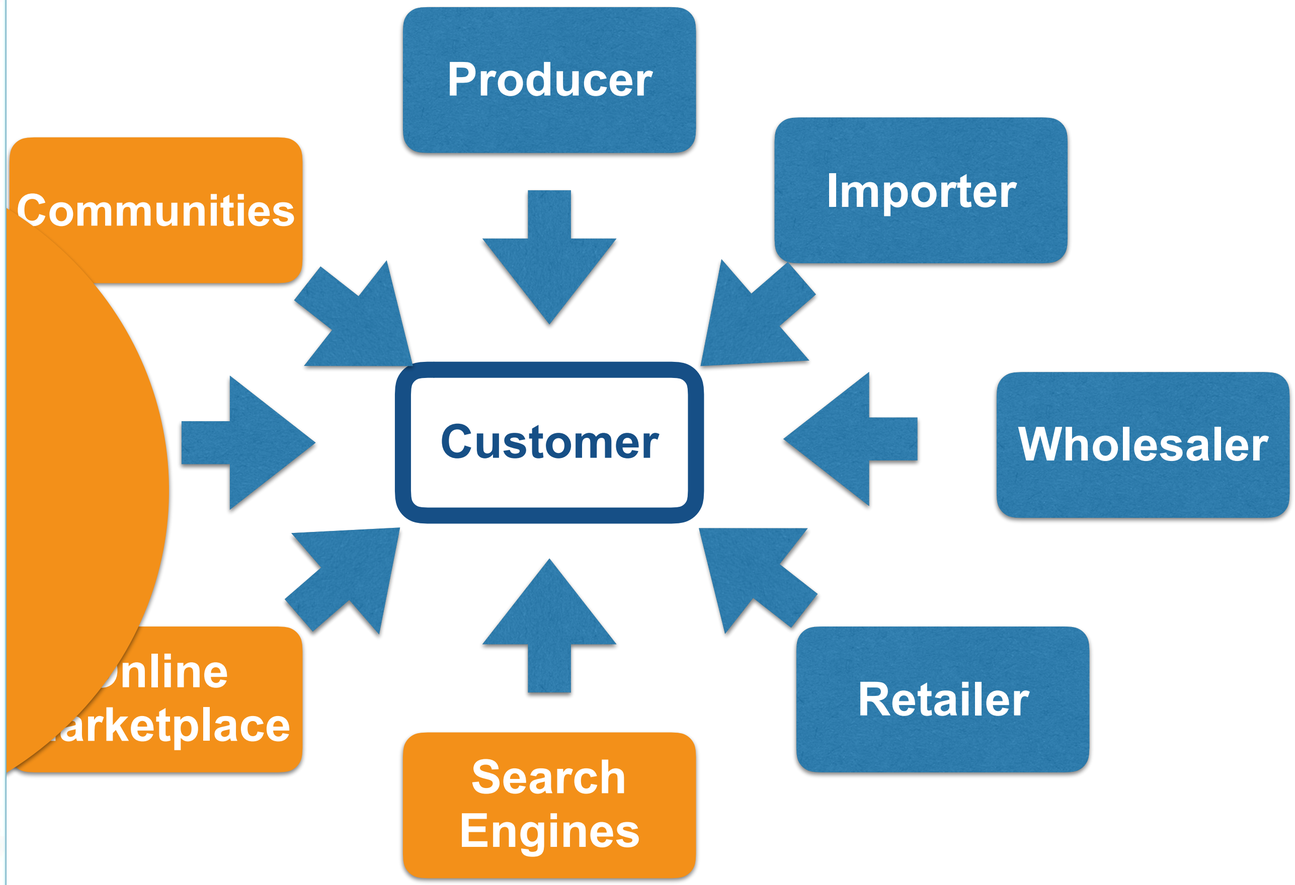


Brands → Retailers
(Warby Parker)

Retailers → Products / Brands
(Thrive Market)

New DTC Distribution Models
(Stitch Fix)





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Channel members get a new role!

Infrastructure needs to support the buying process.
Orient & Select
See
Think
Buy
Do
Delivery
Returns
Support
Care

Importance of last mile delivery

Importance of last mile delivery

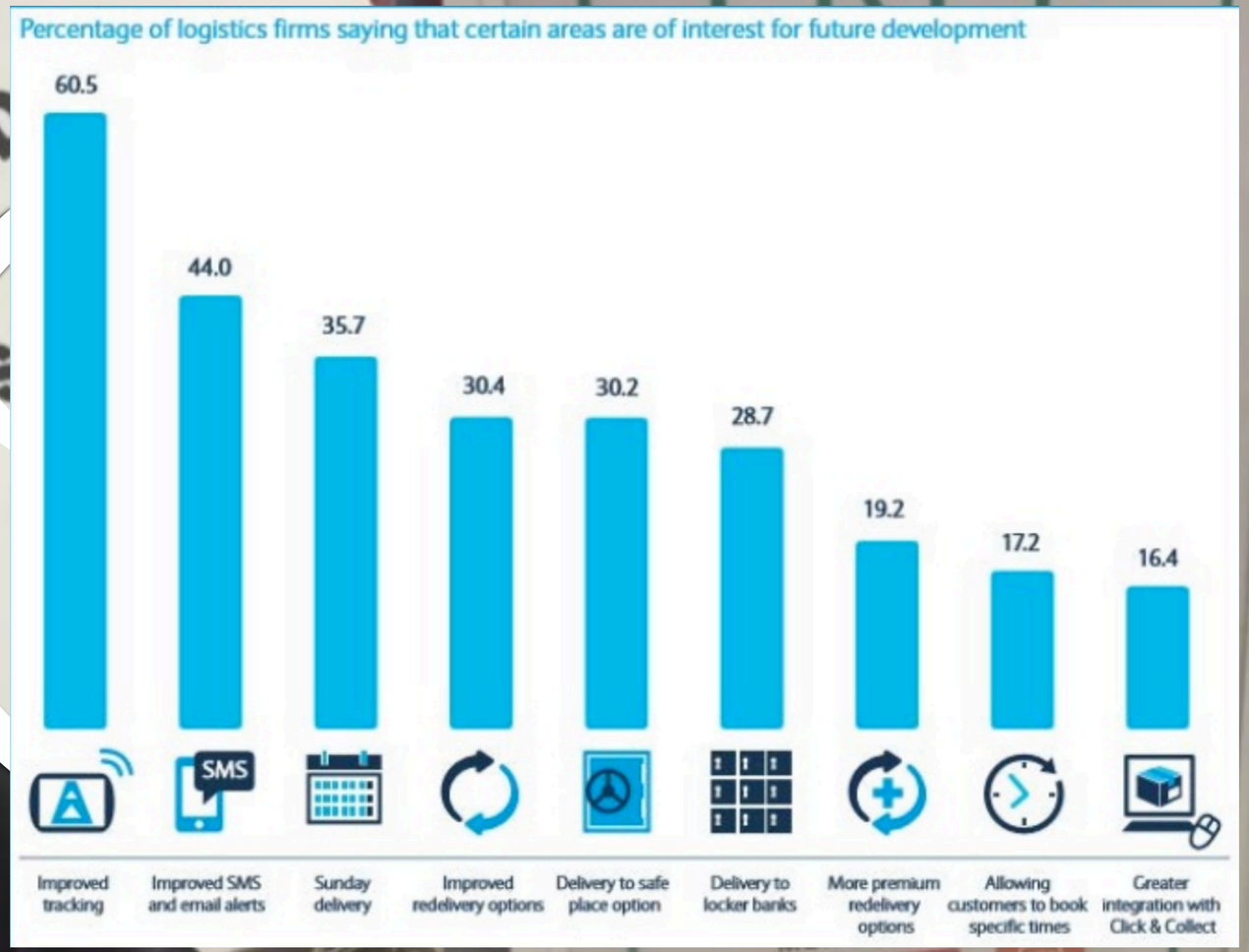
Most important factor for consumers when choosing a delivery option

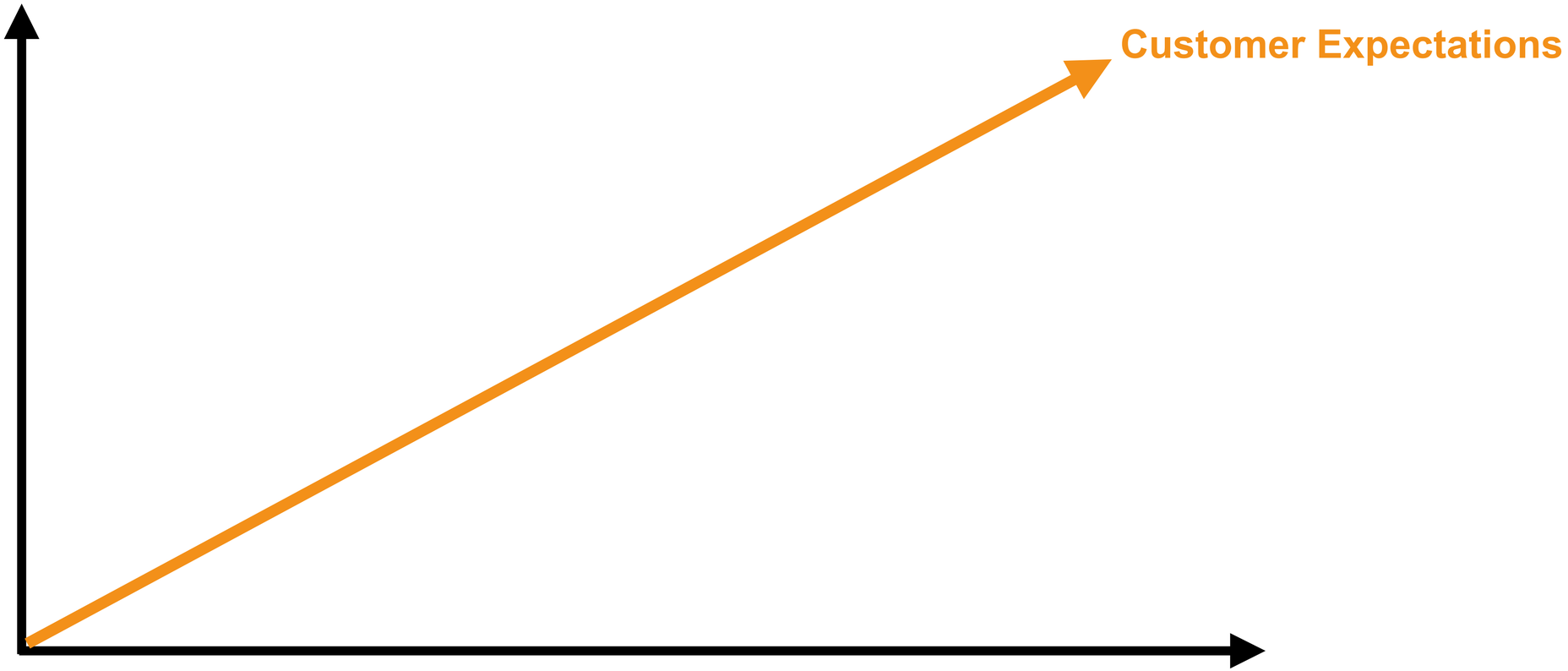
1st	2nd	3rd	4th	5th
Cost	Speed	Flexibility	Reputation	Service

