Capgemini invent

INVENTIVE SHOPPING

Be the retailer
your customers
want you to be

ENGAGE AND RETAIN CUSTOMERS. DON'T TAKE THEM FOR GRANTED.

You need to focus on the crucial question, what kind of retailer do our customers need us to be? To answer this, we work to understand your customers' preferences, motivations and aspirations. Then we work with you to create customer experiences that exceed their expectations and earn their loyalty.

Our approach to customer experience is personal, as well as personalized. Empathizing as well as analyzing. Putting the "You" first, every time. Together, we create new experiences that are grounded in rigorous analyses and cutting-edge technologies. Experiences that are as personal as they are effective. Experiences that build relationships, one interaction at a time.

We achieve this by enabling you to constantly adapt your people, organization and system in order to deliver value at speed for both your customers and your business. At scale.

Inventive Shopping is how we do this in retailing. How we enable you to think differently. To think inventively. It's how we help you to imagine, test, deliver and scale transformative ways to engage with your customers, to sell

to them, and to create and sustain their loyalty. It's how we create empathy with your people and support them as your business transforms. It's also how we empower them to deliver effective, personalized experiences to their customers. Ultimately, it's how we partner with you to create propositions, services and experiences that drive growth for your business and earn loyalty from your customers.

CAN YOU LEAD THE REINVENTION OF RETAIL?

The basic role of retailing, and the value propositions it provides, are being disrupted by new technologies, new competition and shifting customer expectations. We will help you seize and scale the opportunities of this fundamental disruption to the way we engage, shop and build loyalty, to reinvent retailing.

INVENTIVE SHOPPING is how we empower you in a fast-evolving commercial landscape characterized by increasingly fantastic choice, fierce competition and often fickle customers. In this climate, it enables your retail brands to capture, engage and retain more of your best customers, to drive revenue growth through data intelligence, digital technology and customer empathy.

It helps you shift your focus from selling products to providing solutions to your customers' problems. To move from offering the same products as usual, to helping your customers organize and access the types of experiences, services and offers they really want. And to transfer your attention from individual transactions to prioritizing customer lifetime value, by delivering effective, personal experiences to your customers.

ENABLE YOUR RETAIL BRANDS TO DRIVE REVENUE GROWTH THROUGH DATA INTELLIGENCE, DIGITAL TECHNOLOGY AND CUSTOMER EMPATHY

60%
of consumers believe technology could help solve difficulties in locating products in the store

Capgemini Research Institute, Smart Stores: Rebooting the retail store through in-store automation, 2019

Only
35%
of retailers consider "solving customer pain points" as important when deciding which automation use cases to implement

Capgemini Research Institute, Smart Stores: Rebooting the retail store through in-store automation, 2019

56%
of consumers prefer going to stores over shopping online with a competitor if automation makes the in-store experience more fun and engaging

Capgemini Research Institute, Smart Stores: Rebooting the retail store through in-store automation, 2019

40%
of consumers see shopping in stores as just a chore that has to be done

Capgemini Digital Transformation Institute, Making the Digital Connection: Why physical retail stores need a reboot, 2017

74%
of consumers have used a voice/chat assistant to research and buy products and services, create a shopping list, or check order status

23%
of the top 100 consumer products and retail organizations globally have voice assistants and chat assistants.

Capgemini Research Institute, Smart talk: How organizations and consumers are embracing voice and chat assistants, 2018

UNLEASH NEW WAYS OF SHOPPING FOR CUSTOMERS

INVENTIVE SHOPPING is how we help retailers explore and redefine the fundamentally different role they, as retailers, will be playing in people's lives. It's how we help transform propositions and capabilities into what's next in retailing.

As customer expectations evolve and new entrants and technologies disrupt the market, retailers will need to unleash new customer strategies, propositions and experiences.

But what does this mean for you, on the ground in the world of retailing?

What are these trends that you need to address? How can you embrace them in a way that delivers effective, personal experiences to your customers? And how can you constantly adapt your people, organization and system in order to deliver value at speed for both your customers and your business? At scale?

We help you to unlock customer value, optimize staff potential and build the strategic people and technology capabilities you need, to achieve the six essential shifts in retailing discussed below.

UNLEASHING EXPERIENCES

The role of retail spaces, whether physical or virtual, needs to change in a world where it isn't only retailers who are retailing.

We'll help you redefine the purpose and experience of your online and physical stores, transforming them from transactional spaces into experiential destinations. These spaces go beyond shopping, helping you offer customers new and exciting ways of engaging with their favorite brands in store.

