

# Follow the Customer.

How to build a connected and customer-centric platform  
for your omnichannel experience.



Focus: Product Information Management



# A great omnichannel experience starts and ends with the customer.

It learns from customers and understands what they want. It has a consistent look, feel, and language everywhere they shop. It's also profitable. Omnichannel consumers who shop through four or more channels spend nine percent more than those who use only one.<sup>1</sup>

But a great omnichannel experience isn't easy to create. Today's proliferation of touchpoints makes managing customer relationships more complex. To get it right, you have to work with multiple advanced

technologies and figure out how to put them together. It can take a long time—and it can be very expensive. But there is another way.

Using Magento Commerce as a foundation, you can quickly build a connected omnichannel experience for all your customers. **This eBook introduces the essential features that power this experience and describes what they can do for you and your customers.**

**Omnichannel consumers who shop through four or more channels spend**



**than those who use only one.<sup>1</sup>**

<sup>1</sup> HBR, 2017.



## WHAT A GREAT OMNICHANNEL EXPERIENCE LOOKS LIKE

An omnichannel experience follows your customers wherever they go. It doesn't feel like a series of stops but rather like a continuous journey. It's personal but not intrusive, and it fits into customers' lives.

### **Mobile**

Customers use your mobile app to engage with your brand whenever and wherever works best for them.

### **Contextually relevant**

Customers easily find what they need to know, whether they're shopping online or in your store.

### **Personalized**

Customers get only the emails and offers they really want to receive.

### **Transparent**

Customers can always see what's happening with their orders, shipments, and returns.

### **Responsive**

Issues get fixed fast, whether customers are reporting a damaged product or making a report.

### **Flexible**

No matter where they shop, customers can choose between many options for payment, shipping, and delivery.



# Why delivering a great omnichannel experience is so hard.

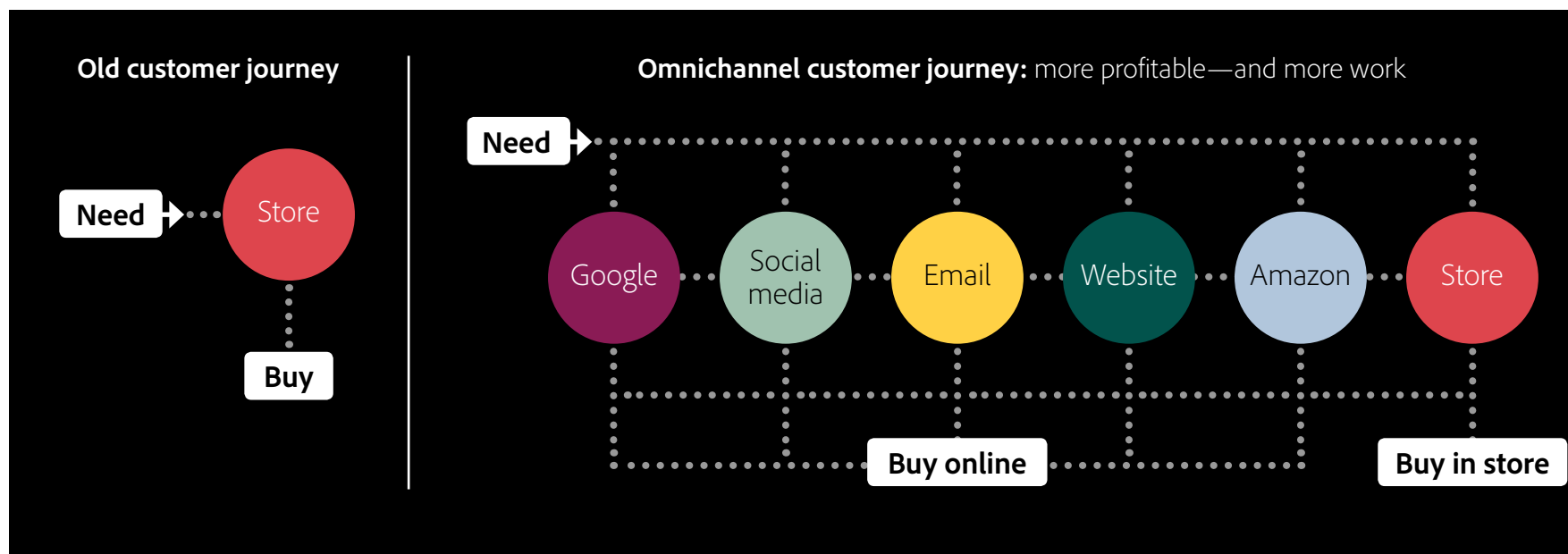
The omnichannel journey is complex and nonlinear. Customers may shop online and then visit your store. They may buy online, pick up their order at the store, and buy more products when they check out. Or they may follow your brand on social media but not buy anything at all. Capturing all of this behavioral data is a challenge—and analyzing it is another.