Delivery | Returns | Support

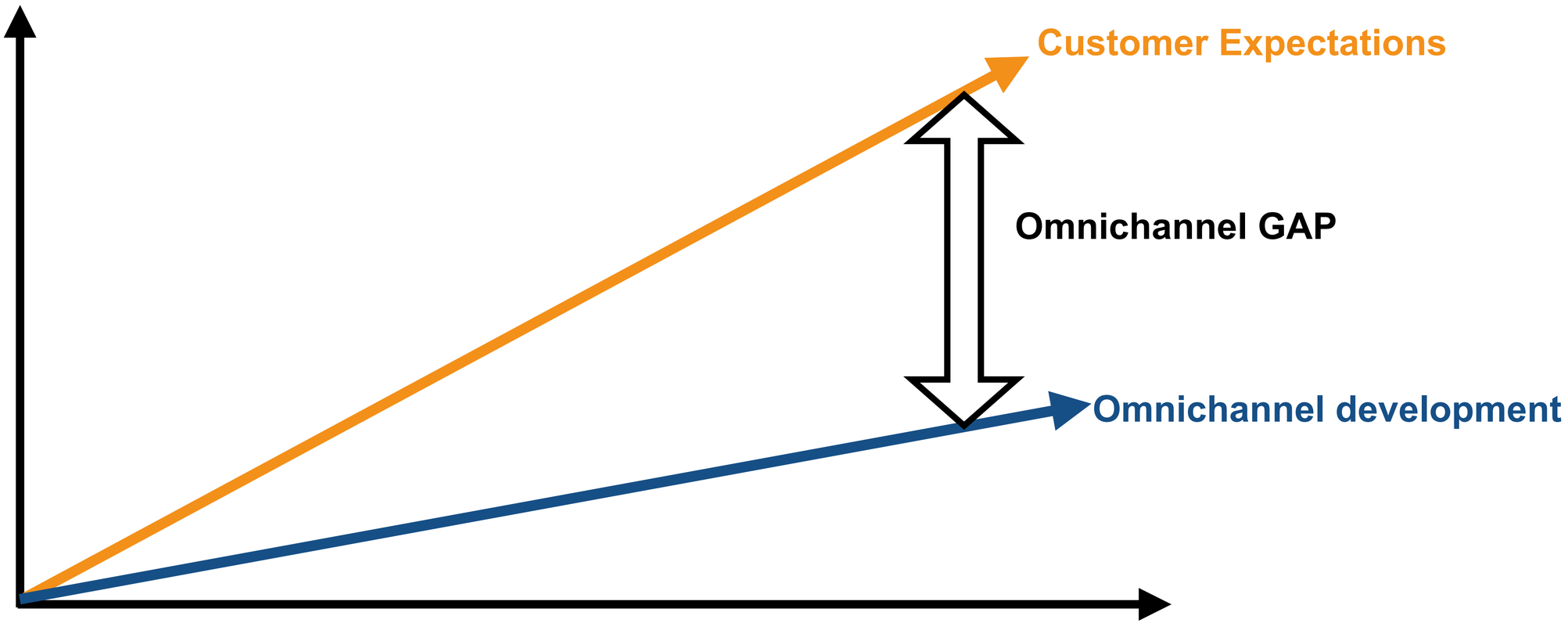
Care

Importance of last mile delivery

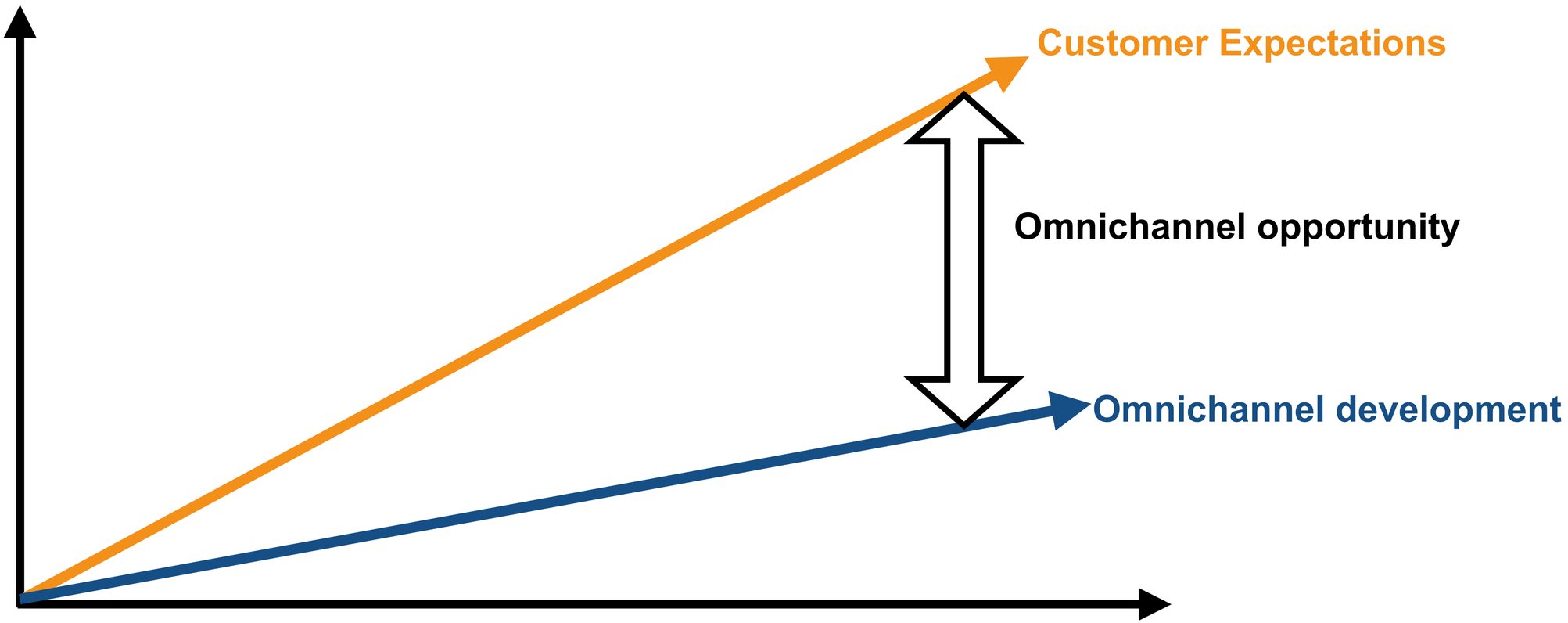




Omnichannel GAP



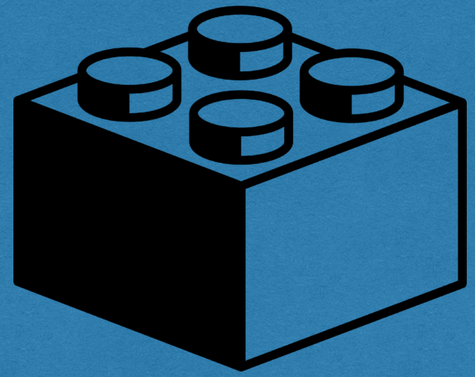
Omnichannel GAP



Omnichannel GAP

Importance

Bottlenecks



Building Blocks

Importance

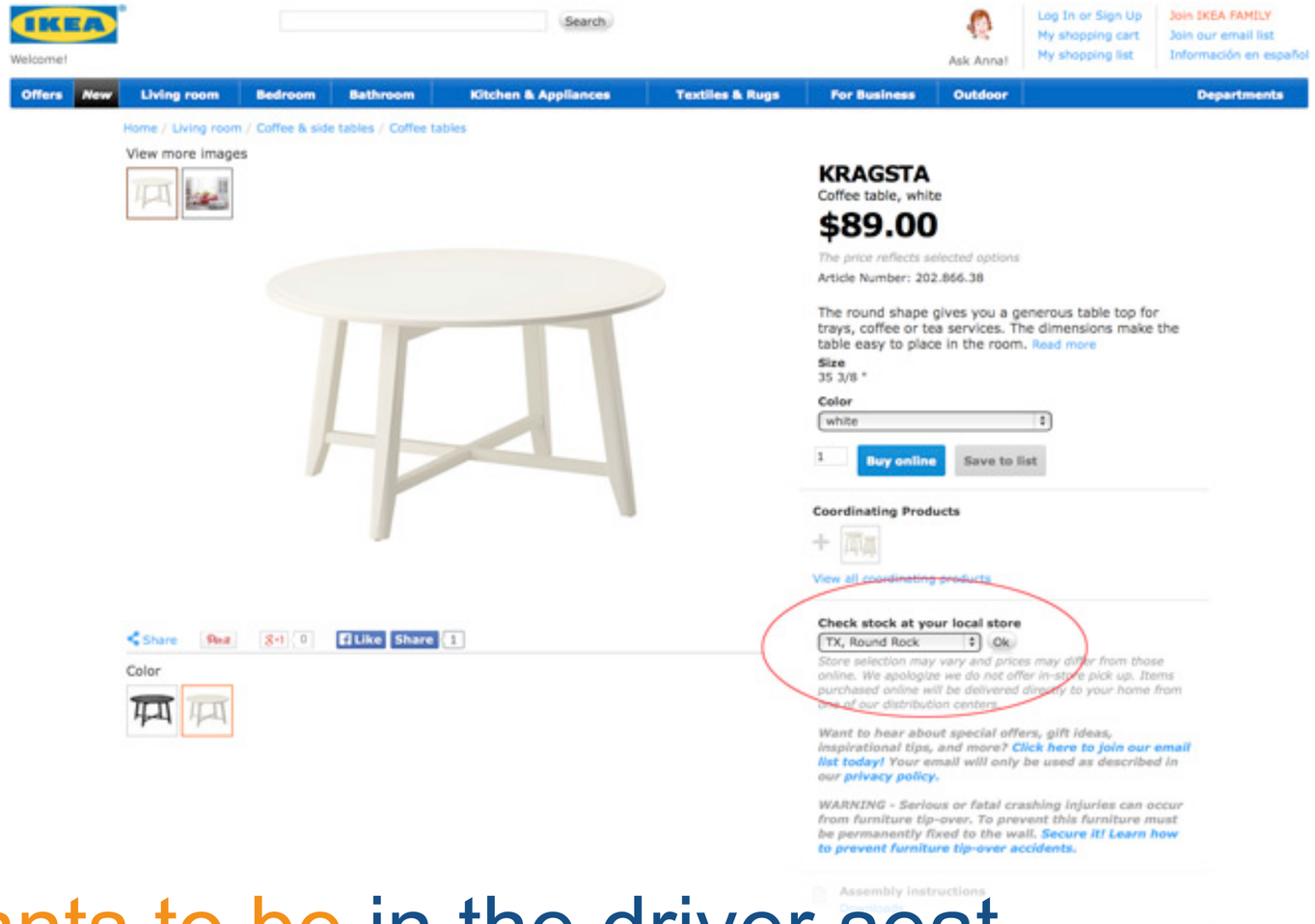
PICKING UP
AN ORDER?
IT'S WAITING
FOR YOU AT
CUSTOMER
SERVICE
(FINE JEWELRY IS AT THE
JEWELRY COUNTER)
BUY ONLINE
PICK UP
IN STORE

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

Walmart: “Collect your order within one minute”

Walmart: “Collect your order within one minute”

The customer wants to be in the driver seat.



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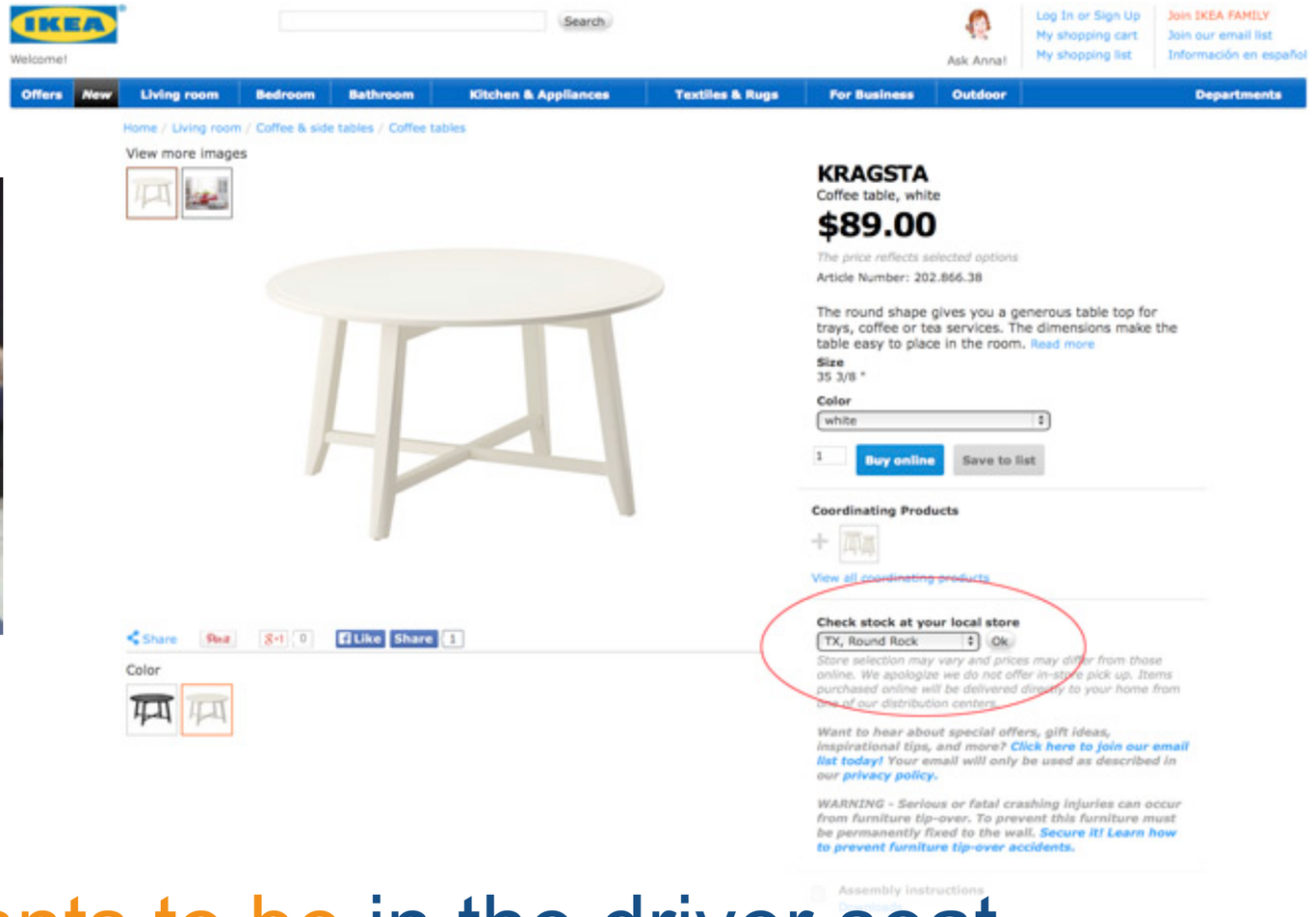

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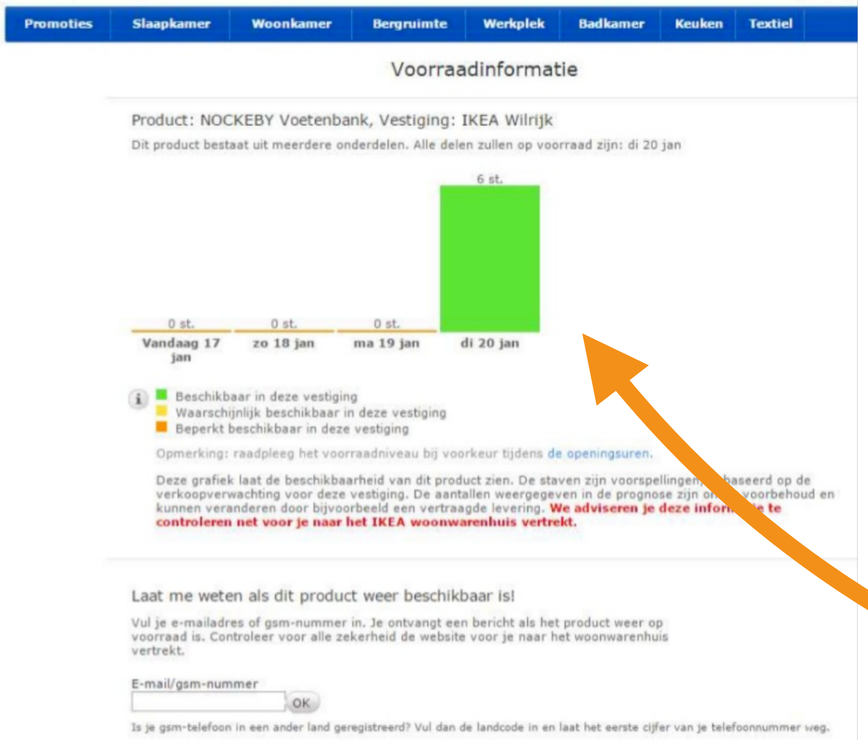
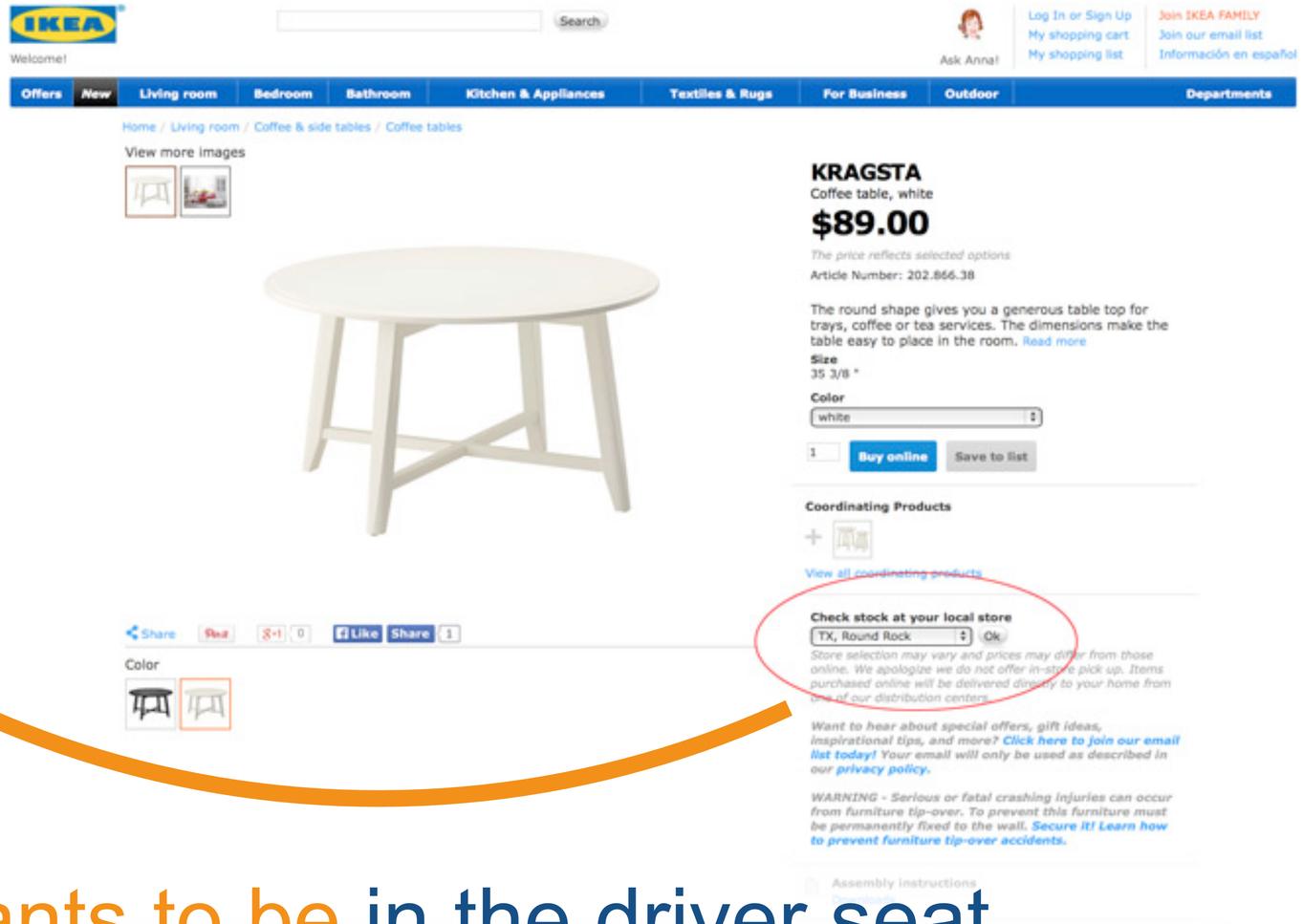




