Magento®
An Adobe Company | SHOPGATE

# Follow the Customer.

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

**Focus: Creating a Connected Experience**

# 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.[1]

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.**

[1] HBR, 2017.

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## 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.

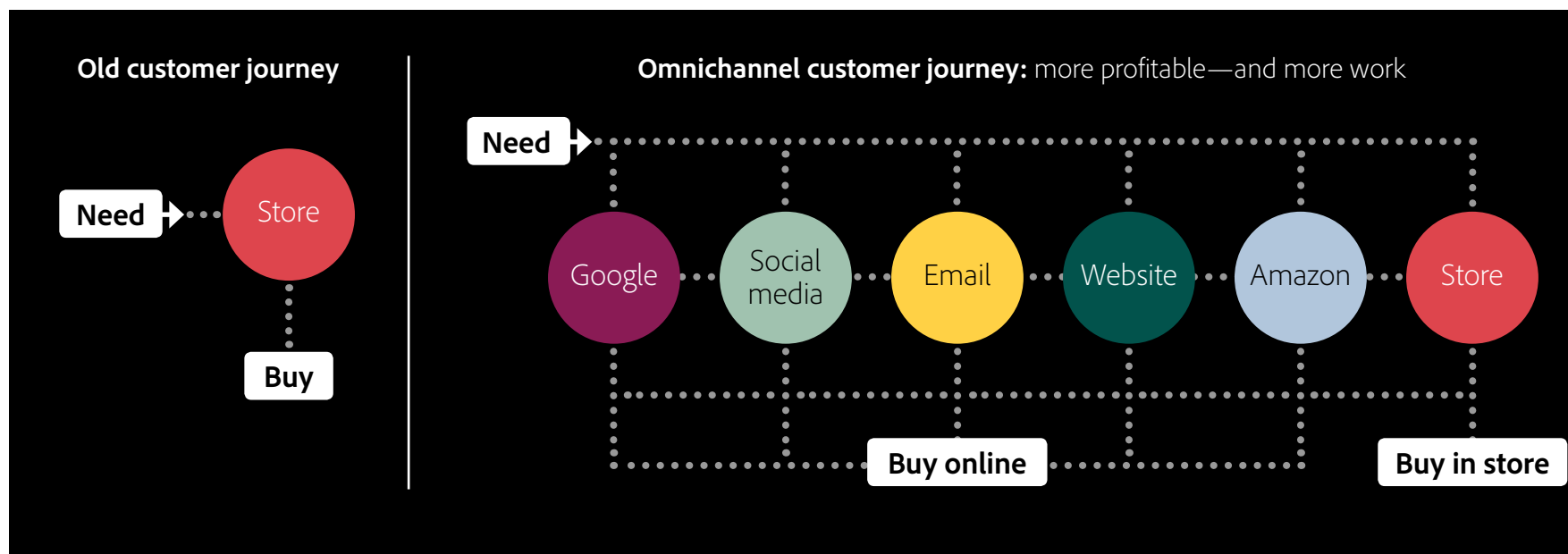# Why delivering a great omnichannel experience is so hard.

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 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.**

**Old customer journey**

**Omnichannel customer journey:** more profitable—and more work

**Need**

**Need**

Store

Google

Social media

Email

Website

Amazon

Store

**Buy**

**Buy online**

**Buy in store**

# 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.
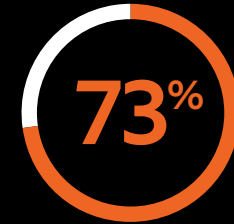
**Improve efficiency and reduce costs.**
Automation spanning the entire customer journey makes your commerce operation more efficient and less expensive to run.

**SHOPGATE**

# Essential omnichannel feature: a bridge between offline and online

## Deliver a connected experience across physical stores and digital channels.

**73%**

**of consumers say they shop both online and in store.[2]**

Omnichannel isn't optional anymore. 73 percent of consumers say they shop both online and in store.[2] And almost all consumers want a consistent experience that unites all of the brand's channels. They want a personalized experience both online and in the store. They want mobile apps that help them shop when,

where, and how they want. And they want the option to pick up and return products in stores or get at-home delivery, whichever is most convenient.

But a cohesive retail experience isn't easy to create. According to Periscope Research, 78 percent of retailers admit they can't do it.[3]

[2] Harvard Business Review, 2017.  [3] Periscope Research, 2016.

# The challenges of connecting the omnichannel experience.

Today's retail experience is powered by fragmented technologies. This makes it difficult for retailers to get a single, unified view of their customers and their preferences. Retail sales reps have neither visibility into customers' online purchase history nor the tools needed to accept returns from customers who purchased online. In these cases, customers can end up leaving the store frustrated with your brand.

