Seamless Customer Engagement for Retail
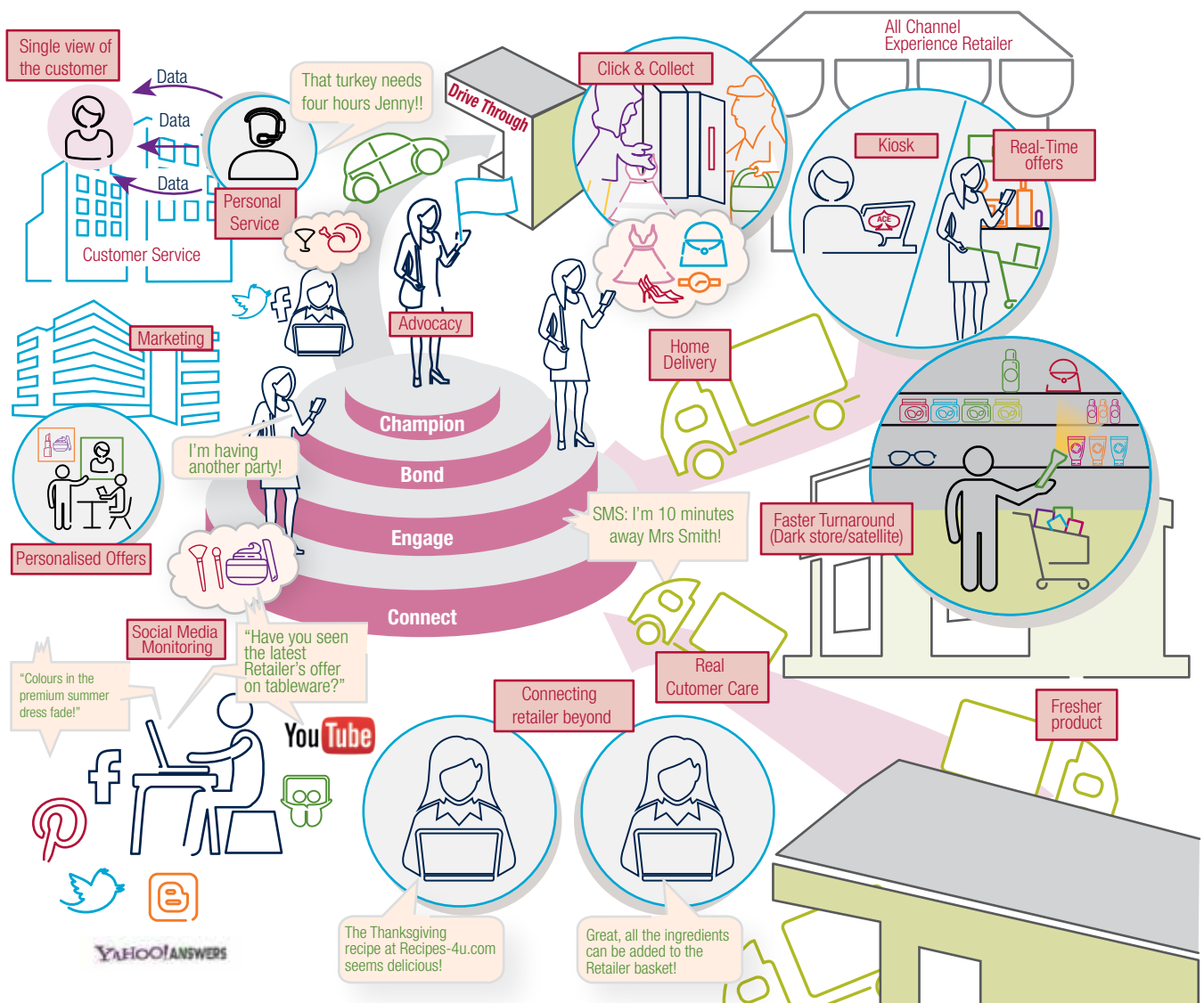
People matter, results count.

Delivering engaging experiences across the customer lifecycle has always been an important part of a successful retailer's DNA. However, the retail industry is currently in a state of constant and profound change. Multi-channel selling is quickly becoming a commoditized service and the internet's ability to offer an almost limitless choice to price-sensitive customers is squeezing retailer prices. Social media and mobile have forever changed both customer shopping behavior and their place in retail, repositioning them from the end of a value chain to the heart of retail value networks.

As customers play an increasingly important role on the path to purchase, retailers have to think of new ways of engaging their customers. The new retail battleground for creating sustainable loyalty lies in building a seamless shopping experience that rewards and takes care of customers in both personalized and relevant ways. Advancements in digital technologies have led to a proliferation of customer channels and a wealth of data, in turn creating unparalleled opportunities for brands to meaningfully engage with customers and provide differentiated experiences.