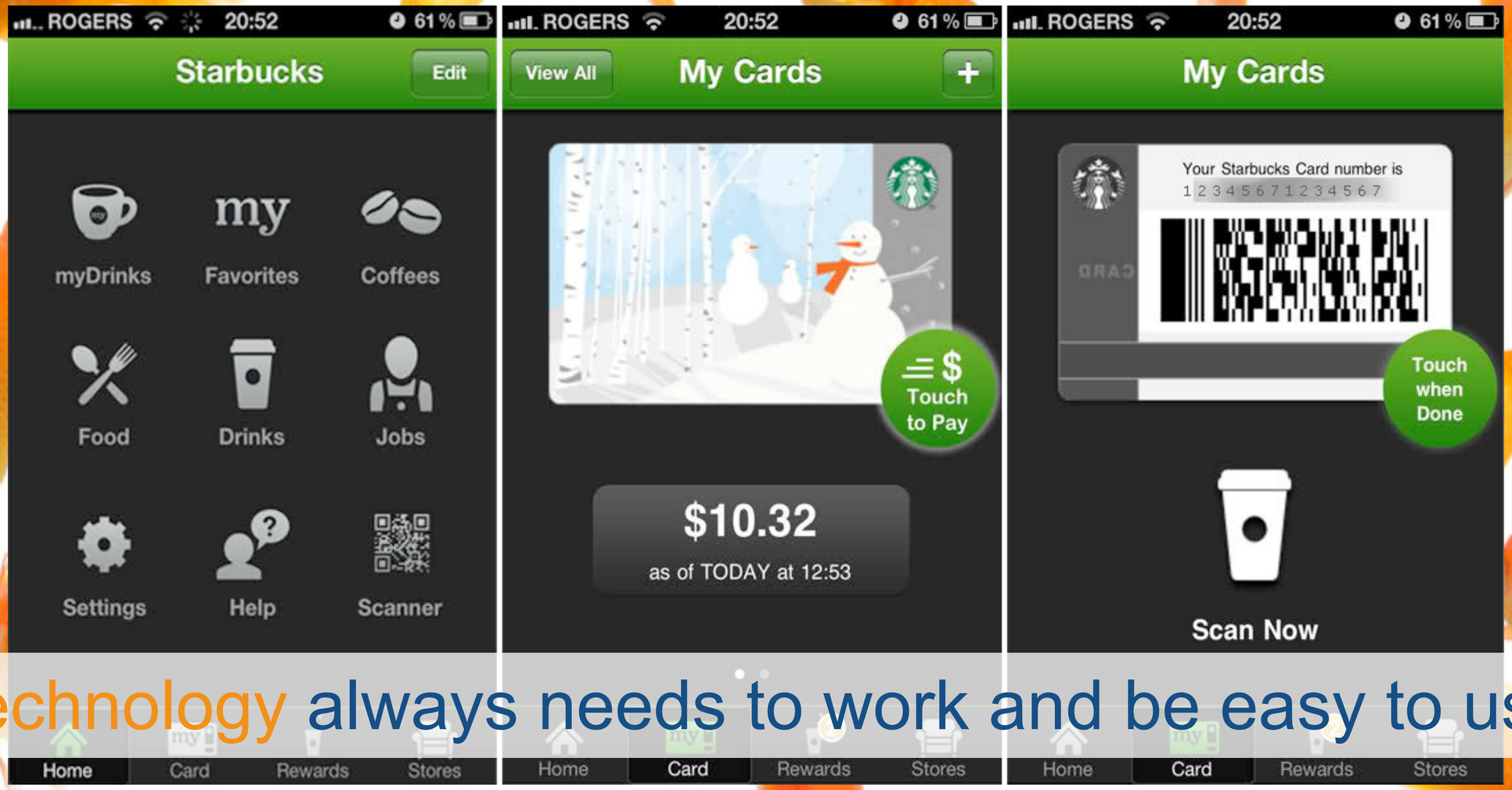
The customer wants to be in the driver seat.

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

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

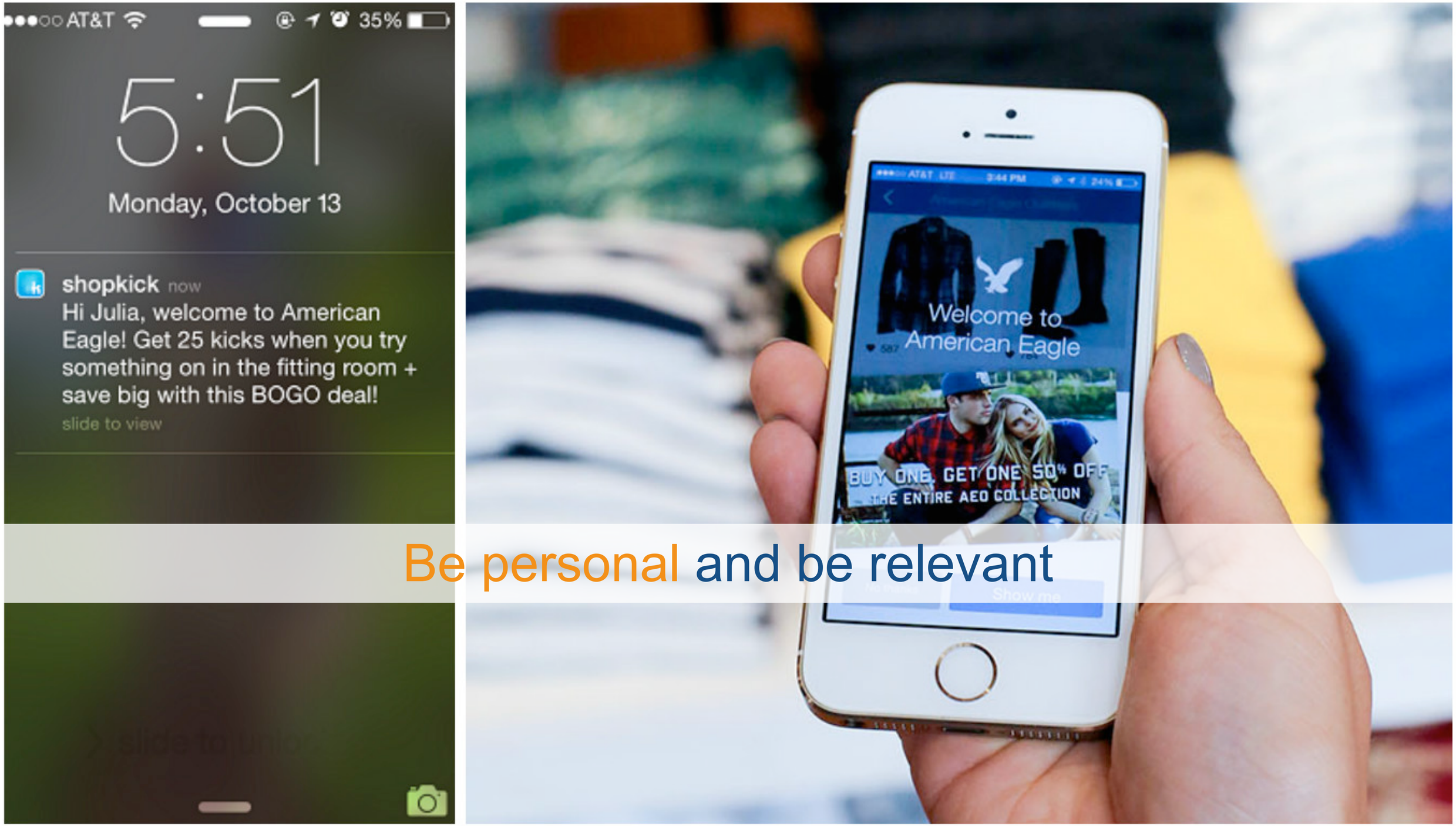
Virgin atlantic
clubhouse

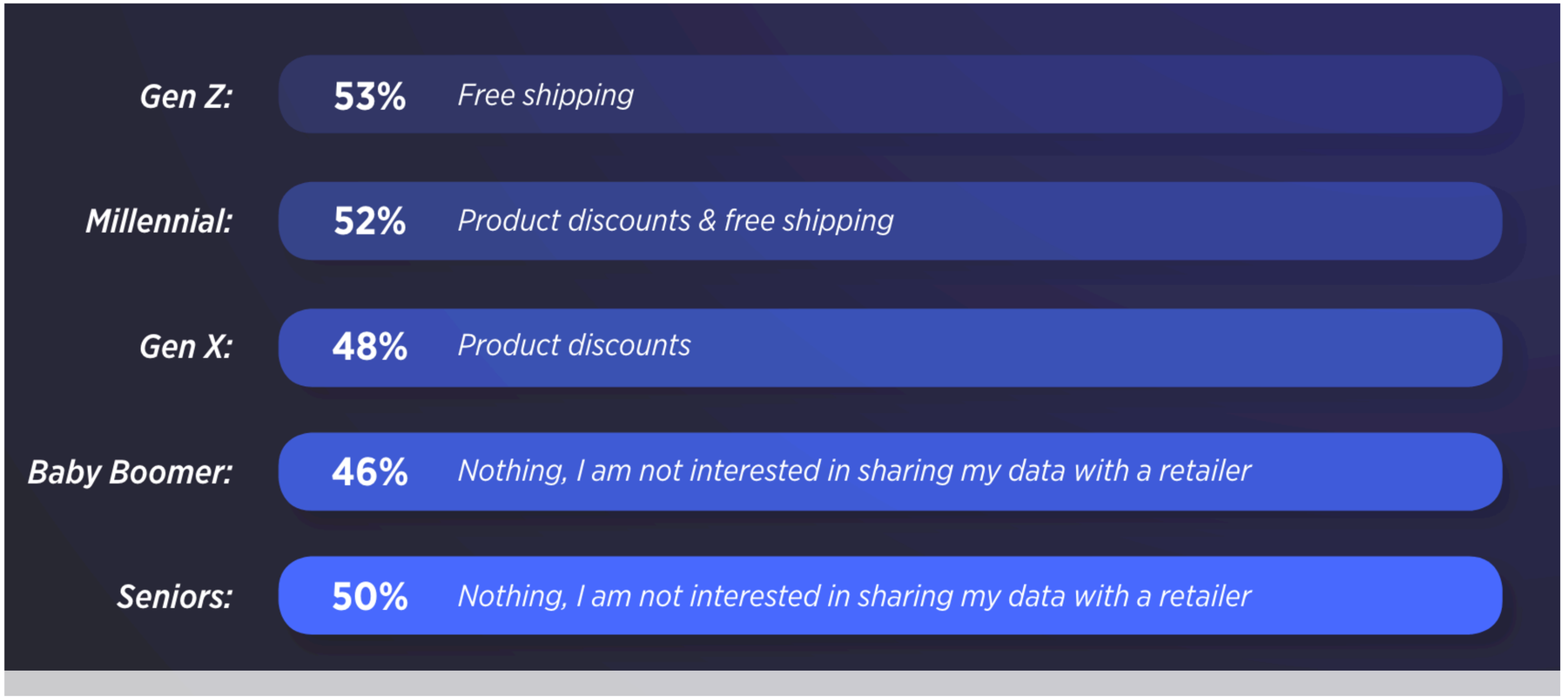
HYPER-PERSONALIZATION

Browsing behavior

Abandoned Cart

Personalized promotional email


AT&T
35%
5:51
Monday, October 13
shopkick now
Hi Julia, welcome to American Eagle! Get 25 kicks when you try something on in the fitting room + save big with this BOGO deal!
slide to view
Welcome to American Eagle
BUY ONE, GET ONE 50% OFF
THE ENTIRE AEO COLLECTION
Be personal and be relevant

