

All Channel Experience (ACE): Retail Clienteling



SWIFT AND AGILE
response to market demand for
CLOUD COMPUTING



Are you listening to the customer's voice?

Pervasive computing, enabled by smart mobile devices has brought about a paradigm shift in the sphere of customer connect. Interaction between businesses and customers over social networks is more public than most other channels. To survive in a competitive marketplace dominated by social opinion, businesses should listen and act accordingly. However, many businesses are still not actively listening. Being disconnected from your customers' voices prevents appropriate actions and responses to their needs. If your business is not listening to customer talk, it is a potential indication that you don't value their opinions and points of view.

In addition, businesses need to ensure consistent and superior customer service — which is frequently the factor that influences customer purchase decisions and is vital to the establishment of customer loyalty. However, empowering customer-facing employees with actionable intelligence is highly challenging.

Innovate to Counter the Challenges

To effectively overcome these retail challenges, businesses should ideally adopt innovative solutions and means to reach and understand customers.

These could involve:

- Supporting the sales representative for in-store sales activity by providing handheld mobile tablet computers and real-time data for the sales process, and better integration of sales and pricing data.
- Perfecting the sales pitch, as a seamless presentation makes for a pitch that is engaging, professional and ultimately, more successful.
- Sharing information on best practices to help identify what is selling better in the field and perform pitch book tracking to identify selling patterns.

Retail Clienteling: Personalized Buying Experience for Your Customers

Clienteling is an iPad-based capability specifically designed to manage personal customer engagement in a way that drives traffic to retail outlets, helps store associates sell more and provides an exceptional in-store shopping experience, encouraging customers to come back for more. This application empowers your sales executives to provide exceptional customer service and an extraordinary shopping experience. It helps you build closer customer relationships and witness increased sales, improves customer retention, provides a single unified customer view and empowers store employees to provide personal service to customers.

The Power of Retail Clienteling

The mere presence of a customer in the vicinity of the store can trigger the Clienteling application to establish a connection. It can then intelligently send recommendations and offers suiting predefined parameters. These parameters are driven by the purchase pattern, social activity and web activity of a customer.

Powered by Salesforce.com, Clienteling has the advantage of a Customer Relationship Management (CRM), allowing it to effectively maintain customer profiles and customer-related activities. A host of other features such as shopping cart, real-time analytics and customer complaints makes Clienteling a complete package that endorses improvised marketing techniques. Not just a foot-fall booster, Retail Clienteling is a complete customer engagement solution for Retail.

How It Works

The Clienteling iPad app (CA) extracts all the master data from the backend of the ACE Retail App. It siphons out information such as account details (customer details), contacts, products, store associate's tasks, events, customer's Facebook posts and Twitter posts.

The Clienteling app provides a single unified view of customer details, which allows the store associate to access customer profiles, the virtual closet, purchase history, recommendations, and social media profiles in an integrated way. The CA also provides store operation details such as plan-o-grams, employee schedules, training videos, customer success stories, store associate commission, store associate tasks list and the calendar events of the store associate. The CA also has the provision to post back or tweet back to customers.

Positive Impacts of CA on Your Business

- Connect to the real pulse of your customers on mediums they frequently use
- Empower your front-line staff with information that drives sales
- Easily promote your brand
- Build loyalty by listening to your customers and tailoring their experience.

The Benefits

- The CA helps the store associate to sell more with the detailed customer information, such as purchase history, virtual closet, social media profiles, etc., available in the system.
- It improves the shopping experience and level of customer service delivered.
- It increases customer retention through real-time updates from their social media activities and continuous follow-up from the sales associate.
- It ensures continuous and more business from the same customers with increased levels of customer retention.
- CA facilitates business improvement through solid feedback from closed users.

The Three Key Features and Functions

Feature 1: Detailed Customer Information

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|---------------|---|
| What it does | <ul style="list-style-type: none"> ■ Useful customer information such as contacts, recent purchases, wishlist and recommendations are available to sales associates as a single page of information. |
| What it means | <ul style="list-style-type: none"> ■ On the basis of this detailed customer information, sales executives gain great insight on customer purchase trends, spending, likes, etc. Thus, they can easily push for additional selling opportunities and upsell and crosssell products quickly. |

Feature 2: Social Media Integration

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| What it does | <ul style="list-style-type: none"> ■ System integrates with social media such as Facebook, Twitter, etc., and pulls customers posts, likes, tweets, etc. |
| What it means | <ul style="list-style-type: none"> ■ Due to the integration with the customer's social activities, the system can perform an end-to-end analysis of their likes and taste. On the basis of the analysis, sales personnel can provide some recommendations to customers. |

Feature 3: More information to sales associates

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|---------------|---|
| What it does | <ul style="list-style-type: none"> ■ The sales executives get more details such as task and events per day or per week. |
| What it means | <ul style="list-style-type: none"> ■ The sales associates can see the tasks list and events list, once logged in. For example, they may have to follow-up with or send some recommendations to customers; in such a case, all these details will be available under their task list. |

Why Capgemini

Our blend of Cloud platforms is unique and provides the best-of-breed for social engagement and interactions in ways shoppers prefer now and in the future. Our deep retail experience at high-end luxury brands and stores gives us the background and best practice knowledge necessary to execute this offering at similar enterprises.

Rightshore®, Capgemini's global delivery model, helps you add value while using resources more effectively. Capgemini enables concrete business results through a people-centered approach to technology. The best way for us to work for you is to work with you. The Collaborative Business Experience™ helps you define the rules of the game, rather than be limited by them. From strategy development through to implementation, clients benefit from our tailored approach.

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About Capgemini

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Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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