UNLEASHING CHANNELS

New channels and digital touchpoints are emerging, bringing the store to customers and enabling access whenever and wherever they want.

Traditionally, customers came to stores if they wanted to buy stuff. The store was the only place where they could really experience products, be inspired and explore, make transactions, or get advice and support. Customers are now presented with a vast array of new opportunities to meet these needs, from interactive TV to connected vehicles to gaming. We'll explore ways for you to identify, engage and sell outside of your own stores and spaces, through new touchpoints, devices and partnerships, bringing you to your customers'.

UNLEASHING CHOICE

Customers are feeling burdened in an age of limitless choice and now expect retailers to help simplify and improve their shopping missions.

We'll work with you to find new ways of simplifying shopping to reduce selection paralysis and make shopping a rewarding and fulfilling experience once more. It achieves this by helping you move from selling piles of product, to selecting and curating perfect, personalized shopping solutions to customers individual needs.

UNLEASHING DATA

Customers now understand the importance of their data and are expecting more control, value and recognition for sharing it.

We'll help you give customers more control of their data, creating experiences and value exchanges that recognize and reward them based on where and how they choose to share their data. This is about the re-invention of traditional approaches to customer data capture, where retail loyalty schemes would 'buy' customer data through propositions built on points, plastic and discounts. Customers would play the system to extract value but feel no real loyalty.

UNLEASHING VALUES

The age of mass consumption, fueled by retail, is coming to an end and we are entering an age of conscientious consumption. Customers who once chose retailers based on product and price alone, are now choosing based on their values and how retailers support and enable these values.

We'll show you how to identify and define the propositions, experiences and capabilities needed to take a more active role in enabling your customers to consume in ways that align to their values, be they environmental, economic or societal.

UNLEASHING VALUE CHAINS

Increasingly brands, technology platforms and customers themselves are playing a role in the value chain that 'retail' once wholly owned.

We'll help you redefine where and how best to meet future customer needs in an environment where brands, technology platforms and customers themselves play new roles in the end to end value chain. You'll need to decide where to build capability to differentiate yourself from the competition. Where to partner with your best customers. And where to work through third parties. All while providing consistent, personalized experiences and value to customers.

NEW WAYS OF BUILDING CUSTOMER LIFETIME VALUE

We'll empower you to explore new ways to reposition the shopping journey beyond traditional retail channels. We'll help you to drive engagement to build sustainable relationships, where customer loyalty is the hard-won outcome. And we'll enable you to employ the latest data-enabled technology to engage and interact with customers in ways that always deliver irresistible, personal experiences.

We'll help you achieve intelligent empathy with your people and your customers, orchestrating the capabilities, channels and technologies you need to enable new ways to engage, shop and build loyalty.

How will this drive value?

The true measure of new ways of engaging, shopping and building loyalty is customer lifetime value - this is the lens through which the future of retail customer propositions should be measured

58%
of enterprises are seeing a significant increase in customer retention and loyalty as a result of using customer analytic