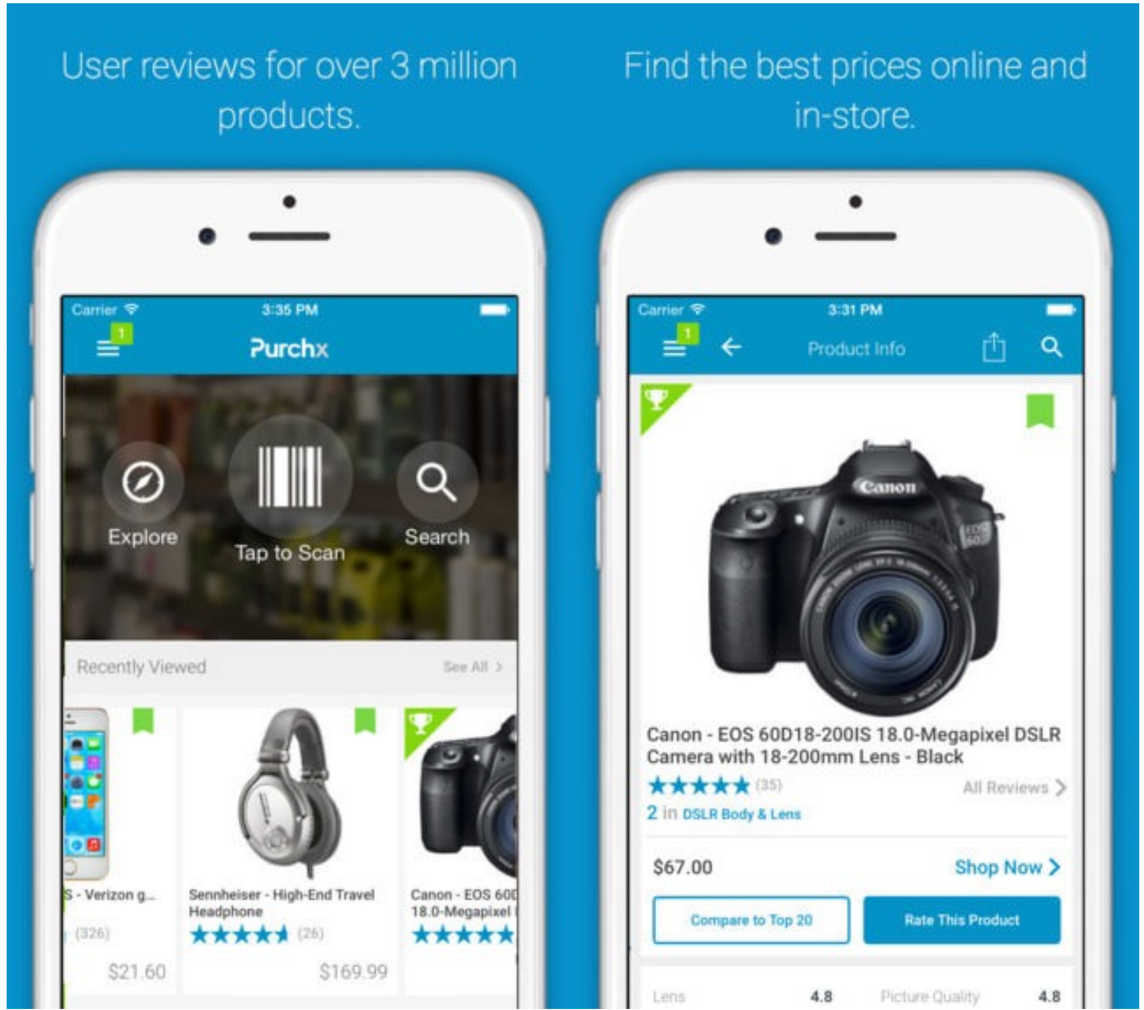


Data triggers

Creepy or cool

Customers love

76% In-app scanners linked to product reviews



Customers love

76% In-app scanners linked to product reviews

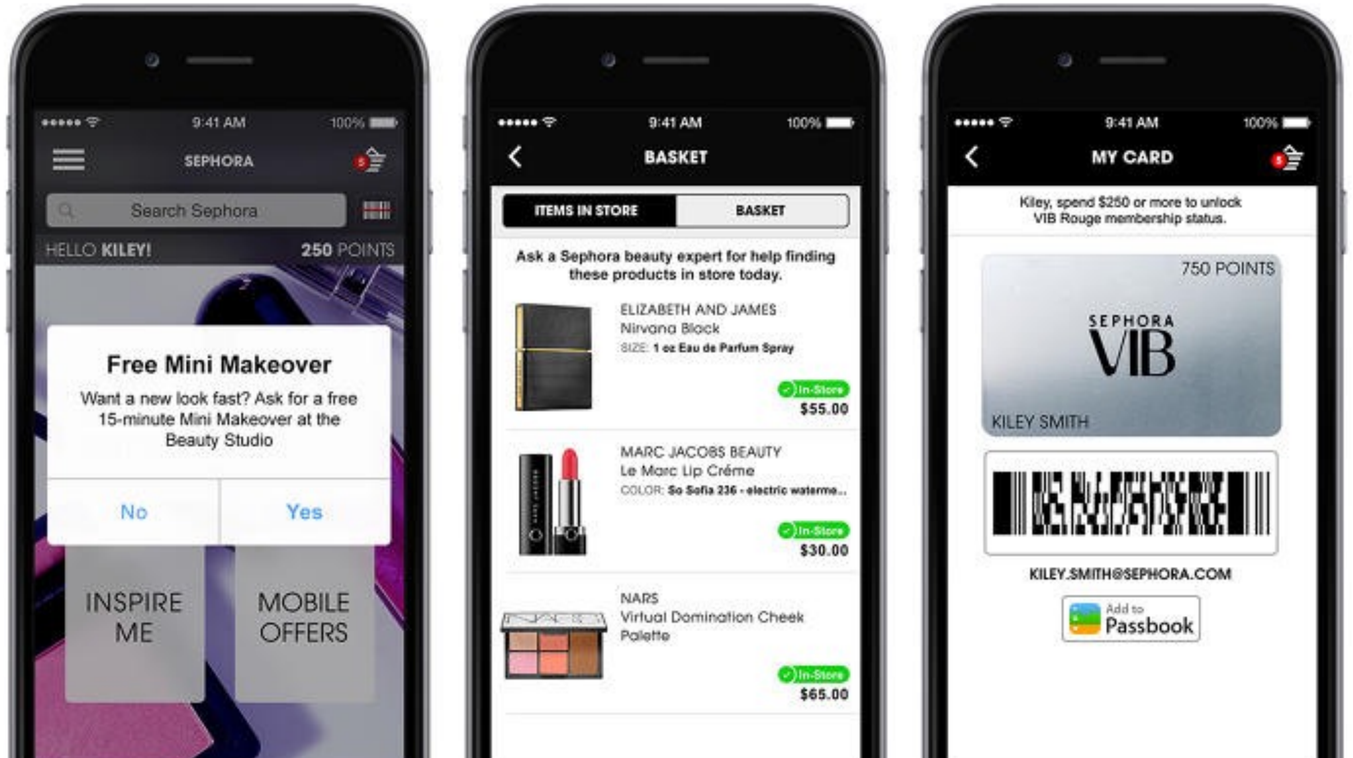
69% In-store interactive map from current location to searched items

