

Omni-Channel Agility – Maximizing Customer Service & Profitability



Jim Barnes
CEO



Tami Mohny
EVP, Marketing, eCommerce
and Human Resources



This session is developed, produced and sponsored by



**NRF[®]2020
VISION**

RETAIL'S BIG SHOW

EXHIBITOR BIG IDEAS

#NRF2020

Customer Service

Golden Rule – do unto your customers as you want to be treated when you're the customer....

But is it really that simple?

Customer Service is Imperative

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

Warren Buffett



Consumers are not Tolerant

71%

of consumers have stopped buying from a company because of poor customer service

7
times

Many (perhaps most) companies focus more on customer acquisition than retention, even though it's around 7x more expensive

The Essence of Anytime / Anywhere Retailing



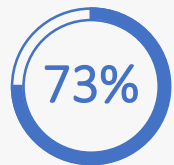
Where Demand is
Generated and
Where it is Fulfilled
Are Now
Physically Disconnected!

Customer Experience Drives Revenue

A good customer experience means your customers spend more, with:



of consumers are willing to pay more for a great customer experience



of consumers point to customer experience as an important factor in purchasing decisions



of consumers find a positive experience with a brand to be more influential than great advertising

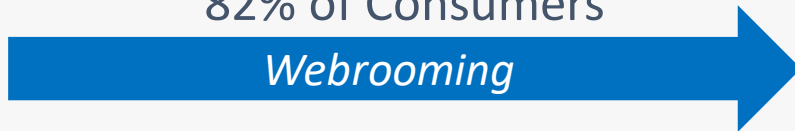
Shopping Journeys Vary

Research



82% of Consumers

Webrooming



Buy



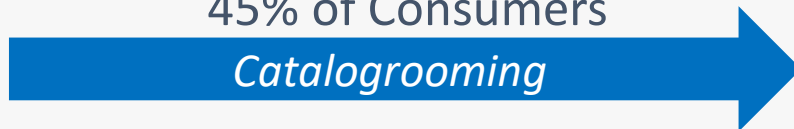
56% of Consumers

Showrooming



45% of Consumers

Catalogrooming



Source: BRP 2019 Consumer Survey

Customer Journey



Awareness



- Target marketing and consistent brand messages across all mediums and touch points builds brand awareness
- Influencers can make or break a brand
- Brands need to create a "value" in customers minds

Research

Activities consumers perform online before visiting a store:

- 62% Compare prices
- 53% Build a shopping list
- 52% Look for offers/coupons
- 44% Check consumer reviews/ratings
- 40% Look up product information



Shop

Percent of consumers that would choose to shop at a store that offers the following service over one that doesn't:

- 68% - Personalized rewards based on customer loyalty
- 68% - Personalized promotions and discounts
- 50% - Product recommendations based on my previous purchases
- 45% - Product recommendations based on my profile preferences



Buy

Percent of consumers that would choose to shop at a store that offers the following service over one that doesn't:

- 44% - Ability to pay via wallet or credit card on retailer's mobile app
- 55% - Self-checkout
- 68% - Ability of store associates to order out of stock products



Fulfill



Percent of consumers that would choose to shop at a store that offers the following service over one that doesn't:

- 85% - Free delivery
- 68% - Buy anywhere, ship anywhere
- 68% - Buy online, pick up in store
- 66% - Same day delivery