Figure 1. Customer-centric retail to boost engagement and long-term loyalty

You must begin by responding to the changes in customer expectations by moving to an omni-channel offering, enhancing customer relationship management, and increasing personalization. You may need to look at how you create and sustain loyalty through the timeliness and relevancy of your customer rewards and initiatives. Despite these efforts, some initiatives fail to generate ROI (Return on Investment) as they operate in silos.

For retailers, it is important to integrate all these efforts as part of a unified customer vision. They should be able to define clearly the business and IT capabilities that will help to provide a seamless customer engagement. We assist retailers to offer a seamless customer engagement by helping them meet a few challenges:

- **How to differentiate the purchasing experience:**
As customer engagement channels proliferate and blend, retailers are challenged with how to build for the future through experiences which seamlessly fuse their physical and digital assets, while still trying to optimize their operating models and IT infrastructure for "the pre-exisitng multi-channel world" in which they may currently be operating. With more and more customers demanding the ability to "order from anywhere, fulfill from anywhere and return to anywhere," creating persuasive customer journeys to support this remains a huge issue for retailers. We have the proven capability to help our clients craft compelling experiences, build the right supporting IT infrastructure, and operationalize the processes to drive leading edge omni-channel shopping.
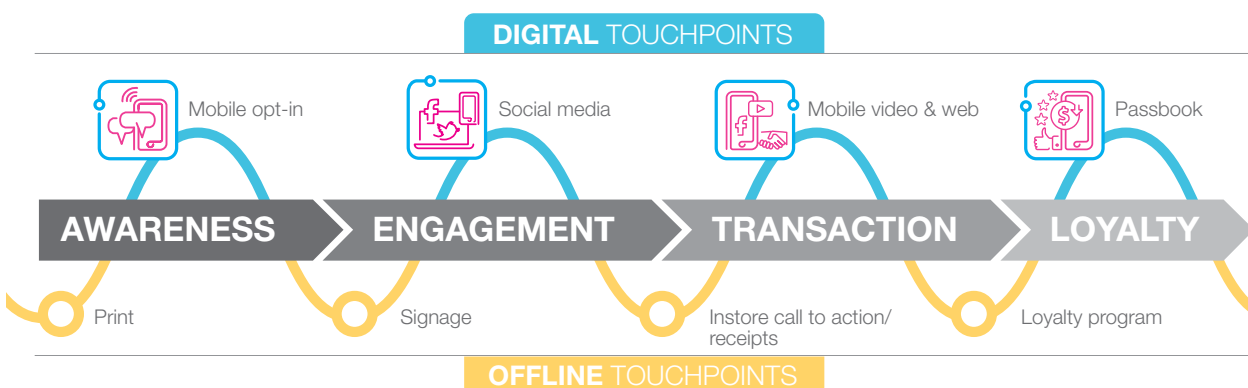
- **Personalized and contextually relevant interactions:**
A customer's path-to-purchase is no longer linear. Many retailers are seeing their customers engage with over three channels and in 10+ interactions during a typical purchase. A significant challenge is creating a unified view of these fragmented interactions across touchpoints, with a systematic way of joining them together to create more compelling, contextual, and personalized interactions. We help our retail clients decode the value of the vast array of marketing technology available and help them design business and IT capabilities which best leverage these innovations or "gain a competitive advantage" in engaging customers

- **Rewards and incentives programs:**
Traditional concepts of how to build loyalty are fast eroding, as customers become fatigued from over exposure to too many "look alike" loyalty programs and seek more from brands than just points-based discount schemes. Customers are more aware than ever of the value their data has for retailers and expect more in return. The retailers who win in this new age of loyalty recognize that their loyalty programs must stand out from the rest and be perceived as valuable by their customers. In order to create this perceived value, retailers need to evaluate multiple aspects of their programs, including how they talk to customers, support them through and beyond purchases, and provide them rewards, inspiration, content, and incentives—all dictated by their customers' wants and needs, and aligned with the lifestyle that their brand represents.

> The new retail battleground for creating sustainable loyalty lies in building a seamless shopping experience that rewards and takes care of customers in both personalized and relevant ways.