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

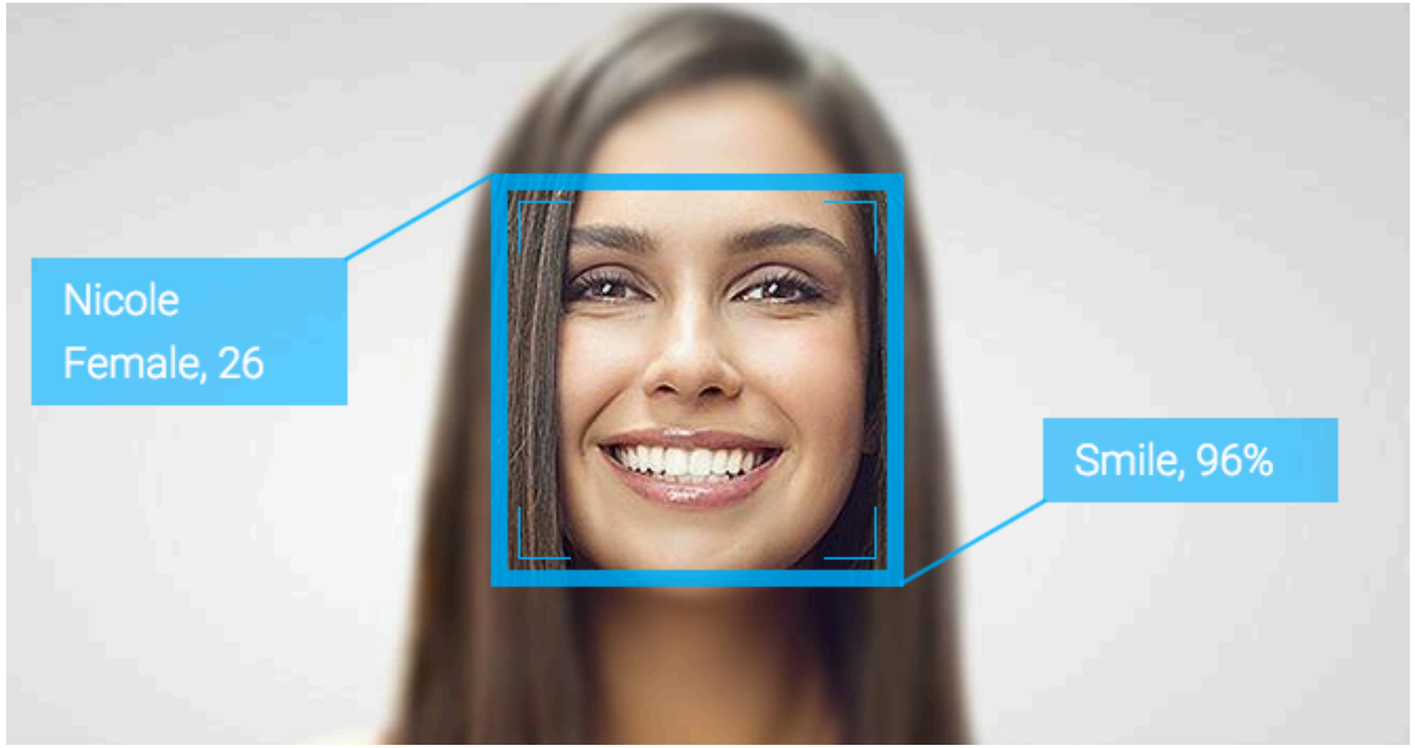


Customers cringe

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

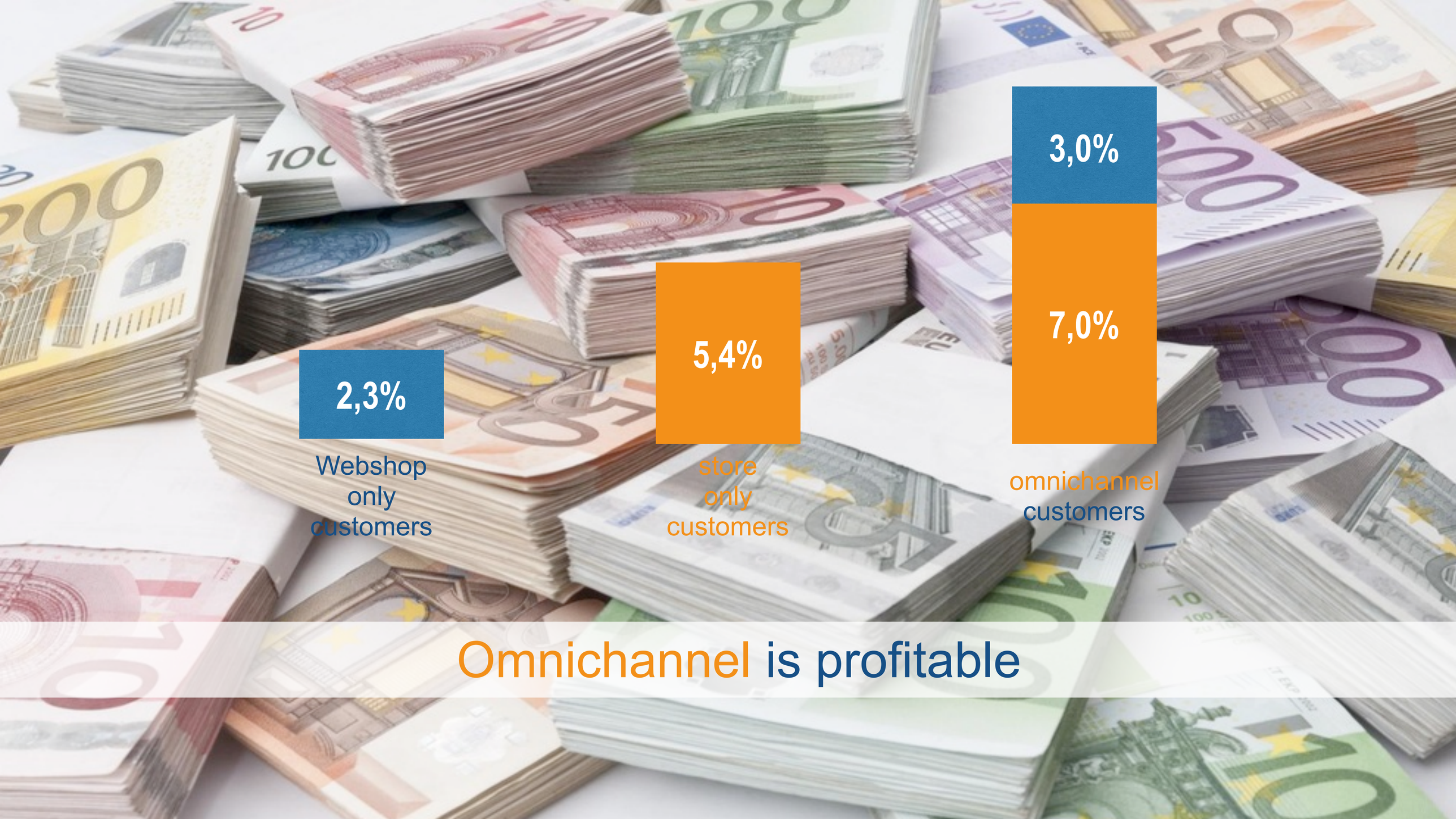


More loyalty
More brand interaction

3 times more interaction
3,5 times more spending

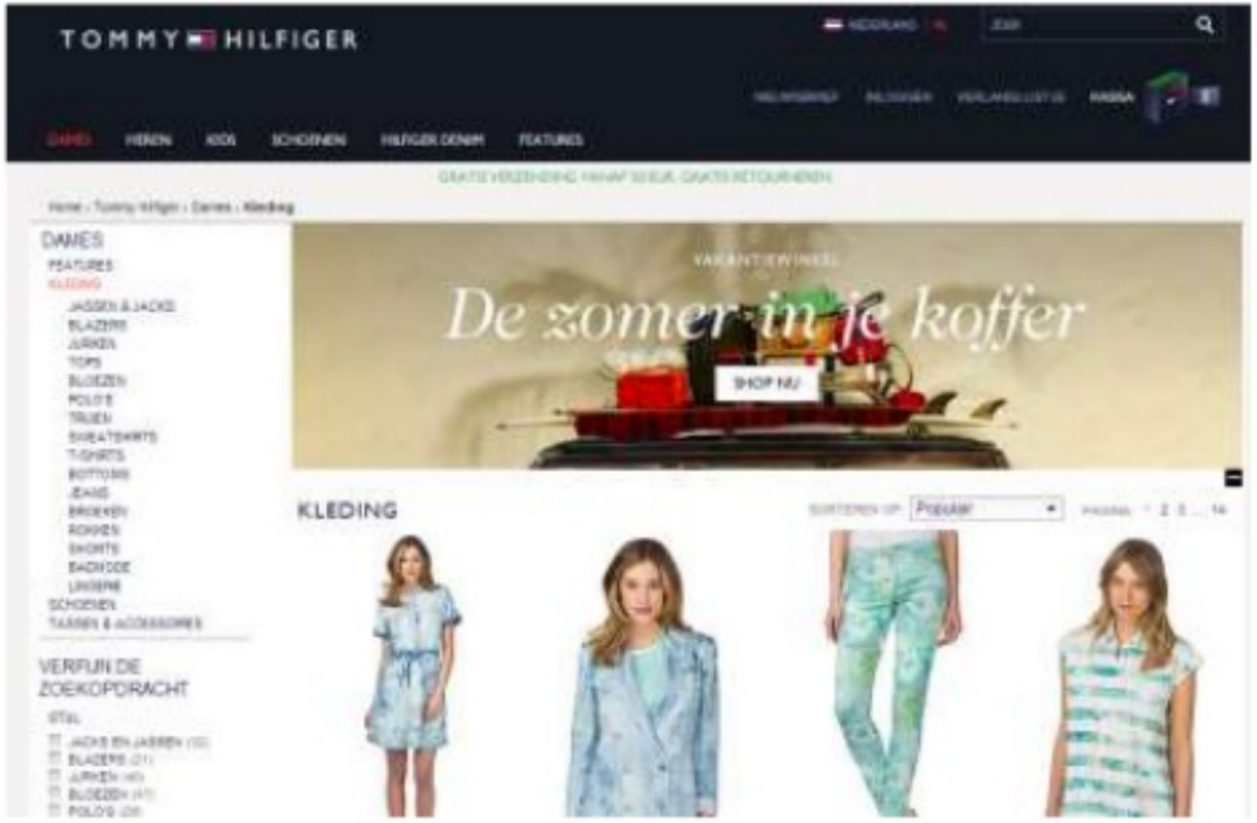
Omnichannel is profitable

Omnichannel is profitable



Omnichannel is profitable

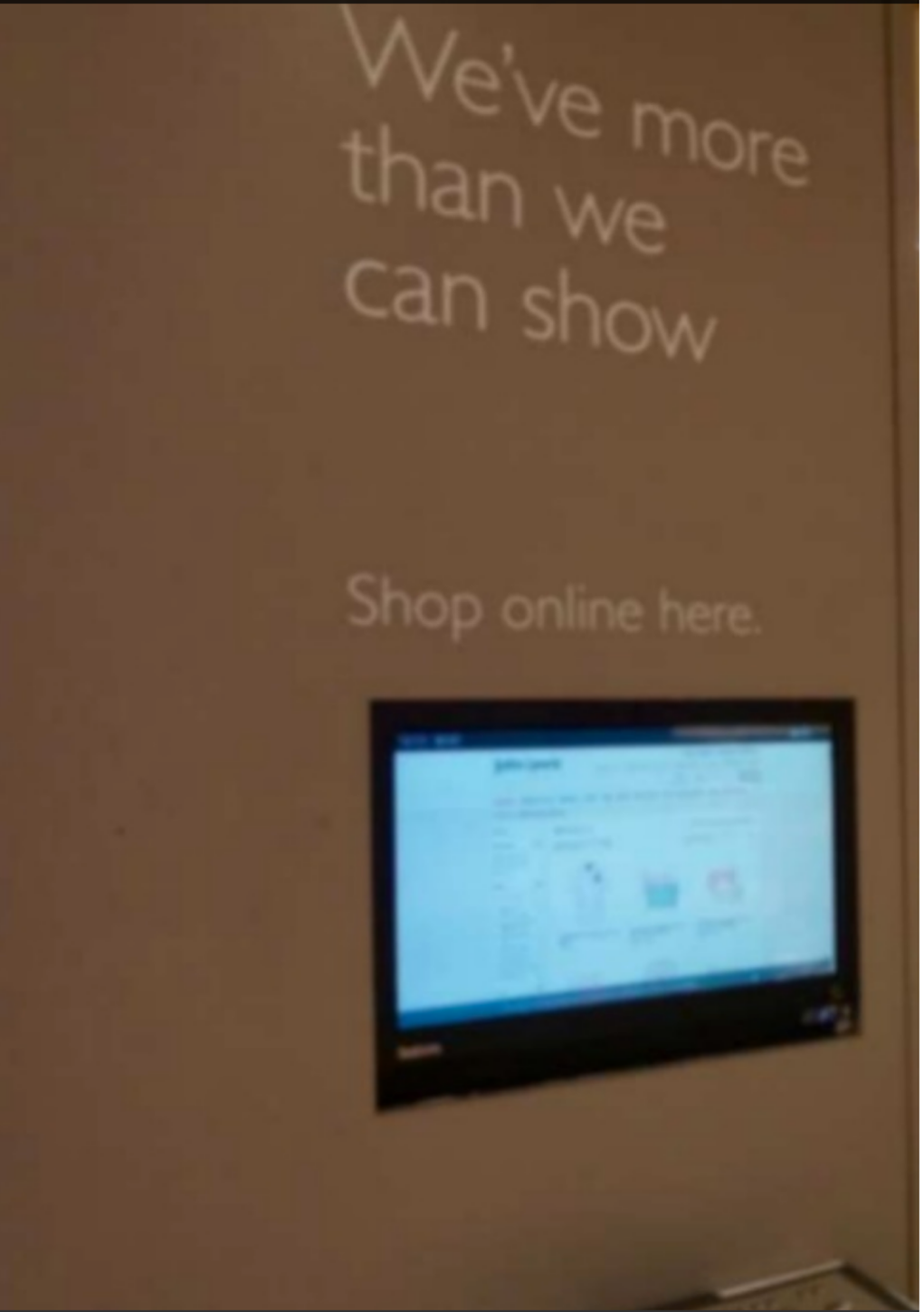
Less ‘no’ selling

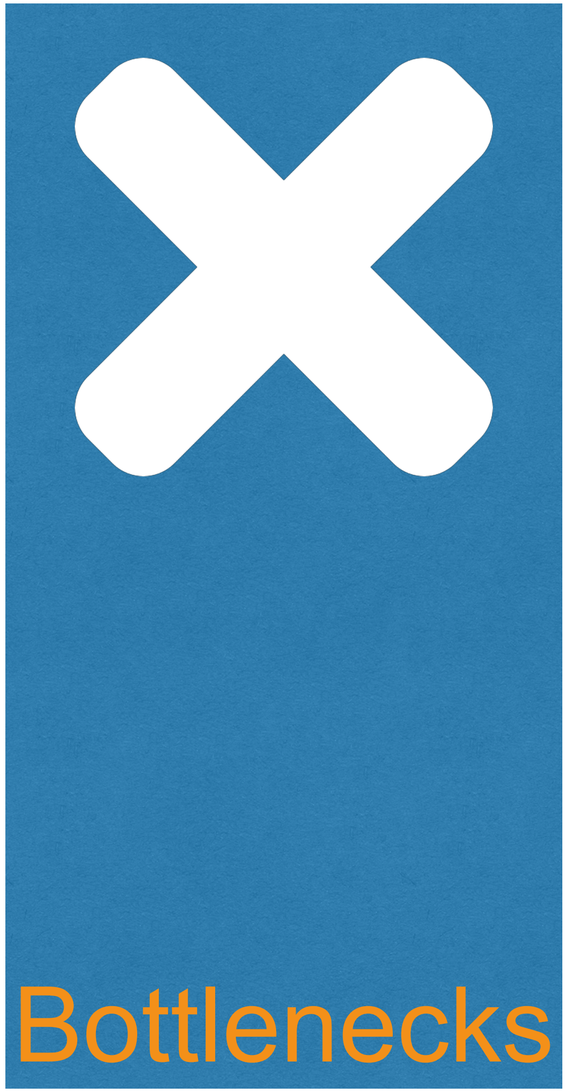


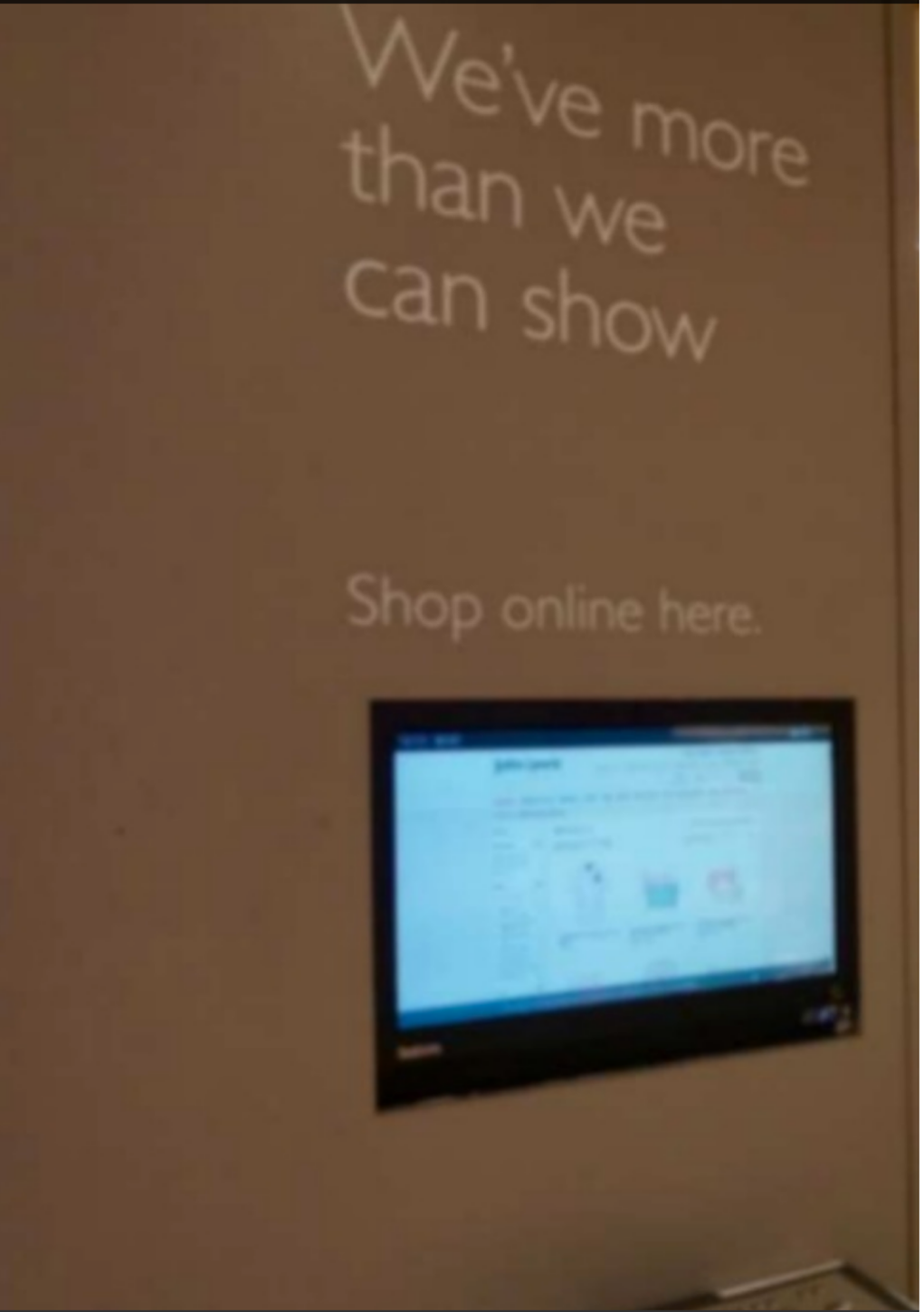
Less ‘no’ selling

1498 articles

3500 articles


We've more
than we
can show
Shop online here.


Bottlenecks



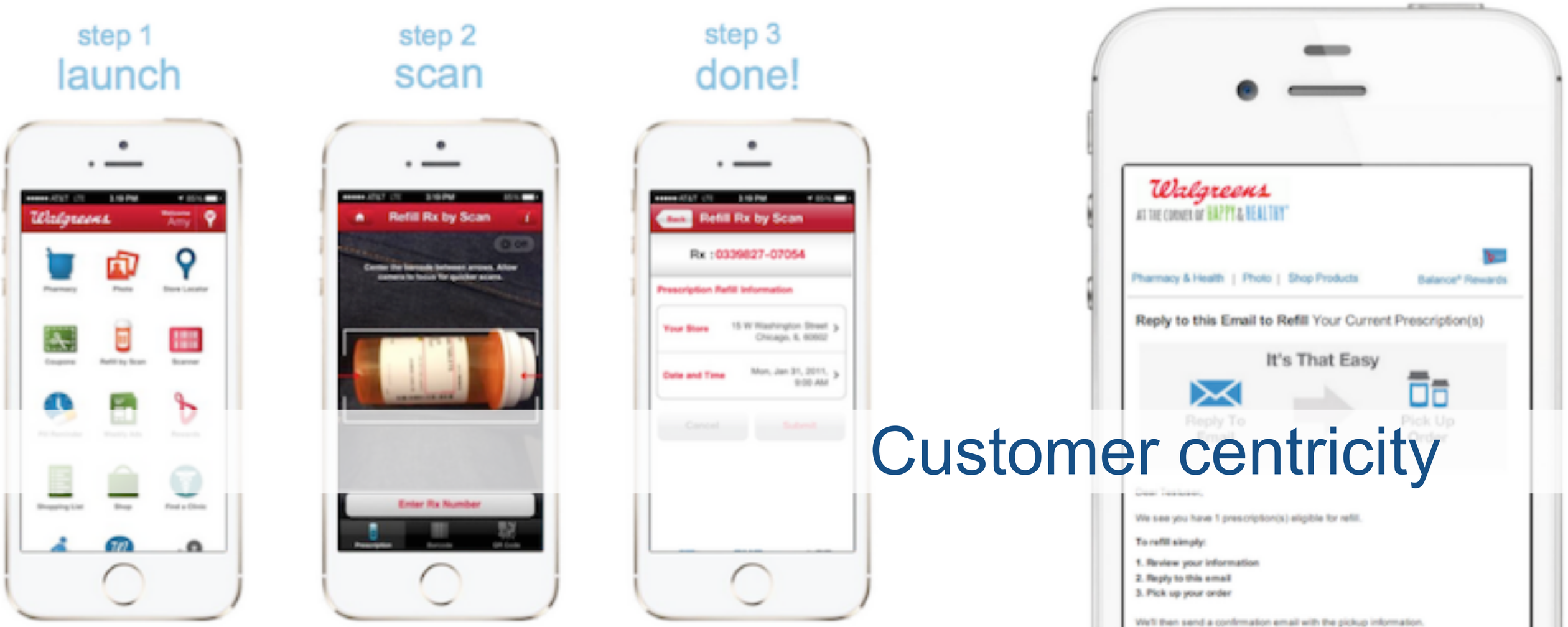
94% of retailers experience **barriers** with omnichannel transformation