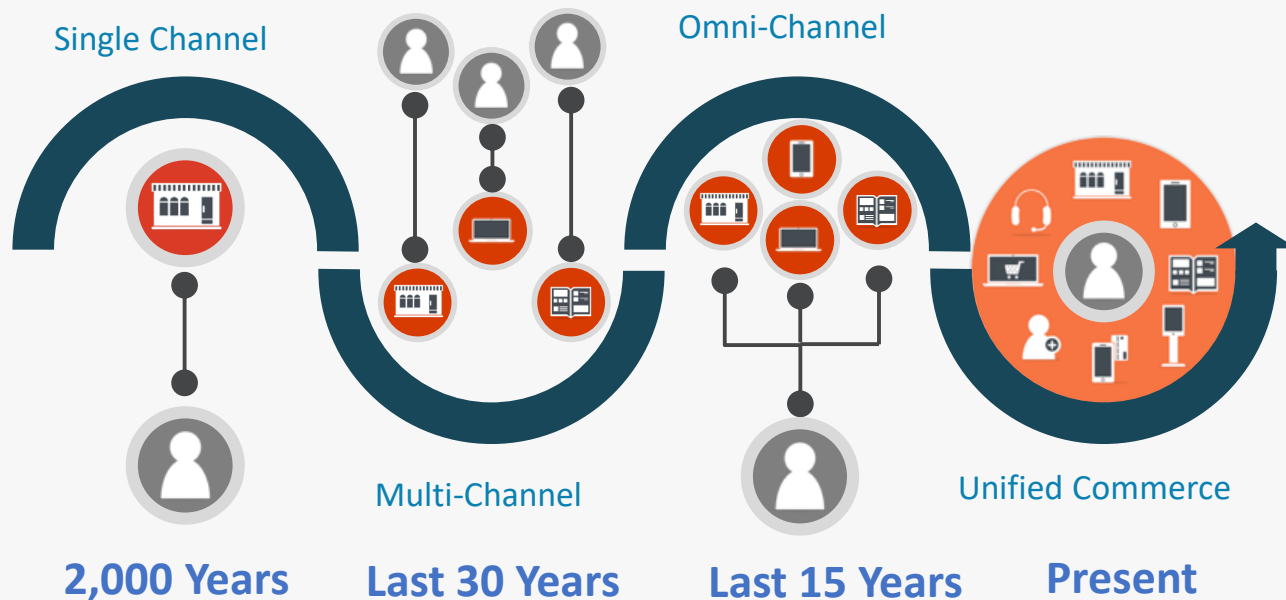
Service



- Multi Faceted
 - Online
 - Phone
 - BOTS
 - Auto Agents
- Fast access to all information
- Customer focused and driven
 - Customers can answer their own questions
 - Sales and service associates can access all order info

Unified Commerce

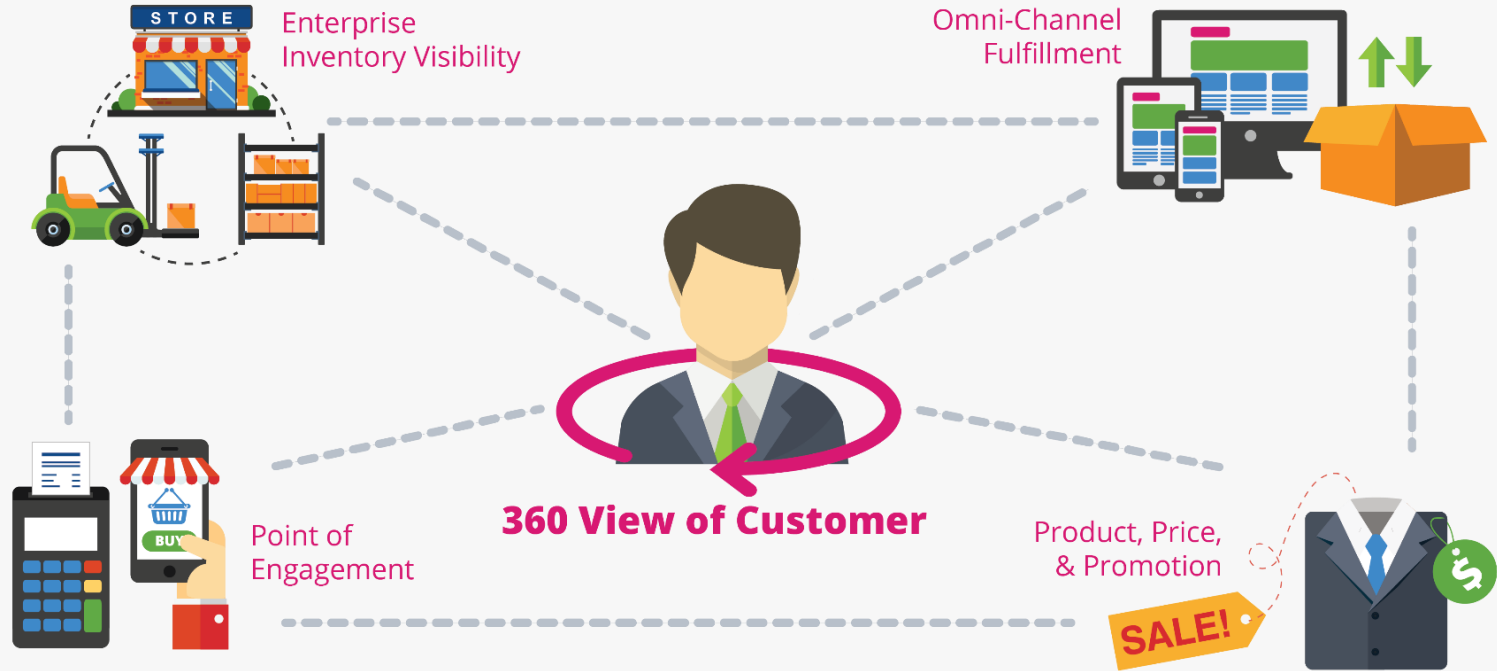
Commerce is Rapidly Changing....