DIGITAL TOUCHPOINTS

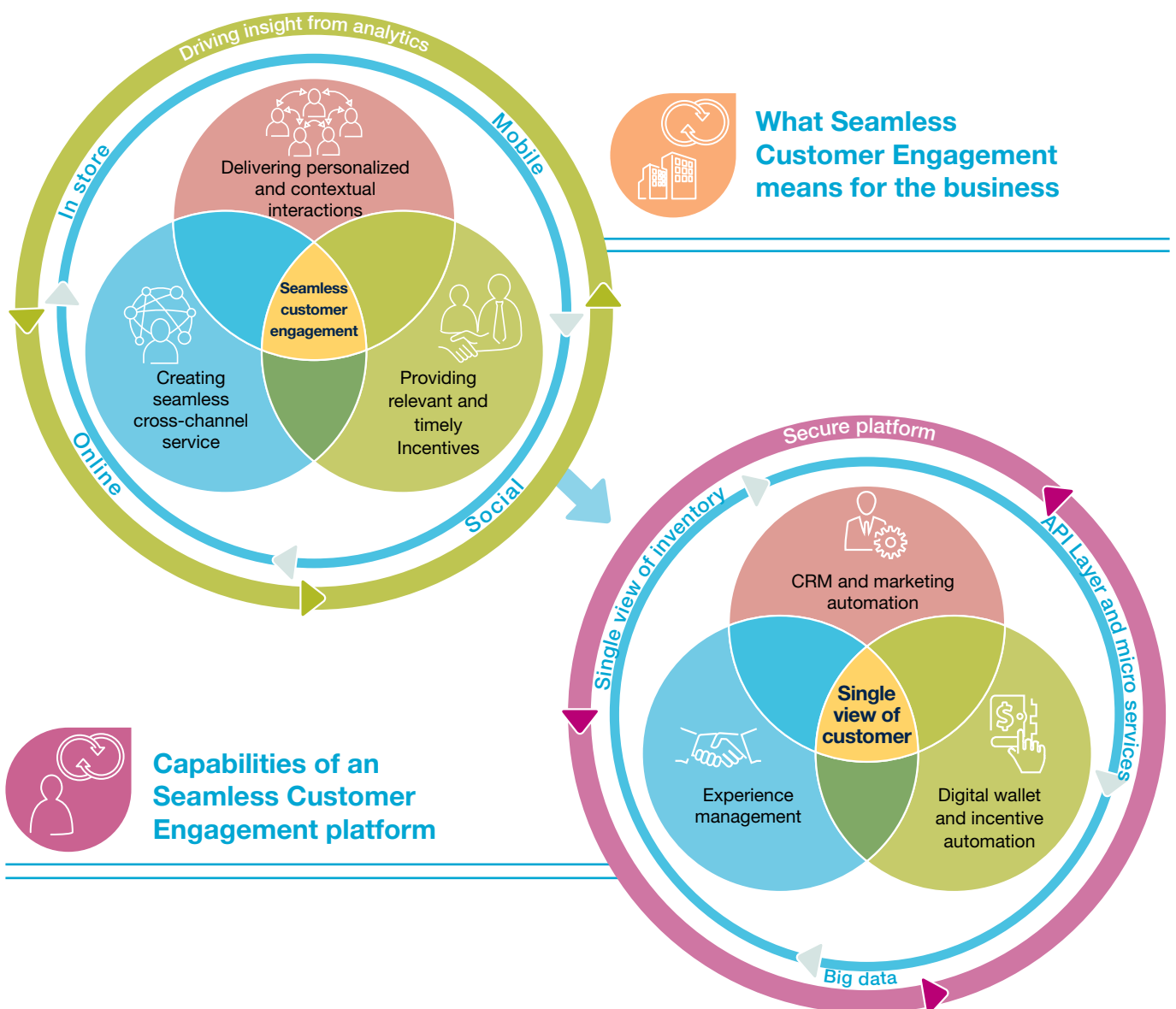| Mobile opt-in	Social media	Mobile video & web	Passbook
AWARENESS	**ENGAGEMENT**	**TRANSACTION**	**LOYALTY**
Print	Signage	Instore call to action/ receipts	Loyalty program

OFFLINE TOUCHPOINTS

Capgemini's Seamless Customer Engagement Solution

We help our clients design the customer propositions and future-ready consumer engagement solutions that will differentiate their brands from others in the marketplace. We are passionate about both retailing and building unique customer experience strategies enhanced by digital technology. Our customer-centric approach helps you build the right propositions with the right business and IT capabilities that enable seamless customer engagement.

Our Seamless Customer Engagement offer is unique in the sense that it drives innovation. We will help you to devise a transformation strategy that supports customer engagement and loyalty programs, and our robust IT capabilities will assist you to harness modern digital capabilities.

Figure 2. Capabilities of a Seamless Customer Engagement Platform

Key Phases of Customer Engagement Programmes

We have a proven methodology based upon our years of experience working with many leading retail companies. It spans three phases and ensures a smooth and orderly deployment, allowing your organization to derive the desired business benefits.