Value

Acquisition phase

Customer retention phase

Potential loss/ recovery phase

Time
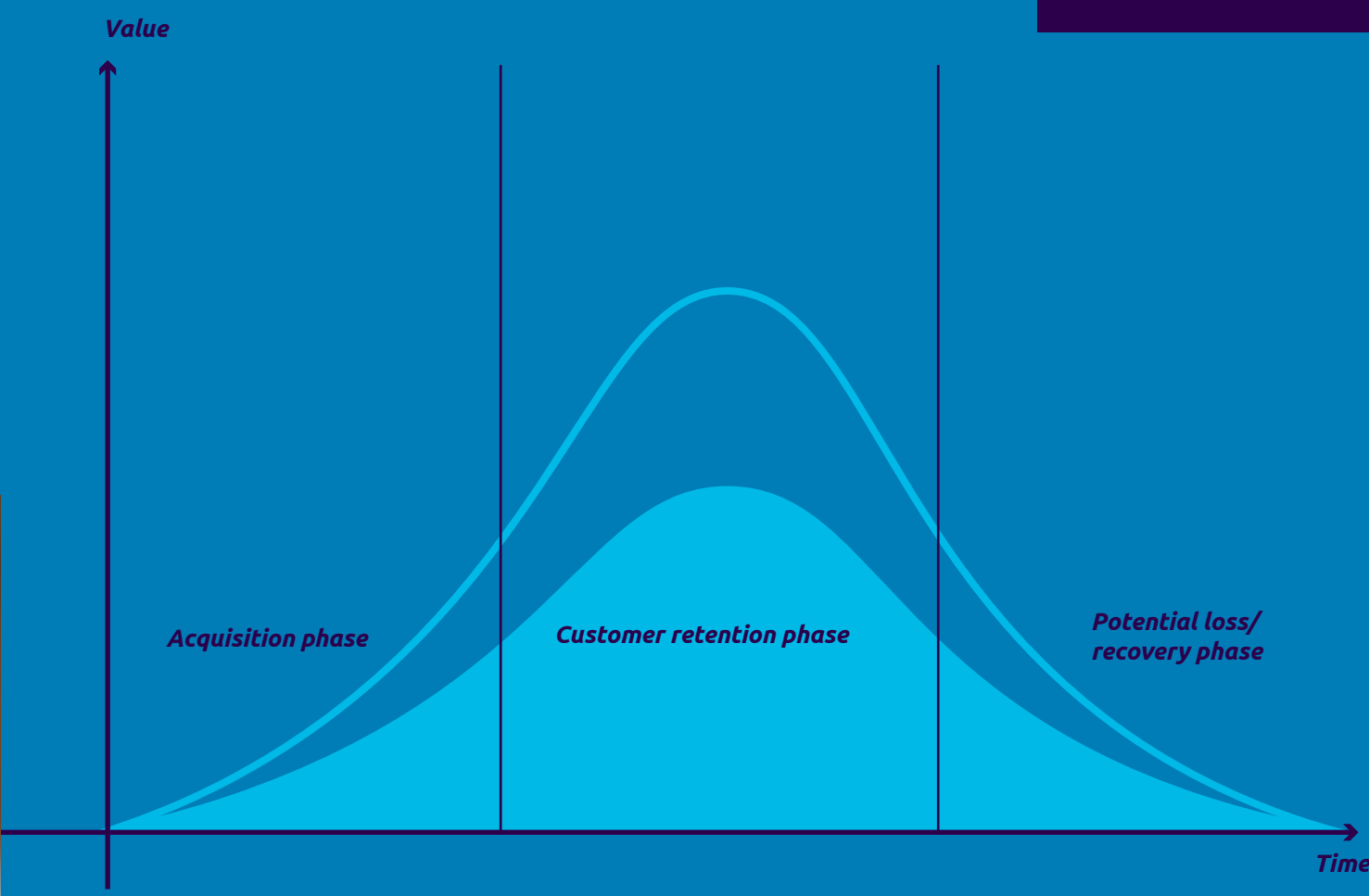
Attract more of the right type of customer

Using increasing understanding of customer to target more profitable client acquisition

Increase purchase frequency

Customers buy more often due to the loyalty initiatives

Increase basket size

Customers spend more per purchase due to the loyalty initiatives

Extend customer relationship

Increase engagement and retention rate due to loyalty initiatives

TAKE CONTROL WITH INVENTIVE SHOPPING

NEW WAYS TO ENGAGE

How will you attract, engage and stay top of mind for customers who are inundated with choices and other brand voices?

What does this mean for your future strategic capability to store and analyze customer data and the Martech/Adtech stack to exploit this?

How will this affect how you plan and manage your communications with your customers? How will it influence the content of the materials you use to speak with them? What does it mean for the structure of your teams and the skills of your people?

Identifying, attracting and engaging customers has gone far beyond arbitrary segmentation and the personalization of email subject headings. Now it's about demonstrating an understanding of each individual customer and manifesting this in every customer engagement. Crucially, it's about making each and every experience personal to your customers. And it's about doing this at an unprecedented scale. Inventive Shopping delivers this competitive advantage, optimizing the ways in which you engage and support individual customers.

This means moving from simplistic campaign automation, to embracing new technologies, like AI, to augment human engagement. It means creating new reciprocal value exchanges to earn the right to hold customers data, while leveraging new marketing technology solutions, customer data platforms and analytics.

NEW WAYS TO SHOP

How will you reposition and redefine the future shopping journey across physical, digital and third party spaces?

What does this mean for your future strategic capability needs for store experiences, digital commerce and emerging channels?

What will it mean for the role of your stores and the people who work in them? How will it affect the way customers feel about visiting your physical and digital spaces?

It's time to get customers off the sofa, away from your competition and back to your brand, where you can enjoy real, truly personalized experiences together. Fast evolving technology has commoditized the shopping experience in many physical stores and e-commerce sites, exposing customers to entirely new ways of researching, browsing and buying. Inventive Shopping helps you explore, design and launch new shopping experiences to reposition the value that stores, whether physical or digital, provide to customers. And it gives them more reasons to shop with you in those stores.

NEW WAYS TO BUILD LOYALTY

How will you keep customers coming back, through more holistic and sustainable human loyalty experiences, which go beyond traditional schemes?

