Omni-Channel Commerce: It’s not about Channels - It’s about your Customer!

Katherine Brodie  eCommerce Manager, C. Wonder
James Horne  Managing Director, Balance Internet
Bernardine Wu  CEO, FitForCommerce
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CEO
FitForCommerce
• FitForCommerce
  • “How to grow, what I need, how/where to find/do it”
  • Team of practitioners who’ve stood in all shoes

• eCommerce Diligence™
  • Philosophy and methodology decision-making diligence
  • Selection Diligence – Business & Technical Requirements, RFP, Selection of eCommerce solutions
  • mCommerce Strategy
  • Usability & Creative Design
  • Implementation Support

• eOrganization Diligence
  • Organizational assessment, design and talent acquisition

• eCommerceKnowHow.com
  • First eCommerce knowledge base:
  • Best practices, feature evaluations, expert advice and info on 100s of features, functions and topics
  • 100s of provider and solution comparative info
Katherine Brodie
eCommerce Manager
C. Wonder
Women's clothing, shoes, jewelry, and home decor that deliver brightness to every corner of life.

Timeless designs with fresh twists, quality at astonishing value, delightful surprises.

Average price point: $39.

Founder Chris Burch, co-founder of Tory Burch

Brand and store launched Fall 2011, e-com launched Holiday 2011.

NYC metropolitan area stores. 2012 expansion to greater Philly, DC, Atlanta, Orange County and SF.

- Elbow Patch Sweater, $78
- Slim Dot Enamel Bangle, $24
Opportunity to start with all the toys:

- E-commerce, Mcommerce & Social
- Personalized dressing room experience
- AND mobile POS with email receipts
- Brand spirit - indulgent, easy, personal, warm and luxurious, rewarding, happy.
James Horne
Managing Director
Balance Internet
• Balance Internet is a web development and digital marketing company that is focused on providing services to traditional bricks and mortar retailers and established brands in the Australian and international market.

• We won Magento Asia Pacific Partner of the year in 2010, and have implemented over a dozen fully integrated Magento enterprise solutions for traditional retailers with physical store footprints in the last 12 months.

• I have 3 boys under 10 nicknamed the “Hornado”
How many are working on, planning for, worried about multi/cross/omni-channel?
Multi-Channel

Having multiple channels. They aren’t necessarily integrated.

Multi-channel customers spend 3x a single-channel customer
Cross-Channel

Starting in one channel and transacting in another.
Cross-Channel

Starting in one channel and transacting in another.

Cross-channel shopping can capture incremental sales
In Her Eyes
One Brand. **Omni-Channel.**

Many Channels. Many Touchpoints. Many Journeys.
Brand Message

- New cwonder.com introduces and reinforces brand values and mimics in-store experience
Channel Convergence

- Content slots on the grid shopping pages to tout all channels (stores, social etc) and drive brand messages
- Social channels on product pages
Surprise & Reward

• Surprises throughout the site and in your shopping experience. Swatches on PDP, OAS spots, Daily Wonder, Gift with Purchase.
Shopping Experience

- Landing pages give categories an identity & educate the customer on the breadth of assortment
- Shop by feature allows for a curated shopping experience
Customer Focused

• Quick shop
• Size, color, letter filter
• Streamlined checkout to elevate customer experience
• Wish list
• Cross-sells
Touch Points

Promotions & coupons
Store location
Online commerce
Self-scanning & self-checkout
Mobile shopping lists
Mail order
Social Commerce
Loyalty
In-store research
Payments
Offline commerce
Mobile commerce
Cycle of **Engagement**

- Customers can engage and interact with a brand via all channels and touch points.
- Providing information about availability, options for fulfillment and ease of payment across channels will drive purchase decisions and increase loyalty.
Cycle of **Spend**

- The ability to reach and captivate your customers anywhere – and leverage their key influences – can create a cycle of spend.
- Cross-channel revenue can be significant

<table>
<thead>
<tr>
<th>Store</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1B in sales</td>
<td>$100M in sales (10% of store)</td>
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Cross Channel Influence:

- Web influence of Store Sales*:
  - 5% of $1bn = $50M
  - 10% = $100M
  - 15% = $150M
  - 20% = $200M

- Store to Web (incl Endless Aisle)**:
  - 10% of $100M = $10M
  - 20% = $20M
  - 30% = $30M
  - 40% = $40M

*FitForCommerce has seen 30% at MC retailer
Forrester/Shop.org projects 41% in 2011

**FFC has seen 80% at top tier MC retailer
Merchandising

Marketing

Retail

eCommerce

Cross-Channel

• Cross-channel leadership owns/drives cross-channel growth
• CC owns the ‘single view of customer’, revenue attribution, drives CC calendar, content
• These 4 groups must be very interdependent, collaborative and aligned
• CC is its own entity; not the same thing as eCommerce but most closely related and requires same foundation as eCommerce
• CC should report into a senior exec
Can you Leapfrog?

