

# Mobile2Store



**DIGITAL**  
Customer Experience

## Mobile offers that increase customer satisfaction and in-store spend

*The phenomenal growth of mobile over the past few years presents an opportunity to understand who your customers are, know their location, and drive them through your stores. Capgemini's Mobile2Store is a customer-centric mobile app that enables you to deliver offers and messages to customers based on their buying patterns and in-store behavior. This personalization results in increased customer spend with, and loyalty to, you and your brands. You can provide the seamless end-to-end experience your customers want, continually meeting their expectations.*

Today's increasingly digitally savvy consumers demand a holistic experience that they themselves control. They respond poorly to propositions pushed to them by retailers, as these often lack personalization and are delivered in a disjointed manner.

Using IBM's integrated toolkit ExperienceOne, Capgemini has created Mobile2Store. It combines a variety of current industry digital initiatives to achieve innovative, cutting-edge developments that together enable the seamless consumer experience shoppers demand. By guiding and responding to consumer behavior and choices via the app, you can provide targeted, individualized recommendations and communications, value-added services, and quick and easy payments – all in real time. Seamless navigation to third-party comparison sites is an additional option.

## Phase 2 of the customer store journey: travel to the store

Meet our **fashionable father** and **trendsetting son**



They decide to follow the hashtag



Father and son already have their favorite items stored in their wish list.



Two-way communication between app and retailer on the way to the store includes personalized and incentivized messaging.

The app is designed to place the consumer at the heart of the retail journey, from beginning to end. This level of communication and integration with the consumer drives loyalty and spending across all formats, and differentiates you from the competition.

### Retailers and consumers want seamless customer journeys

As a retailer, you need to place consumers first, actively and consistently. This means giving your consumers the freedom to shape their journey as they wish by offering the right information and opportunities at each stage of the journey and then helping them to take the actions they want. Mobile devices, which customers always have to hand, are an ideal medium for doing all this.

Until now, though, retailers have only been able to use mobile technologies in a disjointed way. For example, you might push a message to a customer offering a 30% saving if they arrive at a store within a certain timeframe. However, without personalization the offer is as likely to annoy as excite, and without any preamble or follow-up there is no sense of ongoing engagement.

A major reason for this fragmented approach is that until recently there hasn't been a suitable platform for integrating all mobile interactions.

### Mobile2Store makes seamless journeys achievable

Capgemini has taken advantage of an integrated technology toolkit from IBM to create an innovative, end-to-end, customer-centric solution that can adapt to all types of retail businesses, from fashion to grocery.

Using the Mobile2Store solution, you can deliver the customer experience that consumers want via a single app that accompanies and guides them through an entire journey from pre-shop to post-shop.



**Mobile2Store** was initially developed around two personas and their shopping trip. Recognizing the growing importance of men's fashion and grooming, we created personas who were fashion-conscious, modern and time-poor: an engaged parent with an equally engaged, and digitally native, son. Here we show the second phase of the five-phase customer store journey to illustrate our approach.



Using the Mobile2Store solution, you can deliver the customer experience that consumers want via a single app that accompanies and guides them through an entire journey from pre-shop to post-shop.

At each stage, customers receive offers and information that are closely tailored to their needs and preferences, plus value-added services such as streaming of latest catalogs. All these are provided in real time. An additional benefit is that you can integrate the app with third-party comparison sites, enabling heightened consumer transparency and navigational ease.

Real-time data analytics ensure you can tailor all offers to suit an individual consumer. Personalization is based on their previous choices, and on fine-grained segmentation taking into account demographics, geography, lifestyle and so on. Each interaction via the app provides additional customer information enabling enhanced targeting in the future.

The solution can be extended to allow customers to self-scan products in store on their own device (instead of on store-provided devices like those offered in Waitrose and Tesco). You can enable customers to pay on their phone rather than at a till, perhaps using contactless for smaller transactions and PayPal for larger ones.

### Integrated technology from IBM is key

Key to providing an end-to-end solution is IBM's unified toolkit. This toolkit seamlessly integrates all the essential components, such as push and pull messaging, and customer and product databases.

Two elements from the IBM ExperienceOne family are fundamental:

- Mobile Customer Engagement (formerly known as Xtify) offers campaign management and marketer front ends or APIs for mobile customer messaging (apps and websites); it provides Mobile2Store with functionality such as geolocation and push notifications.
- IBM Campaign and Leads (formerly Unica), together with Mobile Customer Engagement, forms the basis for outbound marketing interactions.

By using the same ExperienceOne tools in the back end, it's easy to ensure that product data is identical on the website, in the mobile app, in social media advertising, and so on – and that all channels have the same look and feel. IBM MobileFirst Platform Foundation (formerly Worklight) enables software to be developed once and deployed across many different mobile devices and operating systems without recoding or retesting.

## Consistency benefits everyone

With Mobile2Store, you can offer customers the seamless experience that they demand. Consistent branding and personalization fosters loyalty and engagement, leading to an enhanced customer experience that benefits everyone.

For example, you, the retailer, can:

- Automatically push personalized marketing messages to customers who are in or near a store to maintain engagement
- Improve the flow of customers through stores
- Ensure visibility of store employees, enhancing the customer journey
- Offer ease of payment – through everything from notifications of which till to use to contactless, mobile payment
- Offer the opportunity to browse and buy additional services
- Integrate mobile with existing customer-facing activities: for example, include the mobile channel in loyalty programs

Shoppers can:

- Enjoy a seamless journey from their home to the store and beyond
- Get the offers and information that they want so they don't miss out when they're in or near a store
- Feel in control of their experience, rather than controlled by it

## Get ahead of the game

We believe we have an unbeatable combination in Capgemini's global retail expertise combined with IBM's integrated, advanced toolkit. Talk to us today about how to use Mobile2Store to reinforce your own competitive advantage.

To find out more please contact:

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