What does this mean for your future strategic capability, needed for CRM, offer management, customer data and how loyalty will manifest in experiences across channels?

How will you empower your people to create empathy with your customers, to build the foundations for true loyalty?

It's never been more important to keep customers coming back, but it's never been easier to lose them. Current loyalty schemes are broken and introducing yet another loyalty program won't fix this. To create true loyalty, loyalty must become a north star for the entire customer proposition, not just an add-on marketing program. Inventive Shopping helps you imagine, test and deliver new experiences and services, creating loyalty as an outcome, rather than as just another mechanic.

Ultimately, loyalty will be achieved as an outcome of the truly personalized experience your customers have, engaging and interacting with your empathetic brand.

THINK, INNOVATE AND BEHAVE DIFFERENTLY

INVENTIVE SHOPPING is how we enable you to create new ways of shopping, new methods of engagement and new loyalty models by thinking, innovating and behaving in new and thoughtful ways.

Purpose built, and delivered at scale, it helps you navigate complex market dynamics and ever-evolving customer behaviors. It offers you creative solutions built at the intersection of innovation strategy, service design, consulting, data and technology, helping you identify real issues, build solutions and deploy them at scale.

We can help you identify and understand unsatisfied customer needs, test and build solutions, then deploy those solutions at scale, using the right technologies and people.

INNOVATION STRATEGY & PROPOSITION:

We drive innovation and help you develop propositions that solve real customer needs and real commercial outcomes, leveraging new, emerging technologies to make them happen. At scale. We generate propositions that stand out in the market. We identify capability and operational considerations early, to ensure they become a reality. And we help build the right business cases to ensure commercial viability and longevity.
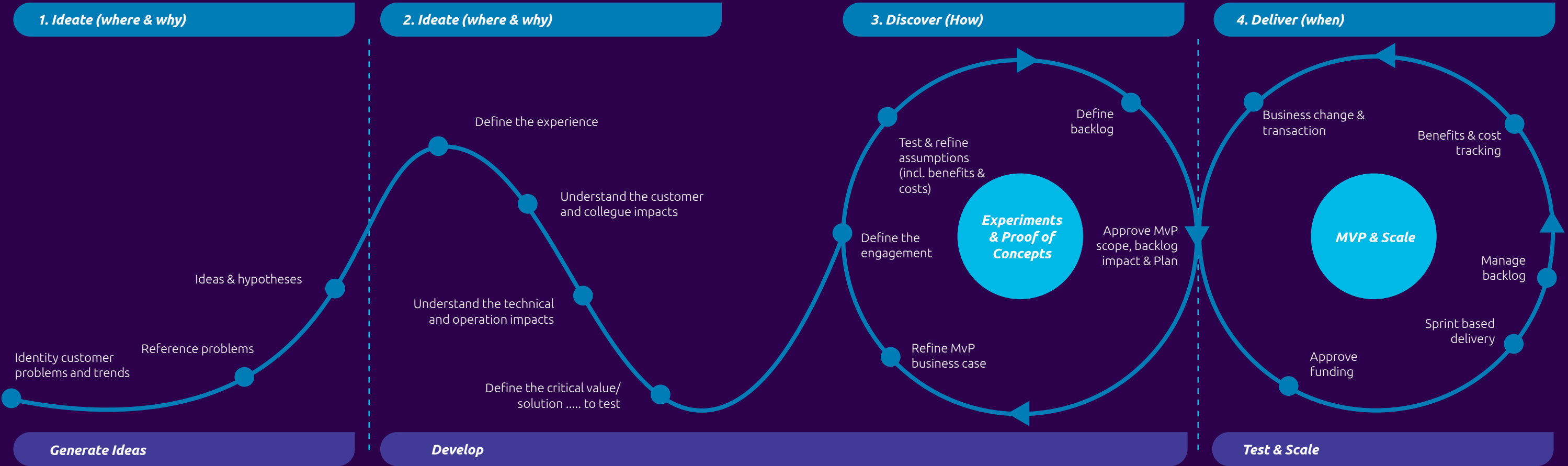
CUSTOMER EXPERIENCE DESIGN:

We orchestrate human centered design, rapid prototyping and customer testing to build MVPs and drive speed to market, always mindful of scalability. We help design the right experience and service, underpinned by the right tech stack, understanding individual operational impacts. We help create the right business and operating models to deliver and sustain relevant, personalized experiences.