Unifying Physical and Digital



A 360-Degree View of the Customer is Essential



CAPTURES ORDERS FROM
ANY DEMAND SOURCE

ORCHESTRATES ORDERS

FULFILLS FROM ANY
INVENTORY SOURCE



Levers to Satisfy Customer Demands



Personalization



Customer Service



Inventory



Unified Commerce

Post-Transaction Customer-Centric Activity

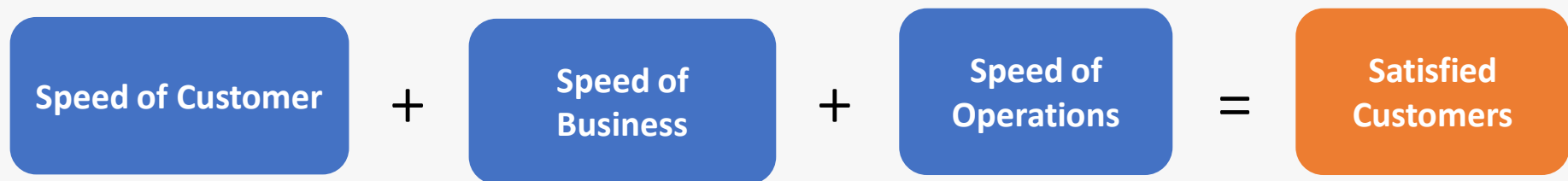
- Returns/Appeasement/Issue Resolution
 - Should be as seamless as the purchase process
- Carrying Brand Throughout Process
- Opportunities to personalize aren't limited to in store and online, the fulfillment center also holds opportunity to deliver seamless customer experiences.
- Marketing/CRM
 - Continuing communication with the customer
 - Survey, offer, works well with, in-store event notifications

Key Takeaways

- Shoppers don't see channels; they have experiences
- Customers want to buy wherever and whenever, however they want to have a consistent experience
- Retailers need to know when the customer wants choice or expects the retailer to do the work
- You can't be customer-centric if you don't know your customer!



Physical and Digital Success is Based Upon



Building Experiences for Life

Questions?



Jim Barnes

CEO

jbarnes@envistacorp.com



Tami Mohnhey

EVP, Marketing, eCommerce
and Human Resources



This Exhibitor Big Ideas session is
developed, produced and sponsored by



We want to hear from you!

Rate this Exhibitor Big Ideas session in the mobile app so our sponsors can continue to improve on their programming.

1. Log into the Mobile App
2. Click on 'Rate Sessions' tile or select 'Feedback' in the session information
3. Select your rating and submit