No customer centricity

step 1
launch

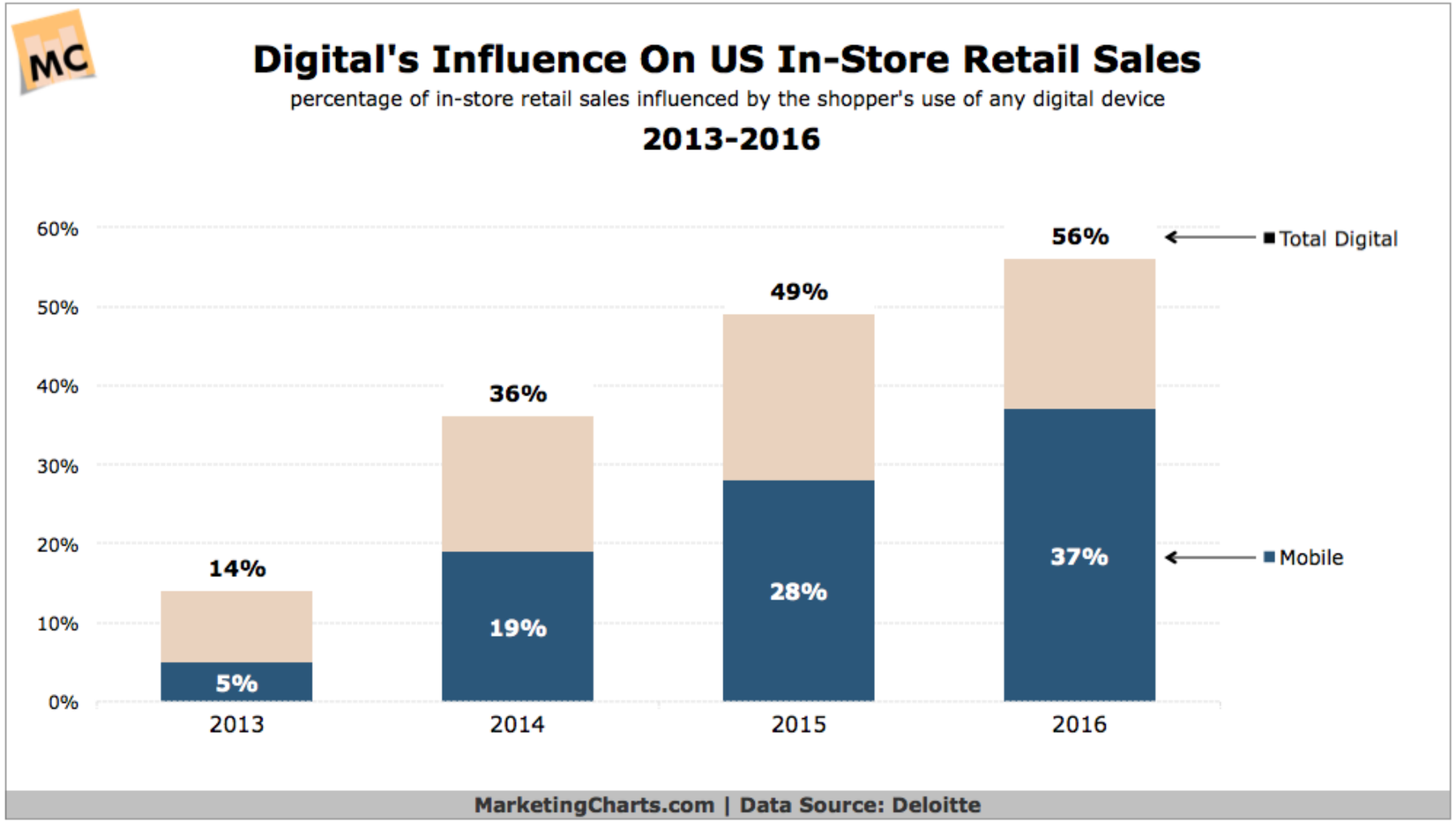
step 2
scan

step 3
done!

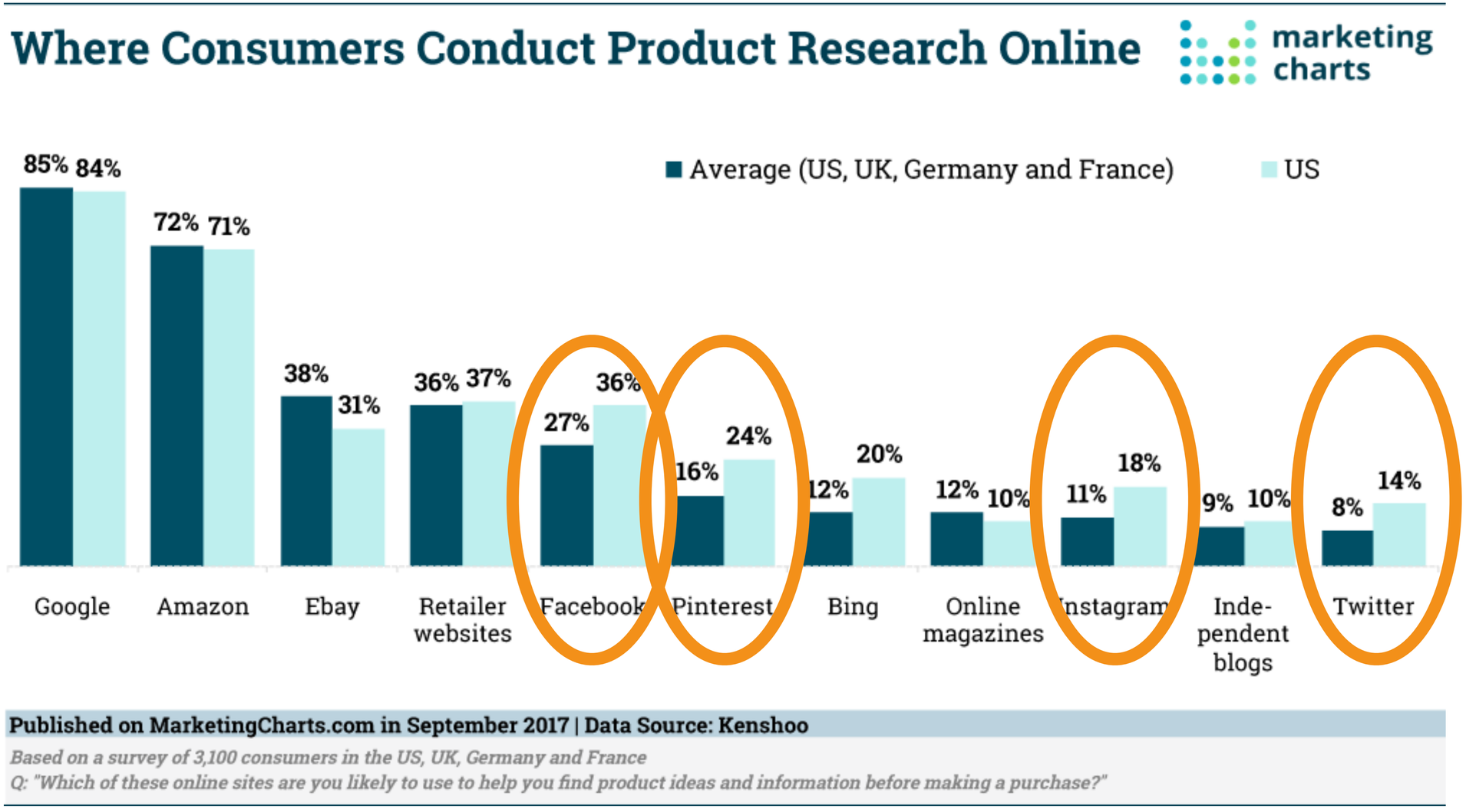


Customer centricity

Underestimate the transformation



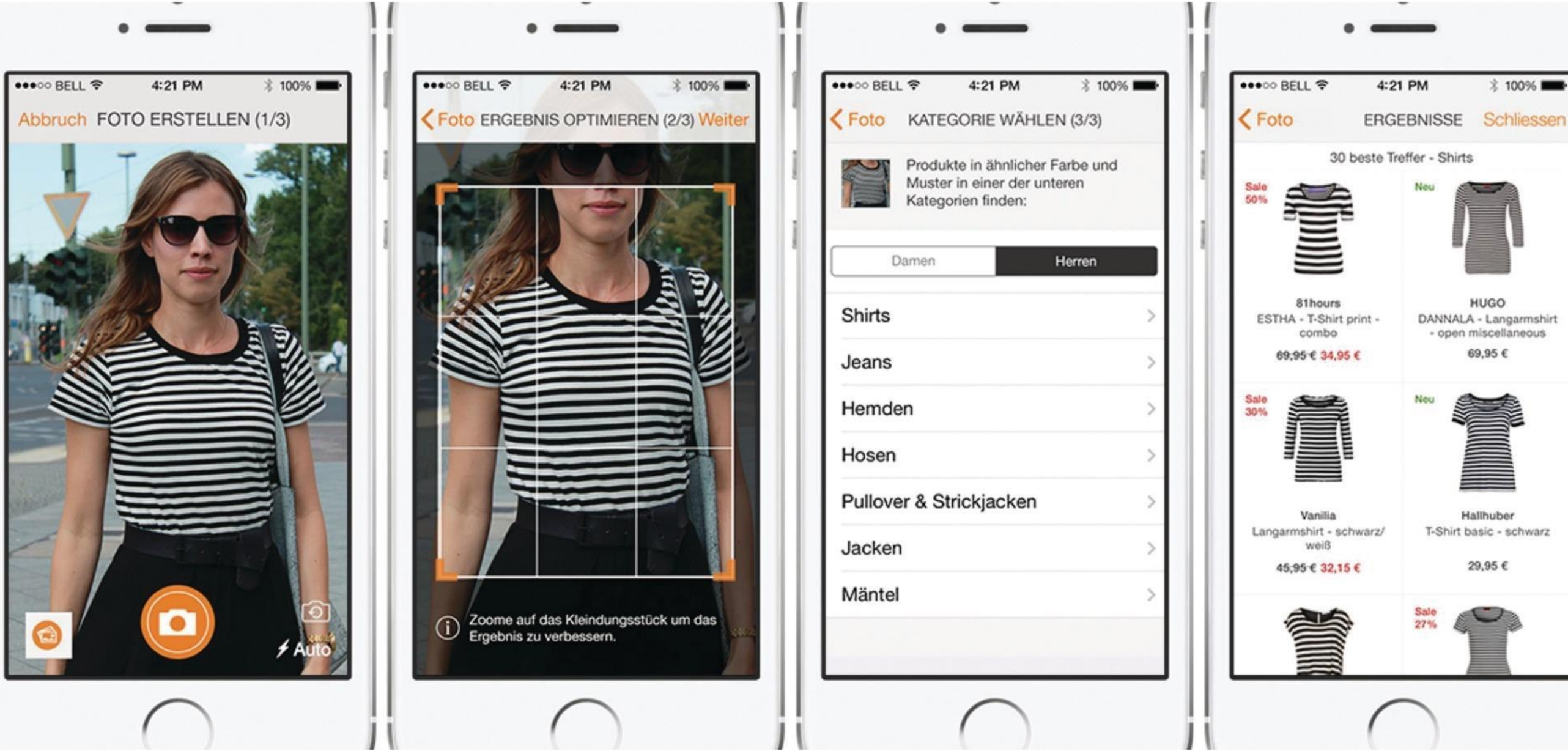
56% of instore sales are influenced by digital



56% of instore sales are influenced by digital

“From selling to assisting to buy”

SAMSUNG

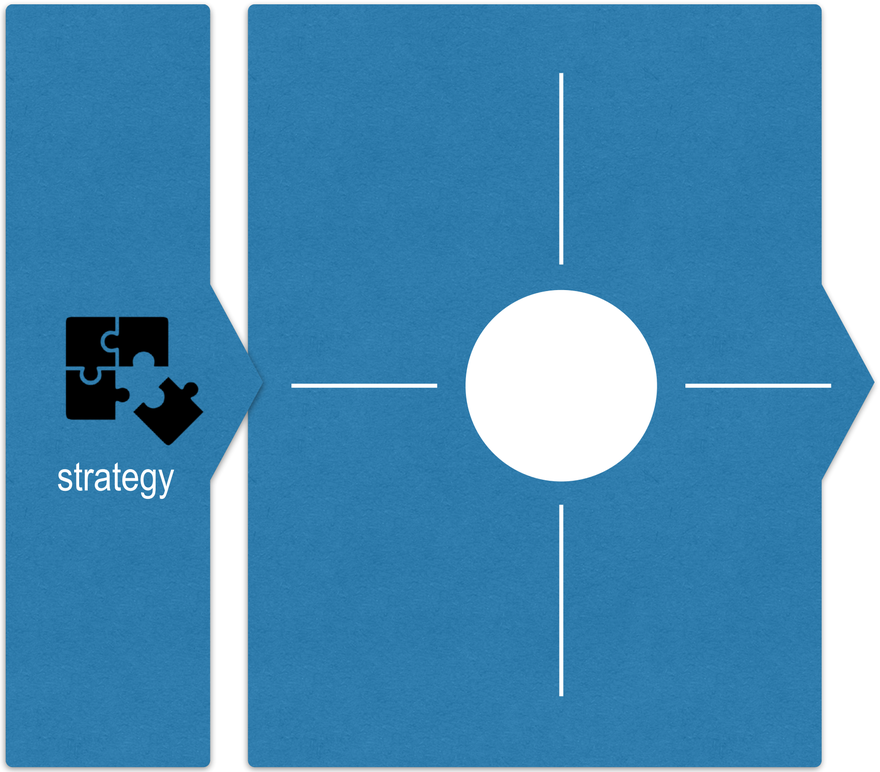

●●●○○ BELL 4:21 PM 100%
Abbruch FOTO ERSTELLEN (1/3)
Auto
●●●○○ BELL 4:21 PM 100%
Foto ERGEBNIS OPTIMIEREN (2/3) Weiter
Zoome auf das Kleindungsstück um das Ergebnis zu verbessern.
●●●○○ BELL 4:21 PM 100%
Foto KATEGORIE WÄHLEN (3/3)
Produkte in ähnlicher Farbe und Muster in einer der unteren Kategorien finden:
Damen
Herren
Shirts
Jeans
Hemden
Hosen
Pullover & Strickjacken
Jacken
Mäntel
●●●○○ BELL 4:21 PM 100%
Foto ERGEBNISSE Schliessen
30 beste Treffer - Shirts
Sale 50%
81hours
ESTHA - T-Shirt print - combo
69,95 € 34,95 €
Neu
HUGO
DANNALA - Langarmshirt - open miscellaneous
69,95 €
Sale 30%
Vanilia
Langarmshirt - schwarz/ weiß
45,95 € 32,15 €
Neu
Hallhuber
T-Shirt basic - schwarz
29,95 €
Sale 27%

