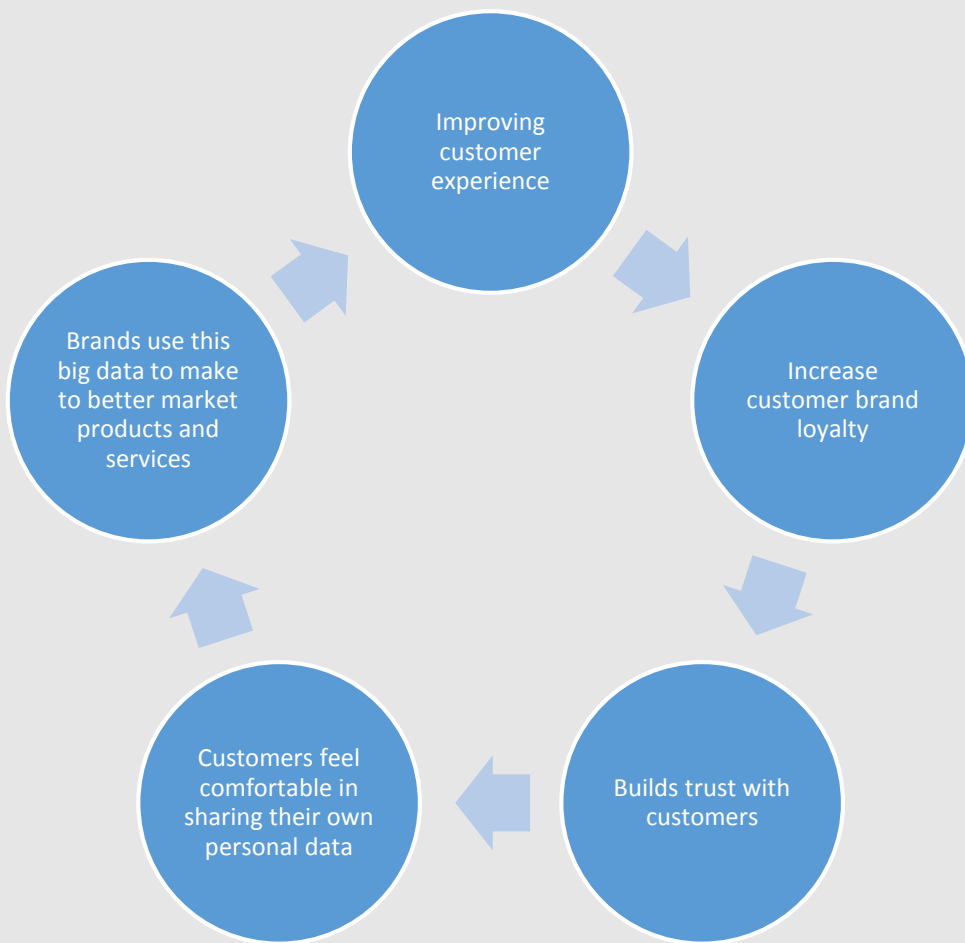


WHY THE CUSTOMER IS ALWAYS #1
THE ROI OF CUSTOMER EXPERIENCE.

Introduction

How can I even begin to explain to you the benefits of implementing an omni-channel strategy towards your business? The benefits are infinite and once you implement the process, the benefits also become cyclical- moving at their own momentum.



One change leads to another and acts a catalyst for revolutionizing the way your retail business is done. And it all begins with the customer experience.

Customers are easily the number one driving force behind the changes that are occurring in today's retail industry. They expect more from their favorite brands- generic coupons, outdated loyalty programs, and ill-equipped store employees just aren't cutting it anymore. Integrating the worlds of online shopping and in-store shopping will enable retailers to gain the customer data they need in order to provide their customers with a more personalized shopping experience.

Bettering your customer experience is the key to unlocking a whole new world for your business.

Why?

Customer experience ROI can be measured through brand loyalty, the acquisition of customer data, an increase in purchases, and social media.

According to a recent study done by the Temkin Group, a modest increase in customer experience at a typical \$1 billion company can help it earn an additional \$272 to \$462 million in revenues over three years.

How?

- There is a correlation between customer loyalty and repurchasing, with a high Pearson Correlation coefficient of .83
- Supermarkets generated more than \$100 million in additional revenue over three years just by word of mouth as a result of the improved customer experience



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Okay, let's take it step by step

The key to bettering your customer experience and all things related starts with the acquisition of customer data. And as you probably know, this is not as easy as it sounds. Customers are not willing to give up their personal information to just anyone anymore. Their concerns over privacy and security can make this much needed data difficult for marketers to collect, even though the whole point is to send out more personalized and relevant messages.

According to a recent report done by Intel , it is believed that omni-channel technology can improve a retailer's ability to collect customer data and to measure results, the two major parameters that are vital to determining ROI and strengthening the retail strategy as a whole.

