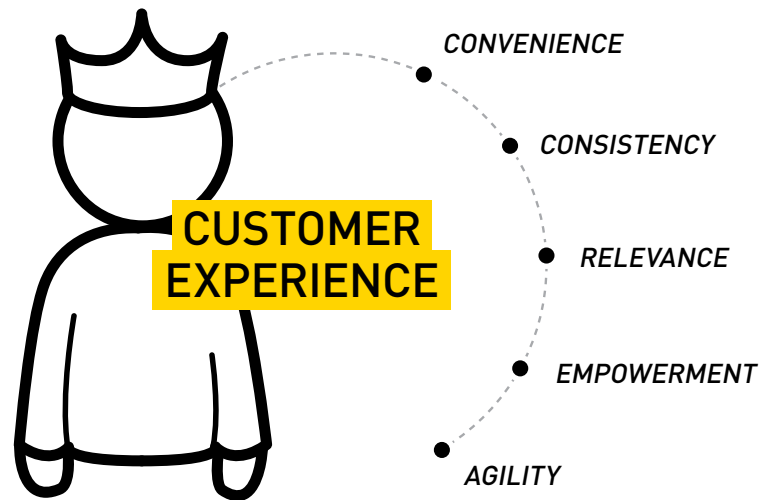


What Defines a Good Omni-Channel Customer Experience?



The Five Key Factors to a Winning Omni-Channel Customer Experience



1 CONVENIENCE

Today's consumers are time-strapped, and this means that convenience is not just a benefit—it is a central principle of a strong customer experience.

71%

of consumers expect to view in-store inventory online²

50%

expect to be able to buy online and pick up in-store.²

However, only a third of retailers have operationalized even the basics such as store pickup, cross-channel inventory visibility, and store based fulfillment.²



2 CONSISTENCY

Consistency is vital when building a true omni-channel business, but it is also indispensable to create experiences based on a unified brand presence that consumers can trust.

51%

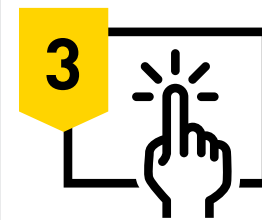
of customers expected a retailer's product offerings to be the same across multiple channels³

57%

expected promotions to be consistent across online, offline, and social touchpoints³

69%

believed that variable pricing across multiple channels should be a thing of the past³



3 RELEVANCE

The new consumer expects interactions to be real-time, highly personalized, and tailored to buying preferences, transaction history, and user behaviors.

58%

of consumers would share details such as measurement and size with retailers⁴

49%

are comfortable with brands collecting personal data⁴

35%

approve a company sharing data with a third party in the name of creating a personalized customer experience⁴



4 EMPOWERMENT

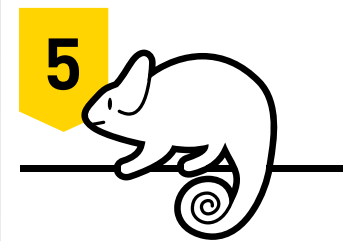
Brands that empower and inform customers to make the best purchasing decisions are creating loyal customers.

80%

of revenue for most companies comes from **20%** of their loyal customers⁵

Cross-sell and upselling to a prospect is **5%-20%**, whereas the probability with an existing customer is

60%-70%⁵



5 AGILITY

Technological acceleration now means that capturing connected customers depends on a brand's ability to take an agile approach. Businesses must adopt tools and analytics that recognize market changes and shifts in buyer behavior, as well as scalable systems that enable fast action when opportunities present themselves.

80%

of consumers say they are more likely to evaluate solutions from brands they follow on social media⁶

63%

of consumers say they have engaged with disappointing brand content, and 23% of them said they would never read that brand's content again after the experience⁶

Companies are seeing more than

63%

of customer service inquiries initiated over social channels⁷



Customer experience, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.



The importance of an amazing brand experience can turn a customer into a brand advocate.

According to an analysis by Watermark Consulting, 10-year investment returns from publicly traded customer experience leaders (measured by Forrester's Customer Experience Index) were 43%, while investments from customer experience laggards generated negative returns.¹

Powerful customer experiences are not just about maintaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey, from pre-purchase research to post-sales touches.

SOURCES:

¹The eBusiness Professional's Blueprint For Strategy In The Age Of The Customer, Forrester Research, Inc., September 12, 2014

²Customer Desires Vs. Retailer Capabilities: Minding The OmniChannel Commerce Gap, a commissioned study conducted by Forrester Consulting on behalf of Accenture and Hybris, an SAP company, January 2014

³The Future of Customer Engagement, Edge Research Reports and SAP, June 2014

⁴The Future of Customer Engagement, Edge Research Reports and SAP, June 2014

⁵<http://www.second-to-none.com/5-staggering-statistics-on-brand-loyalty/>

⁶<http://www.pardot.com/research/5-brand-engagement-stats-2014-slideshare/>

⁷<http://blogs.salesforce.com/company/2014/04/new-social-customer-engagement-stats-gp.html>

NAVIGATOR

SAP Gold Partner WWW.NBS-US.COM

- Single Global Platform for Growth
- Out-of-the box e-commerce and EDI integrations
- Out-of-the box integration to Adaptive Planning