Additionally, omnichannel commerce is typically powered by a collection of standalone platforms that don't talk to each other. This makes it very easy

for the customer experience to become fragmented. Retail sales reps may not know what customers are doing online. Email marketers may not see customer data. And everyone may be frustrated by inconsistent product descriptions and a lack of real-time delivery data.

In other words, a great omnichannel experience usually means a large-scale systems integration project.

**Unless you start with Magento.**



# Magento can connect all your channels for one cohesive experience.

Magento Commerce connects all the channels that make up your customer experience. It automates commerce workflows, captures real-time customer data, and works seamlessly with technologies built by our partners.

## **Cross-channel experience management**

You deliver a more cohesive customer experience by bridging the gap between your digital and physical stores. This means that retail sales reps can provide more personalized service, and customers can use their mobile apps to get help in store or take advantage of in-store returns. [Learn more >](#)

## **Product information management**

Instead of multiple spreadsheets or small data marts, you have one source of product data for all your touchpoints. Customers get the right information no matter where they shop. [Learn more >](#)

## **Delivery experience management**

You and your customers can see what's happening right now with shipments and deliveries. And you can fix delivery problems fast. [Learn more >](#)

## **Personalized email marketing**

Instead of email blasts, you can send precision communications based on customer interests and actions. Personalized email can convert twice as well as "normal" email. [Learn more >](#)

## **One-to-one loyalty incentives**

You can create targeted offers based on each individual customer's likes and dislikes. [Learn more >](#)

## **Flexible payments**

Flexible payment schedules give customers extra time to pay. And when customers pay on their terms, they usually buy more. [Learn more >](#)

## **Intelligent fulfillment**

Magento Order Management automates fulfillment across channels for faster delivery and lower costs.

[Learn more >](#)

# How you win.

The benefits of using Magento Commerce with partner technologies.



## **Reduce time to market.**

You can cut systems selection and integration time in half.



## **Dramatically improve all aspects of the customer experience.**

Every phase of the customer experience, from research through delivery, gets better and more personalized.



## **Grow revenues and margins.**

A personalized customer experience boosts revenues and improves retention while reducing customer acquisition costs.



## **Improve efficiency and reduce costs.**

Automation spanning the entire customer journey makes your commerce operation more efficient and less expensive to run.



# Essential omnichannel feature: product information management

Improve conversions with product information  
tailored for every channel.

Product information  
management solutions create  
standardized and enriched  
product data to keep your  
customers satisfied and more  
likely to buy.

The omnichannel commerce experience begins and ends with the product experience. It's why your customers buy—and why they keep coming back. The product information in your catalogs, stores, and website is how customers find and learn about your products. And the richer and more accurate it is, the more likely your customers are to buy and be satisfied.

How can you make sure your product information is just right for every channel you sell in? Product information management (PIM) solutions create standardized and enriched product data and contextualize it for all your physical, digital, and cross-border channels.