You see, the more personalized data you can collect, the better you can market your products and services. So how can you do this?

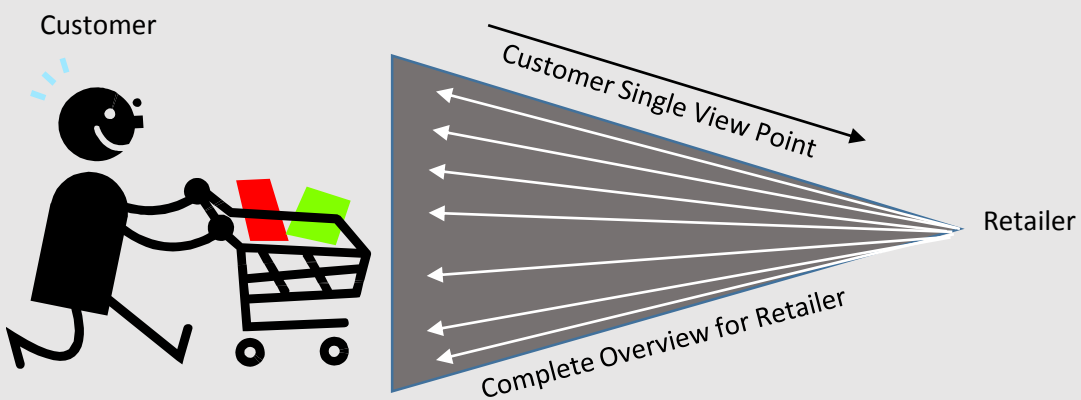


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Provide a positive customer experience... across ALL channels:

Providing your customers with a seamless omni-channel experience doesn't benefit just them, it benefits you as well. When a customer decides to move from device to device or from online to in-store, their preferences and activities go with them. And before the customer-employee interaction begins, the employee is already armed with information. They are able to approach the customer with a specific targeted focus, eliminating the time that could have been spent just trying to collect this information.

Just as omni-channel promises the customer a singular view of the retailer, it provides the retailer with an entire comprehensive overview of the customer and their shopping experience.



By providing the customer with a consistent compelling customer experience before, during, and after their purchase across all channels, you can increase sales. Omni-channel retailing provide a more flexible shopping experience and allows customers to purchase products that would not have been available at local stores. According to a recent study done by Deloitte,

Up to 25% of recent online or mobile purchases in the UK and Germany involved products which customers could not have purchased locally. This represents nearly €9 bn in online and mobile sales in the UK in 2012, and up to €7 bn in online and mobile sales in Germany

By not being present in emerging channels such as mobile, you are missing out on capturing a huge part of your potential customers. Usually, frequent shoppers and high-value shoppers use a variety of ranges of channels for their purchases, so by having an omni-channel strategy, you are able to capture this segment.

Increasing brand loyalty...through personalization

Increasing brand loyalty comes from having a deep understanding of your customer's journey and offering them an omni-channel solution is the best way to gain the knowledge on this journey. This is key to developing meaningful and personalized messages, offers, and promotions.

Providing your customers with loyalty programs doesn't mean that you can just send them any sort of promotion. They want to know that they are a valued customer at an individual level. This means that as your customers jump between stores, online, and mobile devices, they want to get rewards based on their own personal preferences. They need the retailer to actually EARN their loyalty from them.

When asked what they would like in a loyalty program, most expressed they would like access to a unique brand experience and greater recognition for the value of all their brand interactions.

According to the 2014 Brand Loyalty Report, customers' satisfaction with loyalty programs is 4.6-fold higher than when they receive very relevant communications.



By enforcing an omni-channel strategy, you will be able to understand each of your customer's interactions, no matter what channel, and you'll be able to gain greater insight as to what they need and how they need it. And by better understanding these needs and desires, retailers will be able to better provide products that the customer wants, needs, and likes—and these personalized generated programs will have a much higher likelihood of converting the preferences into actual purchases, aka, higher revenue.

The problem retailer's face is trying to figure out HOW they can connect all this data across multiple channels to identify their customers and provide them with personal experiences.

By developing linking strategies and by constantly updating your data coming from these multiple channels, you'll be able to connect the dots between each customer and better your understanding of them.

A great customer experience creates loyal customers...who return

Did you know that 80% of a retailer's marketing budget is allocated towards user acquisition, whereas only 20% is allocated to customer retention? This is true even though it cost 5 times as much to obtain a new client than to retain an existing client!

Retailers must begin to alter their mindset and their marketing budgets to give existing customers what they want and need; and this means providing them with an omni-channel solution that gives them personalized rewards and promotes a whole new era of brand loyalty. Retailers no longer have the choice of just skimming the line; they must give it their all in order to survive and remain distinct.

And at the end of the day, retailers want their customers to be happy and come back. We're telling you, provide them with an omni-channel experience and watch your ROI shoot through the roof.



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