REVIEW OUR CONVERSATION
MEN'S THERMOBALL™ SNOW TRICLIMATE® PARKA
$349.00
MED MATCH
MEN'S VORTEX TRICLIMATE® JACKET
$280.00
MED MATCH
MEN'S MARSELLUS TRICLIMATE® JACKET
$280.00
MED MATCH
MEN'S POINT IT DOWN HYBRID JACKET
$380.00
HIGH MATCH
MEN'S GATEKEEPER 2.0 JACKET
$299.00
MED MATCH
MEN'S APEX STORM PEAK TRICLIMATE® JACKET
$299.00
MED MATCH
WHAT FEATURES DO YOU WANT IN YOUR JACKET?
e.g. "I NEED IT TO BE PACKABLE"
RESTART
SKIP
THE NORTH FACE
FLUIDXPS
Powered by IBM WATSON
© THE NORTH FACE. A VF COMPANY
FEEDBACK PRIVACY POLICY TERMS OF USE

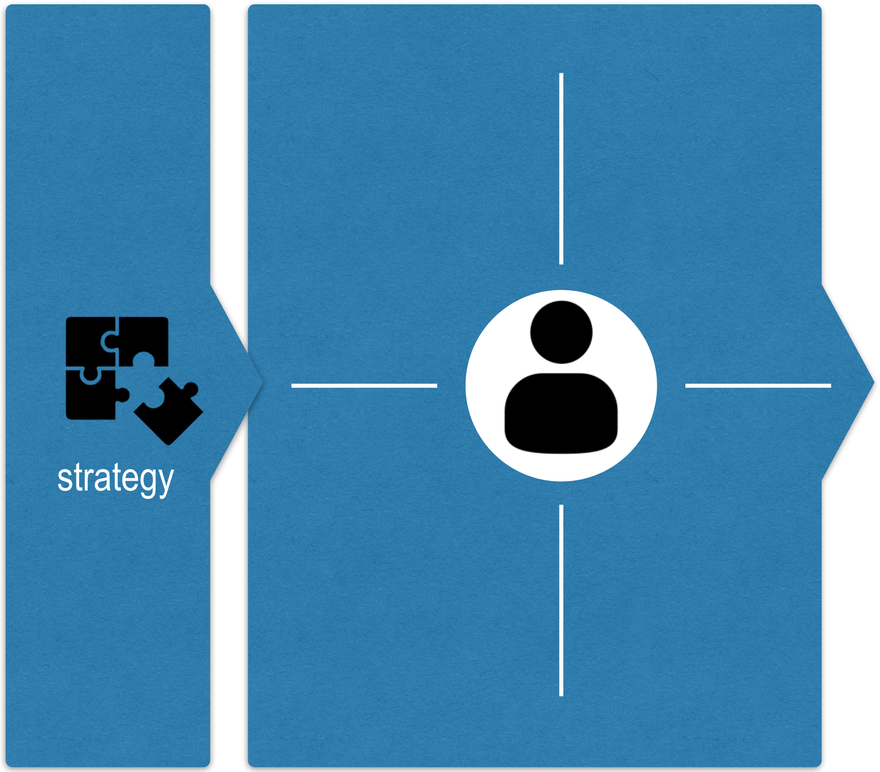
Lack of clear omnichannel KPI’s

Lack of clear omnichannel KPI's

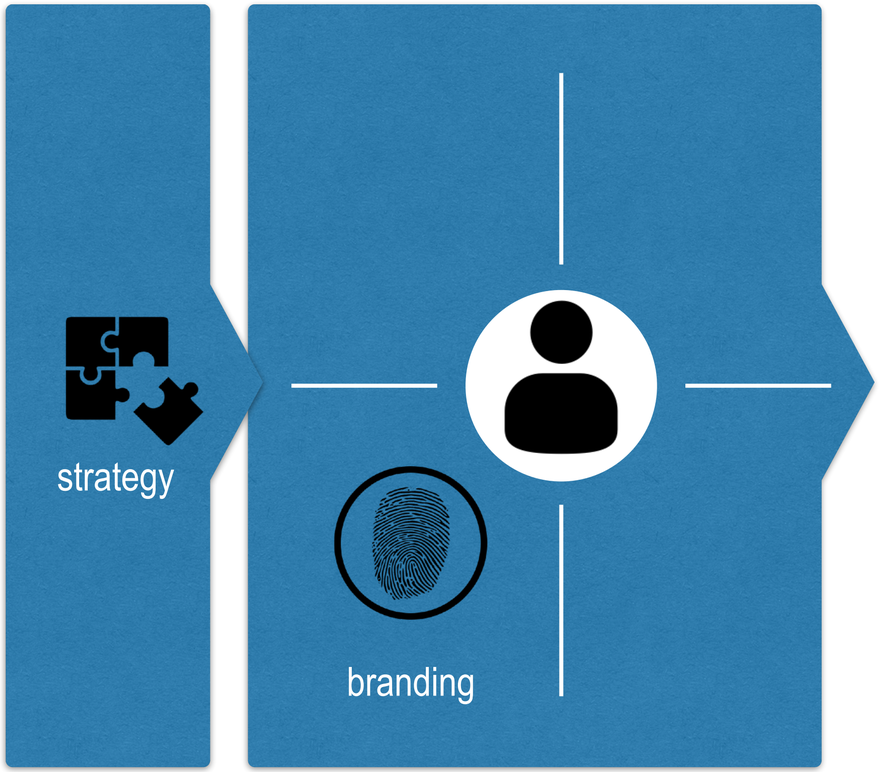
Building Blocks



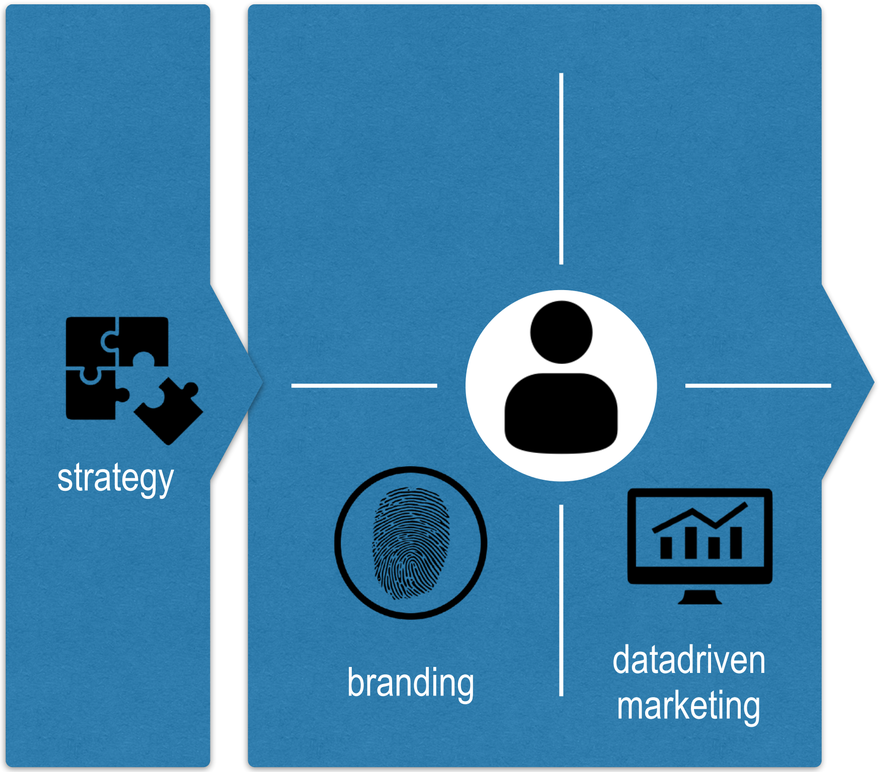
Define omnichannel challenges
Define omnichannel goals
AND KPI’s



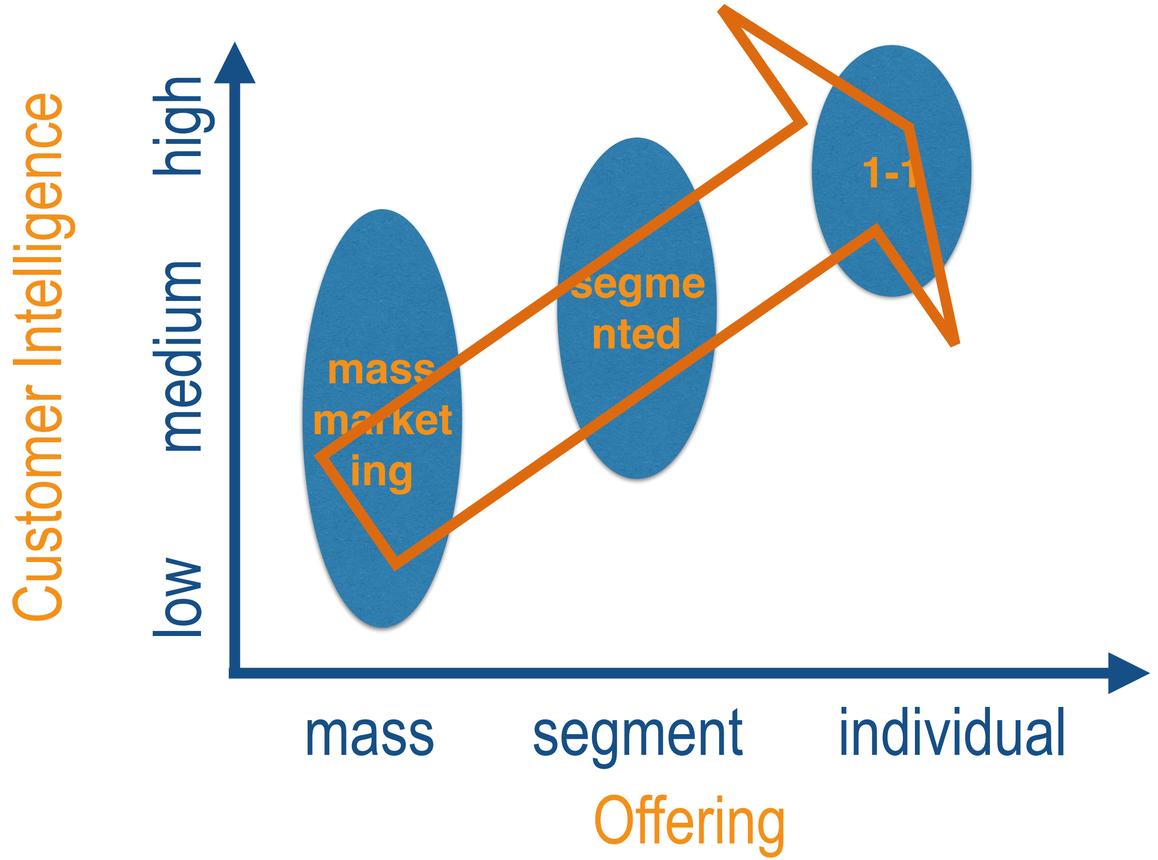
Create personas
Describe the customer journey
Look for opportunities
Be aware of threats