# Poor and incomplete product information leads to costly returns.

If your customer doesn't understand what your product does or how it's used when they buy it, they're much more likely to return it. And returns are bad for business. More than 20 percent of eCommerce returns can be traced to products that didn't match the description.<sup>2</sup> And up to 33 percent of shoppers have kept unwanted items because returns are a hassle.<sup>3</sup>

Even worse, 80 percent of customers won't buy from a retailer again after an inconvenient product return experience.<sup>4</sup> While an easy return policy can mitigate the damage, it's better to prevent returns in the first place with complete and accurate product information.



**of eCommerce returns are for products that didn't match the description.<sup>2</sup>**



**of customers won't buy from a retailer again after an inconvenient product return experience.<sup>4</sup>**

<sup>2</sup>ReadyCloud, 2018. <sup>3</sup>Narvar Consumer Report, June 2017. <sup>4</sup>ReadyCloud, 2018.



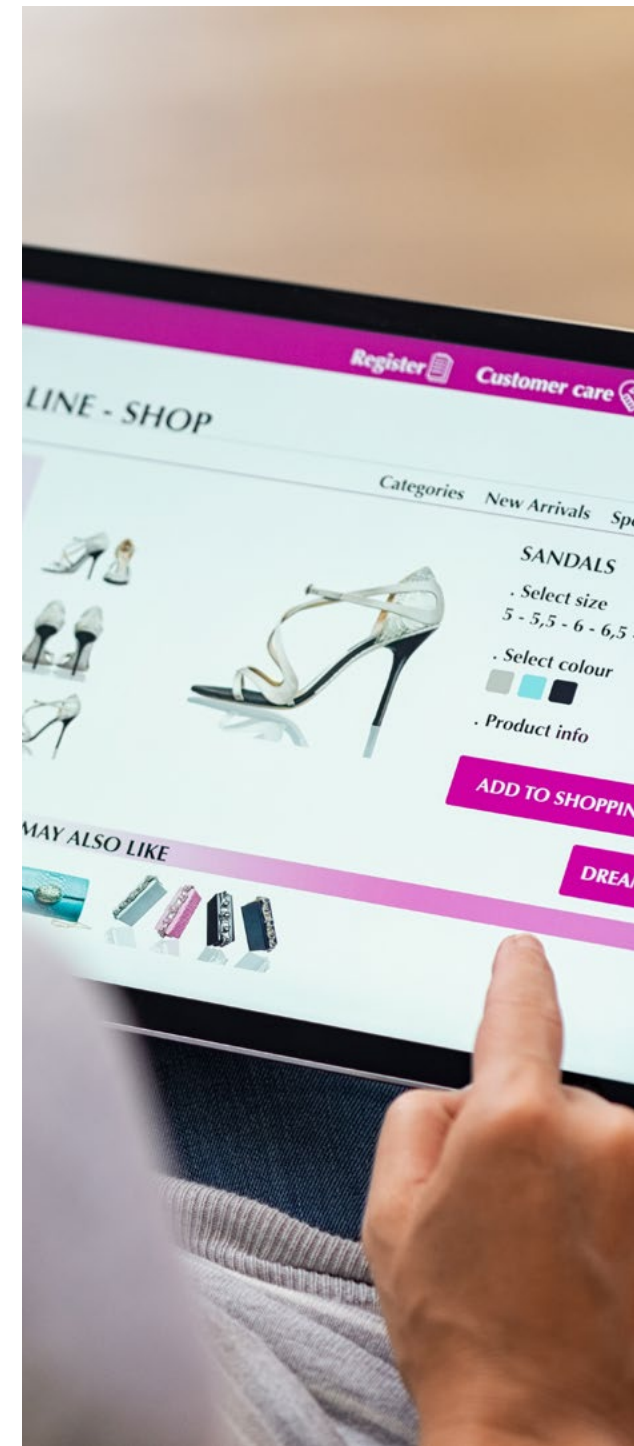
## Magento & Akeneo:

A great product experience delivered by more efficient operating costs.