Omni-channel businesses must evolve to succeed.

Revenue Growth / Touchpoints

Marketing and Information

1st Generation

2nd Generation

- Commerce Enabled
  - Catalog
  - Cart & check out
  - Payments
  - Fulfillment
  - Homegrown/Hosted Manual updating Scaling issues

3rd Generation

- Added Features
  - Site search
  - Promotions
  - Merchandising
  - Cross & Up Sells
  - Order Status
  - 3rd party solutions (e.g., Ratings and Reviews)
  - Basic eMarketing
  - Product-centric
  - Single-channel Limited features

4th Generation

- Optimized for online
  - Personalized experience
  - Guided navigation
  - Best-in-class cart & check out SEO friendly
  - Rich media
  - Dynamic content mgmt.
  - Web analytics
  - Customer intelligence
  - Integrated OMS
  - Integrated call center
  - Basic mobile site
  - Customer-centric
  - Merchandiser control Multi-channel foundation

5th Generation

- All Channels Enabled
  - Richly integrated
    - Marketing
    - Promotions
    - Pricing
    - CRM
    - POS
    - PIM/CMS
    - Inventory visibility
  - Cross-channel
    - Web/store/vendor fulfillment options
  - Mobile and Tablet
  - Micro-targeted content and offers by
    - Channel
    - Preference
    - Location
  - Social and Blogs
  - Search & brand optimized

Functionality / Customer Engagement

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Magento Conference
The Ecommerce Ecosystem Challenge

- Magento enterprise and mobile at the core
- Customer facing channels with direct integration
- Customised applications and extensions to deliver a USP
- Seamless eBay and mobile device integration via x.com and Magento mobile
- Client back end system integration such as ERP, POS and OMS via direct, middleware and/or x.com interface.
To reach complete cross-channel integration, systems must be integrated and key elements such as SKU data, digital assets, pricing, marketing and customer data need to be coordinated and able to be *shared across and between all channels*. Please email James Horne at james@balanceinternet.com.au for a copy of the ecosystem slide he presented at the conference. Sorry for the inconvenience.
Utilising eBay

- Complementary Channel and New Marketplace
- Clearance of “Dusty Stock” and write downs
- Centrally managed store-based stock clearance channel
- Price differentiation via bundled, configurable or variation of products
- Integrate with POS or ERP via Magento
- Trial new global markets directly and quickly

WAYS MAGENTO CAN HELP YOU:

- eBay items as new store view, new website or category page within configuration
- Magento and eBay via x.com (or m2e)
- Integrate with backend POS or ERP via Magento as an OMS
- Custom eBay store and design – brand or new white label
Mobile and Tablet Templates

- 4 options – iPhone, iPad, android mobile and android tablet
- Over 25% of the traffic for our retailers
- Vary the user experience due to mobile customer behaviour
- Tablet use in-store as sales aid
- Product Video in-store via mobile/tablet and reusable QR code.

WAYS MAGENTO CAN HELP YOU:

- Out of the box offering – User agent ID, theme exceptions
- Tablet used in-store to increase sales conversion
- Single point of master data via ERP/POS.
Mobile Templates in Play

Cleanskins.com
Godfreys.com.au
Clicks and Mortar

- Store locator system for ROPO
- Product finder or assistant
- Online or in-store inventory availability
- Pickup in-store, online delivery or dropship
- Lead generation to store for high AOV.

Ways Magento can help you:

- Custom configurations and modules for physical stores
- Extensions and modules via Magento Connect
- Multi-store configuration within one instance
Omni Channel Play in Action

BOC eBay Store
- Clearance
- Sale

BOC Agency
- Physical store
The Extra Mile
Pick-up/Return Locally
Summary

- Omni-Channel is the **eye of the customer**, be ready to engage her
- Many **touchpoints** with her that convey a consistent brand and experience
- **Cross-Channel sales** can be significant
- Omni/Cross-Channel may need dedicated **ownership**
- Key **technologies and operations** need to be supportive and aligned in the ecosystem
- Think how you can go the **extra mile**
Q&A

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Thank You