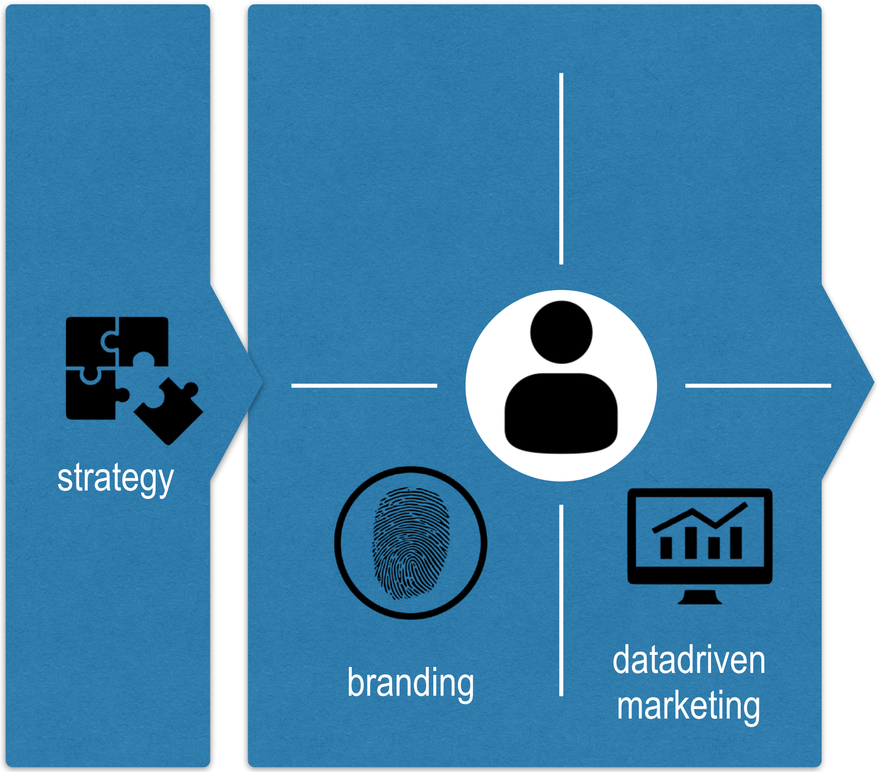


Create WOW moments in your customer journey
Have one brand policy

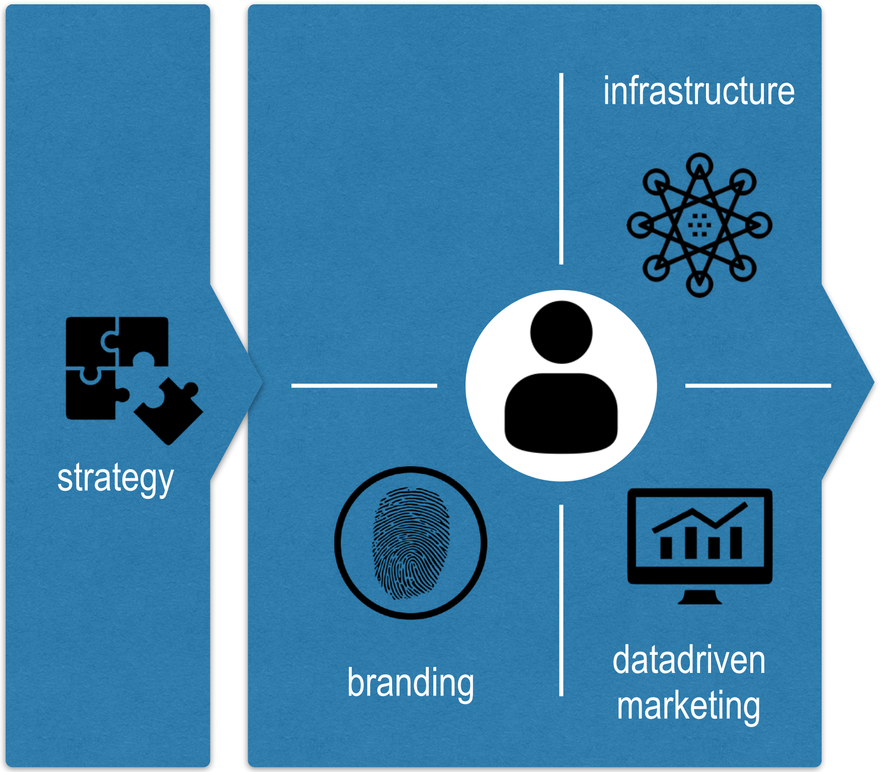


Personalize

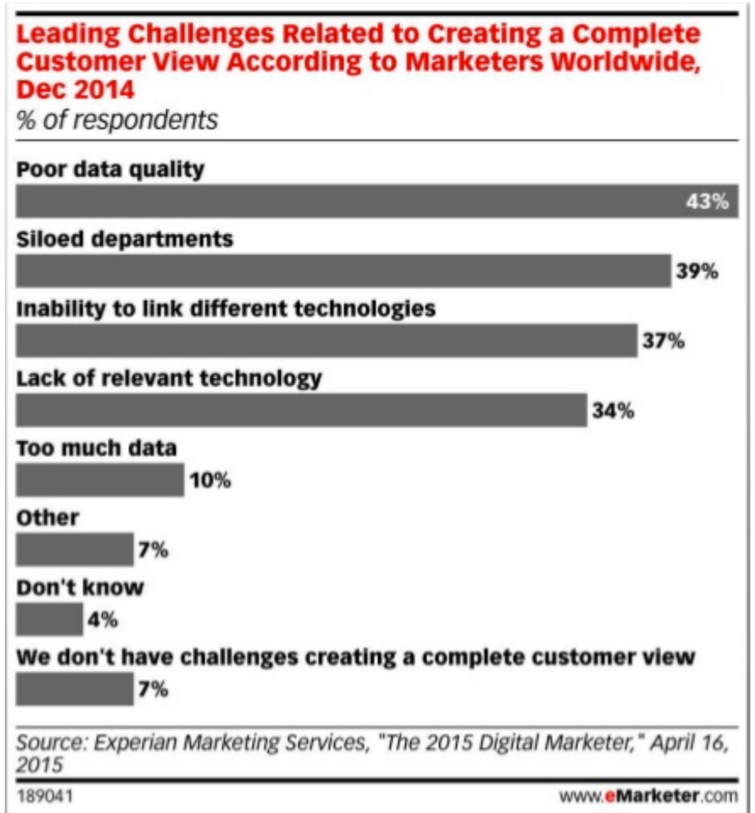


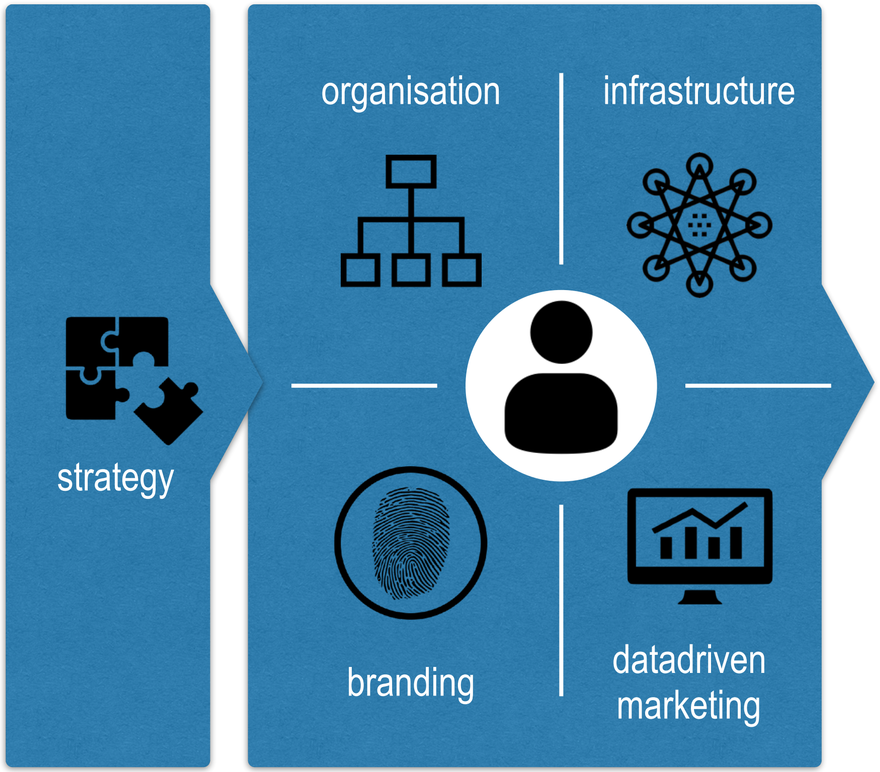


Personalize

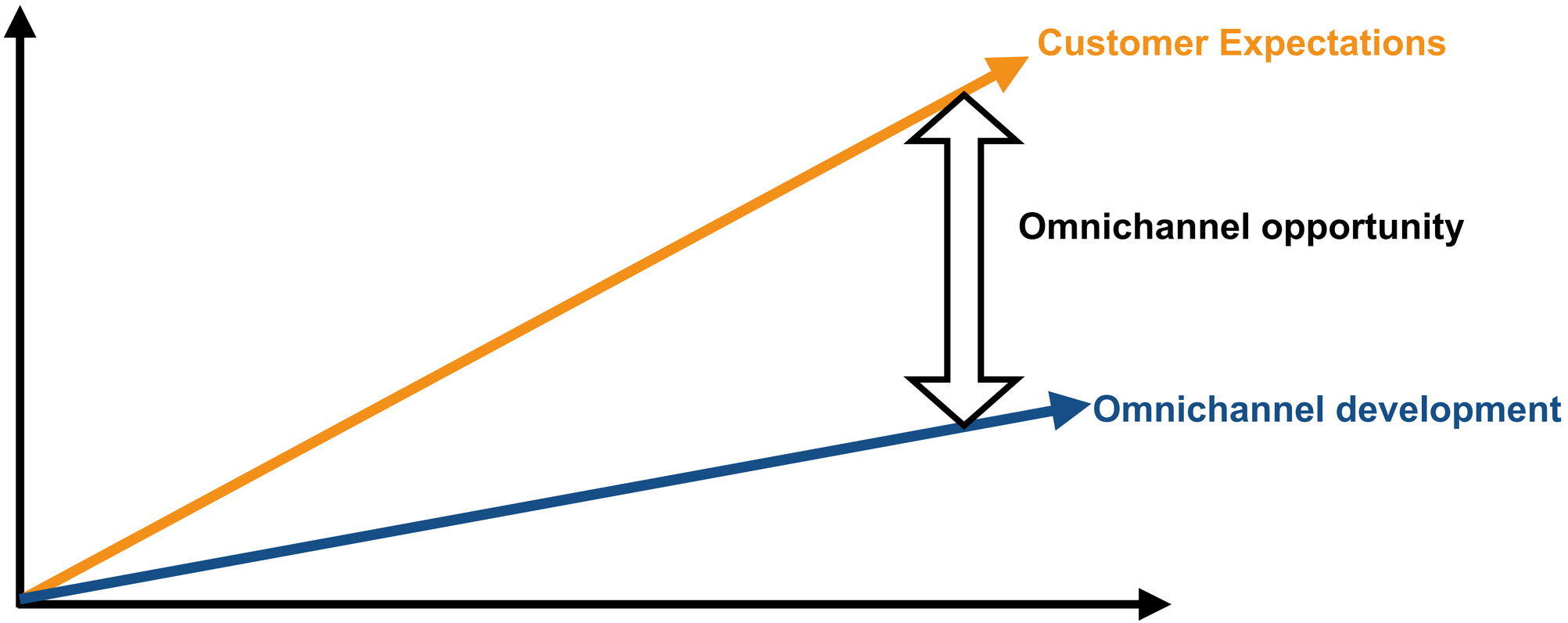


Analyse your customer journey AND understand the logics

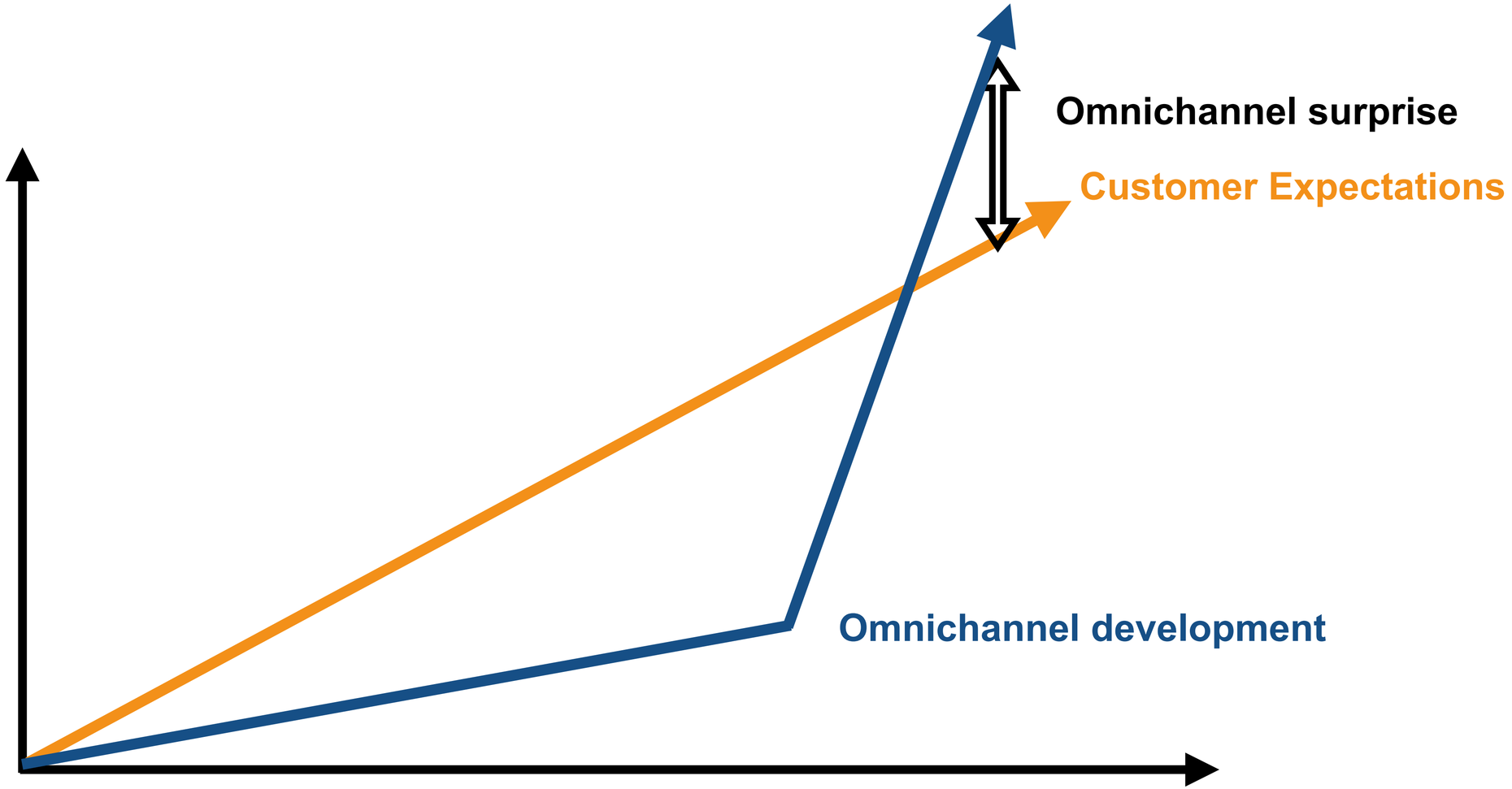



strategy
organisation
infrastructure
branding
datadriven
marketing

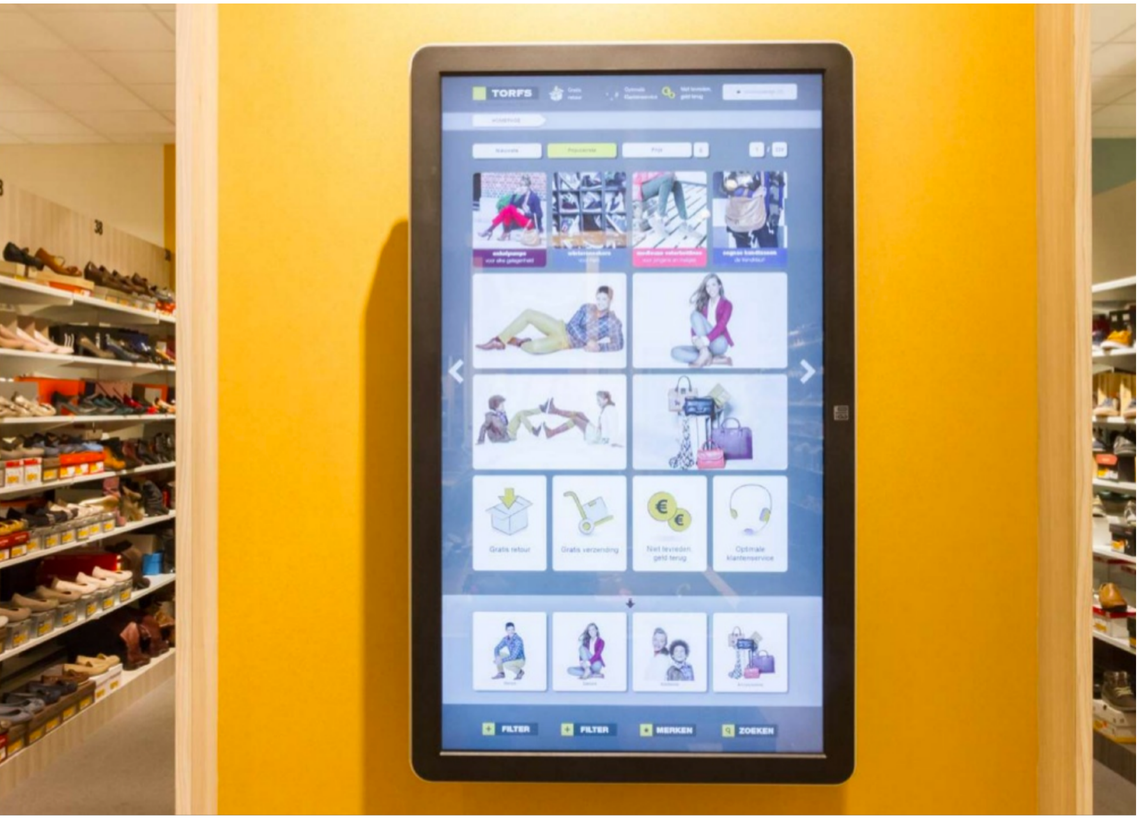
strategy
organisation
infrastructure
branding
datadriven
marketing
business
case
roadmap
A
B



Omnichannel GAP



Omnichannel surprise


TORFS
Gratis retour
Gratis verzending
Niet tevreden geld terug
Optimale klantenservice
FILTER
FILTER
MERKEN
ZOEKEN

TORFS

CARDOEN
autosupermarkt
1000

CARDOEN
CARDOEN

Global Channel Marketing

Multi-channel vs Omni-channel