With Magento and Akeneo, you keep all your product information in one place and get the right information to the right customers. Magento lets you create beautiful online product displays. And Akeneo supplies the product information, which can be tailored for different channels, locales, and storefronts.

With Akeneo, you have one master product catalog for your marketing and eCommerce teams to work with. Using the flexibility and efficiency of Akeneo, marketers can quickly structure, enrich, and provide the appropriate product information and images in context for eCommerce, paper catalogs, points of sale, mobile commerce, marketplaces, and more.

Keep all your product information in one place and get the right information—tailored for different channels, locales, and storefronts—to the right customers.



# Magento & Akeneo:

## How you win.

**Improve  
conversion rates.**

CONVERSION RATES

**↑ 400%**

The better your product information, the more often your customers will buy. PIM can easily increase conversion rates by 400 percent.<sup>5</sup>

**Minimize returns.**

RETURNS

**↓ 40%**

When customers get accurate information about products, returns go way down. PIM can cut returns by 40 percent or more.<sup>5</sup>

**Increase efficiency  
and productivity.**

PRODUCTIVITY

**↑ 50%**

Without PIM, your team may spend hours each week maintaining multiple copies of the same product data. A single product catalog is a lot more efficient. It can boost team productivity by 50 percent or more.<sup>5</sup>

Learn more about [product information management](#) >

<sup>5</sup> Akeneo customer statistics.

## Customer Spotlight

## Putting their best foot forward with product information management (PIM)

**Europe's largest luxury shoe retailer is providing better product information for more channels in a lot less time.**

# Kurt Geiger

**Company:** Kurt Geiger

**Industry:** Luxury shoe retailer

**Omnichannel solutions:**

Magento Commerce, Akeneo PIM

[Read the full-length case study >](#)

### THE CHALLENGE:

**700,000 SKUs, 20 partners, and one internal PIM**

Kurt Geiger relied on an internal PIM system to get product information and updates to 21 web stores and roughly 20 retail partners each day. But it wasn't a perfect fit. Challenges included:

- They couldn't make mass updates when product names, descriptions, or other information changed.
- Seasonal changes to product information were hard for them to manage, because they had to make updates one product at a time.
- Adding new channels and product lines to their internal system was time-consuming and required custom development.

### THE SOLUTION:

**Magento Commerce and Akeneo PIM**

Kurt Geiger chose the Akeneo PIM platform and integrated it with their Magento Commerce platform. Now they can provide enriched product information to all their retail partners in much less time.



## Customer Spotlight

Kurt Geiger (*continued*)

### Business benefits: more, better, faster

With Magento Commerce and Akeneo PIM, Kurt Geiger can deliver consistent and accurate product information across all their channels. They also benefit from:

- **Increased productivity**—Because Akeneo is easier to use and allows “mass” updates, it’s faster and simpler to make changes affecting hundreds of products, and to find and enrich all kinds of product information.
- **Faster growth**—Akeneo’s ease of use and integration with Magento Commerce make adding new products and new sales channels a lot faster. For example, when Kurt Geiger started designing and selling children’s shoes, a large volume of new products, SKUs, and related product data had to be added quickly.
- **Better management of seasonal changes**—As a luxury retailer, Kurt Geiger has seasonal product launches and recurring events like Black Friday and Christmas. During these periods, product information changes a lot in a short window of time. With Akeneo PIM, they can make these changes faster and more accurately across channels.

## Kurt Geiger

“We share our product data with about 20 partners on a daily basis, and we wanted something efficient and easy to use. We put all of our available product data into Akeneo, enriched it, and were able to share more product data with our partners. Our productivity has increased dramatically: tasks that used to take a day to complete are now reduced to a couple of hours.”

[Read the full story >](#)



## ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider

to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions.

More information can be found at

[www.magento.com](https://www.magento.com)