Even the online experience suffers from fragmentation. Web stores that look and behave great on the desktop may not work so well with your mobile browser. Or brands may offer a mobile app that doesn't let consumers contact a live sales rep when they're in your store.

Because today's retail experience is powered by fragmented technologies, it is difficult for retailers to get a single, unified view of their customers and their preferences.

# Magento & Shopgate:
Connected commerce that makes consumers want to buy.

With Magento and Shopgate, you can deliver a consistent experience across all of your digital channels and your physical locations.

Shopgate is designed to integrate into your existing Magento account for a superior customer experience.

### Go mobile.

Engage consumers and lift customer loyalty with a mobile app that offers personalized, direct communication through push notifications and streamlined payment options.

### Empower your sales reps.

Equip store associates to deliver a personalized in-store customer experience that increases upsell and cross-sell opportunities.

### Turn stores into fulfillment centers.

Improve delivery by offering ship-from-store and buy-online/pick-up-in-store options.

# Magento & Shopgate:
## How you win.

### Increase sales and average order values.

**49%** buy extra items in store while picking up an online purchase.[4]

A better omnichannel experience means your customers will buy more wherever they shop. In fact, 49 percent of consumers say they purchase additional items when picking up an item they bought online.[4]

### Improve fulfillment, remove errors.

Remove fulfillment errors with associate notifications every time an order is received and a real-time view into order status. Notify consumers via email, SMS, or push notification when their order is ready for pickup, and get their order in their hands faster.

### Deliver an amazing in-store experience.

When retail sales reps can see customer profiles and send in-app messages and texts to customers browsing in store, they can deliver ultra-personalized service.

Learn more about **creating a connected omnichannel experience >**

[4] Bell and Howell, 2017.

Customer Spotlight

# Turning mobile traffic into mobile sales

**A popular urban footwear and apparel retailer transformed its mobile shopping experience— and its mobile sales.**

# City Gear

**Company:** City Gear

**Industry:** Urban footwear and apparel retailer

**Claim to fame:** City Gear is known for high-profile shoe releases from brands like Nike, Air Jordan, and Adidas.

**Omnichannel solutions:**
Magento Commerce, Shopgate

Learn more >

**THE CHALLENGE:**
**Lots of mobile traffic, lagging conversions**
City Gear is a true omnichannel retailer, offering online commerce and 130 brick-and-mortar stores. But one of their biggest challenges was mastering mobile channel. After the launch of their mobile website, they noticed lots of new mobile traffic—but it wasn't converting to sales. This was because their new responsive site:

· Felt like a "lite" version of the desktop site

· Couldn't access native phone capabilities like push notifications

· Didn't offer a truly unique branded experience

**THE SOLUTION:**
**Magento Commerce and Shopgate**
Mobile apps that can access native smartphone features like push notifications let brands deliver a more personal and relevant experience than responsive websites. Because so many of their customers rely on their smartphones, City Gear decided to make the switch. They chose Shopgate to help them build a mobile app and integrate it with their Magento Commerce.

Customer Spotlight

City Gear *(continued)*

# City Gear

**Business benefits: a great mobile experience = more mobile conversions**
With Magento Commerce and their Shopgate mobile app, City Gear can deliver a great experience to their customer base of college students, athletes, and even parents who are always on the go. Business benefits include:

- **Better seasonal sales with "push" notifications**—With their mobile app, City Gear can send push notifications to customers when sales are happening in their neighborhood. These push notifications support both online and in-store sales.

- **Higher mobile conversions**— After switching from a responsive web site to a mobile app, City Gear was able to run mobile ad campaigns with conversion rates of up to 62 percent.

- **A more connected experience**— The mobile app helps customers find products and local stores. It also includes a dedicated culture page, shoe release calendar, and brand inspiration page. As a result of this connected experience, customers buy more overall, no matter where and how they shop.

**79%**
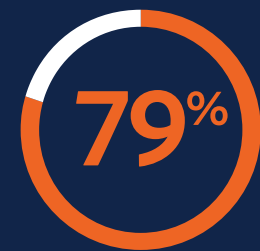
of City Gear's mobile app users have enabled push notifications.

"With a dedicated app, we're able to create and promote a space free from issues lost in translation between desktop and mobile browsers. Furthermore, an app creates a new environment for the user to feel submerged in and catered to that mobile sites rarely can inspire."

–Charles Gray, Digital Marketing Manager

## 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**