# **Connecting Seamlessly** To the 24/7 Customer

Customers are at the epicenter of the seamless experience. Retailers can deliver the seamless experience today's customers expect and tomorrow's customers will insist on by systematically evaluating their goals and aligning them with core customer needs. Then they can start to establish the building blocks of 24/7 success—and ensure their readiness to tackle the challenges of the next wave of the digital revolution.



Goals of any investment



Pillars of the Seamless Customer Experience



**Building Blocks** for Success



High performance. Delivered.

Goals

Let's start with the "2" goals of any investment designed to meet non-stop needs. If the investment doesn't enhance the allure of a particular product or service, or make that product or service easier to get hold of, it's probably best abandoned.

## At the Epicenter: The Customer

Always on the go, customers demand engaging content, tailored to their needs, as well as easy access, and fast fulfillment—a seamless experience, however they choose to shop.

Goal

Increase the allure of the product



Decrease how difficult it is to get it

#### **Customer Experience Areas**

There are four primary experiences that 24/7 customers crave, and retailers need to orient all their efforts into meeting these needs.

Get It To Me

Get it to the customer quickly.



Know Me

Use data to learn what the customer likes and anticipate their needs.

Make it Easy and Engaging

Provide useful content and easy purchasing processes.

## Inform Me

Keep customer up-to-date on product info, availability and deals.



## Building Blocks for Success 24/7

Continuously aligning collaboration tools and technology with business processes and applications helps our clients respond nimbly to business, technology and marketplace change.

## The digital revolution is changing

Rethink Your P&L

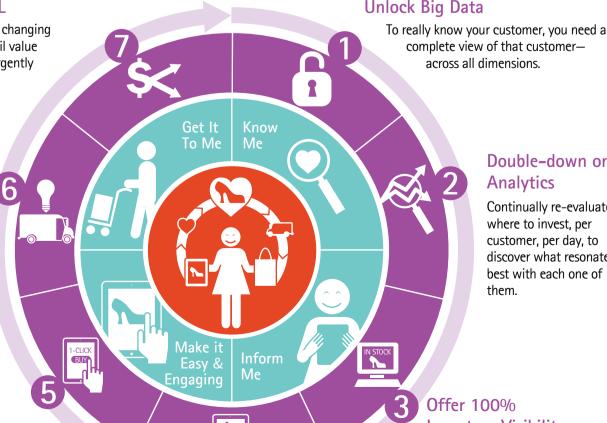
every aspect of the retail value proposition. Retailers urgently need to re-define their cost structures.

#### Re-imagine Your Supply Chain

Revamp the supply chain, end to end. New ideas, such as predictive shipping, make use of Big Data to know customers and fulfill their needs.

### Thoughtfully Designed Experience

By establishing a dedicated design platform for new seamless services, retailers too can rapidly imagine, pilot and scale thoughtfully designed customer experiences.



### Offer 100% **Inventory Visibility**

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them.

Customers expect to be fully informed about what's available. You need to give them access to truly reliable inventory, right across the enterprise, and in real time.

Double-down on

Continually re-evaluate

discover what resonates

best with each one of

where to invest, per

customer, per day, to

**Analytics** 

**Provide Engaging Content** 

content, extendable to encompass enriched and creative contexts, is critical.

In a search-driven world, high-quality