SCALING THROUGH DIGITAL & DATA:

We create agile solutions that deliver the commerce, data, CRM, digital marketing and in-store digital capabilities essential to scaling propositions that provide new ways to engage, shop and build loyalty. We help create the optimum ecosystem of strategic partners, from emerging start-ups to proven enterprise technology players. And we help design and build the right customer and data focused platforms that deliver change, enabling retailers to deliver compelling, personalized customer experiences. All without forgetting that retailing is fundamentally a human endeavor, making the transformation journey for both customers and employees as important as the technology journey itself.

INVENTIVE SHOPPING helps you to define, design, build, test and scale your propositions and experiences:

1. Ideate (where & why)

2. Ideate (where & why)

3. Discover (How)

4. Deliver (when)

Identity customer problems and trends

Reference problems

Ideas & hypotheses

Define the experience

Understand the customer and colleague impacts

Understand the technical and operation impacts

Define the critical value/ solution ..... to test

Test & refine assumptions (incl. benefits & costs)

Define backlog

Define the engagement

Experiments & Proof of Concepts

Approve MvP scope, backlog impact & Plan

Refine MvP business case

Business change & transaction

Benefits & cost tracking

MVP & Scale

Manage backlog

Sprint based delivery

Approve funding

Generate Ideas

Develop

Test & Scale

WHY INVENTIVE SHOPPING?

We reimagine the business of shopping, while always engaging and retaining loyal customers

INVENTIVE SHOPPING is how we enable you to design and evolve new customer platforms, technologies and capabilities. In turn, these empower you to achieve agile transformations by delivering and consistently evolving new, highly personalized strategies, propositions and experiences. At scale.

In a disruptive retail world that's ever more global, and ever more connected, INVENTIVE SHOPPING helps brands rethink their businesses, driving revenue growth through intelligent customer empathy.

Capgemini Invent is purpose-built to guide retailers as they master seismic market shifts and tech-triggered trends.

Our team of retail experts works with you to create a digital vision and a transformation road map. We equip you to start projects today that ladder up to long-term strategic goals.

We know from experience how to optimize retail operations across the value chain. We employ proven methodologies to adjust the levers of platforms, applications, processes, change, leadership, talent, and culture.

We also leverage the world class expertise of the Capgemini Research Institute, the Capgemini Customer Experience Center and The Smart Digital Store.

Our strong experience and expertise across Consumer Products and Retail comes to life with the following specific offers:

- Differentiated Digital
- Customer Experience
- Future Proof Physical Stores
- Analytics and Insight
- Consumer-Centric Supply Chain
- Digital Consumers
- Integrated E-Tail
- Consumer & Shopper Insight

REAL IN-STORE SUCCESS STORIES

US COFFEE CHAIN

A major American coffee chain, challenged by stagnating yearly growth in existing store sales, sought innovative ways to grow incremental revenues.

Our challenge was to enable data driven promotions to drive individual behavior and secure an increased share of wallet, while driving environmentally friendly practices.

We were engaged to develop a modern data and analytics infrastructure and capabilities to quickly inform high-impact marketing decisions, improve marketing effectiveness, and drive better customer engagement.

Established analytics and measurement frameworks for marketing activities delivered a 300% increase in net incremental revenue. Optimized speed to insight reduced processing time from 24+ hours to 55 minutes, a reduction of 96%+. We provided insights to guide the corporate marketing strategy and maximize ROMI. We enabled ongoing analytics and measurement services for marketing and loyalty programs across channels and a range of campaigns. We also helped to reduce mass marketing spending by enabling personalized marketing to the right customers.

SEB

SEB is a leading Nordic financial services group, founded in 1856. It is guided by the strong belief that entrepreneurial minds and innovative companies are key in creating a better world.

Our challenge has been to implement a relationship marketing strategy based on client data on an international scale.

Our approach has been to define the parameters for profit generation and quantify them, while consolidating target use cases. We analyzed the current architecture and proposed a target architecture to meet the transformation challenges. Then we developed different organizational scenarios in collaboration with key stakeholders and designed an implementation roadmap to be delivered in waves. We also helped to build a powerful marketing automation tool and to launch an innovative customer experience.

- 31 countries included in profit quantification model
- 11 countries evaluated for implementation roadmap
- 3 organizational scenarios developed

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About Capgemini Invent

As the digital innovation, consulting and transformation brand of the Capgemini Group, Capgemini Invent helps CxOs envision and build what's next for their organizations. Located in more than 30 offices and 25 creative studios around the world, its 7,000+ strong team combines strategy, technology, data science and creative design with deep industry expertise and insights, to develop new digital solutions and business models of the future.

Capgemini Invent is an integral part of Capgemini, a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

Visit us at

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People matter, results count.

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