1. **Develop a customer engagement strategy**
   – Explore customer engagement innovation through technology labs, best practices, industry trends, and our retail and digital expertise—helping you identify focus areas for customer transformation that inform future strategy.
   – Create a loyalty strategy or proposition to cultivate real fidelity and engagement across core customer groups while striking an optimal balance between exceeding customer expectations and commercial and operational realities.

2. **Create and refine customer engagement proposition and capability discovery**
   – Develop and test different hypotheses for customer value propositions
   – Design the customer experience that will bring your propositions to life and identify the business and IT capabilities required to drive them
   – Conduct cost/benefit analysis and build the business case for investment
   – Conduct impact assessments of business and IT capabilities and identify future state needs
   – Develop the transformation program for customer engagement initiatives

3. **Design, build, and embed customer engagement and commerce capabilities**

   – Design the technology architecture and business operating model blueprint for customer engagement
   – Create compelling user experience (UX) designs across digital touchpoints
   – Provide support for technology selection and customer engagement platform design
   – Develop, configure and test marketing, customer service, commerce, and fulfillment technology solutions to provide a future-ready and secure platform
   – Plan, design, and execute the transformation required to rollout needed changes across retail functions and markets

Why Capgemini?

We have the experience, expertise and accelerators to help our clients achieve business results at each stage of the journey toward digitally-enhanced customer engagement. Our industry-leading capabilities include:

- **A proven end-to-end transformation method:** We have strong approaches that will support you on every step of the journey. From formulating innovation strategies in customer engagement, to developing or refining customer propositions, to creating blueprints modeling the way customer experience, business, and IT capabilities work together, we know how to best direct your digital transformation.

- **Creating compelling experiences:** Through the combination of our innovation strategy, creative design, customer experience consulting, and digital development skills, we can bring you the best of all worlds in order to craft the digital experiences needed to stand out in retail.

- **Innovation hubs:** Innovation is a core part of our approach. Our globally curated ecosystem of innovation partners, global network of innovation exchanges, and framework of tried-and-tested tools help companies exploit market disruptions in a structured way.

- **Customer engagement reference solution architecture:** Our reference architecture for customer engagement programs helps reduce the cost and time-to-market for building your customer engagement platform.

- **Retail capability and process impact models:** Using our extensive retail experience, we have developed a comprehensive business capability, process, and operational impact model. This allows us to quickly analyze the impact of newly developed customer engagement propositions and advise companies on future state needs.

- **Global template deployment toolkit:** Through our years of delivering global programs to leading retailers, we have developed a reusable toolkit for deploying solutions across different geographical regions. This is useful for supporting concurrent rollouts.

Benefits

Retailers who properly apply a seamless customer engagement position can receive a wide variety of benefits, including:

- **Seamless omni-channel experiences:** An up to 30-50% increase in the top line due to the new omni-channel approach to serving customers in lieu of single-channel operations.

- **Personalized and contextual interactions:** A 100%+ increase in conversion rates due to crafting more relevant, personalized marketing messages.

- **More relevant loyalty:** Your most loyal customers are worth up to 10 times the value of their initial purchase and by providing more compelling reasons for customers to be loyal, you can achieve achieve a 2.5-3% uplift in sales.

We have the experience, expertise and accelerators to help our clients achieve business results at each stage of the journey toward digitally-enhanced customer engagement.

Key Client Successes

- Capgemini supported a leading UK grocer to create and deliver its customer transformation program. Capgemini aided in the development of the customer proposition by identifying the capabilities needed and by developing the transformation roadmap to deliver these competencies. We went on to design and implement a wide range of proficiency, from social CRM, to marketing automation, to the launch of the grocer's customer loyalty program, leading to an immediate positive market impact.

- For a global retail fashion group, Capgemini helped shape the customer transformation journey, starting from developing the business case and capability design for a cross-business customer loyalty vision to expanding and deploying this capability across their core fashion brands.

- For a leading UK retail group, Capgemini helped to refine a multi-industry membership proposition, working with the client to design the customer experiences needed to deliver on this proposition and identifying, designing, and building the business and IT capabilities to launch it.

- Capgemini helped a global home furniture retailer transform its customer engagement by defining a global customer proposition and capability design, which exploits innovations in CRM and digital to improve customer engagement, e-commerce, and loyalty. Capgemini has helped the retailer take an agile approach to testing within markets, unlocking millions in early business value, while helping to refine the strategic investments needed to gain richer insights for better customer engagement.

Contact Us:

Contact us today to learn how Capgemini can help your retail brand capitalize on the power of Seamless Customer Engagement to drive business results.

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About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

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