

Brief name

Efficient Omni-channel solutions

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Introduction: What is Omni-channel?

Omni-channel is unified ecosystem that gathers your customer data and enables a seamless customer experience across all channels and touchpoints.

The ultimate goal is to exceed customers' expectations to the extent that keep on returning to the store.



Accenture identified six dimensions as contributing to a seamless retail experience. Today, most retailers are making headway on only two: providing a consistent cross-channel experience and offering personalized interactions. The other four - connected shopping, integrated merchandising, flexible fulfillment options, and the capabilities and enriched services that help make the overall shopping experience better, faster and more memorable - remain works in progress.

Source: <https://www.apsis.com/blog/how-merge-offline-and-online-retail-omnichannel-reality>
<https://www.accenture.com/us-en/insight-outlook-who-are-millennial-shoppers-what-do-they-really-want-retail>

Brief details



Objective

Develop disruptive & scalable omni-channel solution that will allow retailers to provide seamless shopping experience to consumers both in e-commerce and brick-and-mortar space



Our Expectations

We are looking for end-to-end cases for large and small retailers that will increase their sales volumes and benefits consumers by providing seamless shopping experience



Way to go



Identify new governance principles for customer-centric model



Develop new flexibility and efficiency in R&D and supply chains



Reimagine marketing and consumer management for New Retail



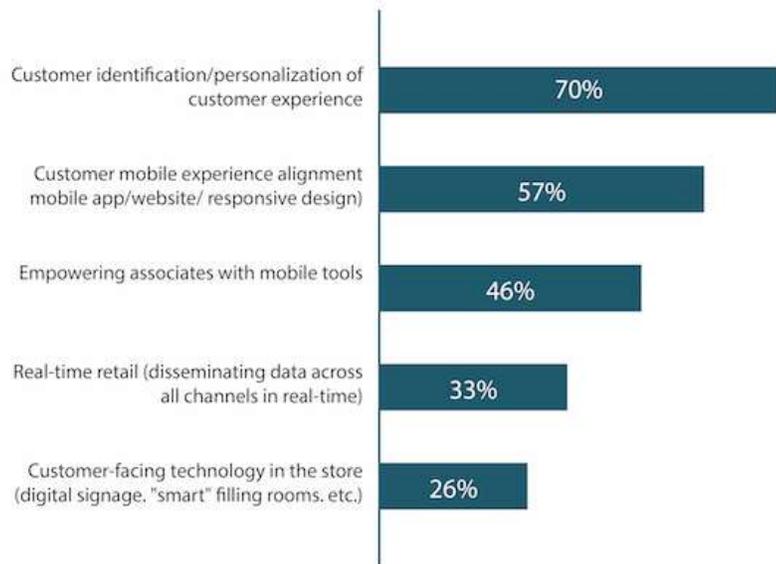
Modernize route-to-market and retail formats



Transform the organization and operating model for digital

Way to go: What will change in shopping experience

Top Customer Engagement Priorities for 2017



Boston Retail Partners' 2017 POS/Customer Engagement Survey

In-store shopping paired with online experiences

Instead of phasing out in-store shopping in favor of online buying, retail is transforming into a hybrid shopping experience, giving shoppers the best of both worlds without sacrificing the convenience of online shopping or the customer service focus of in-store shopping.

Customization and ease-of-use

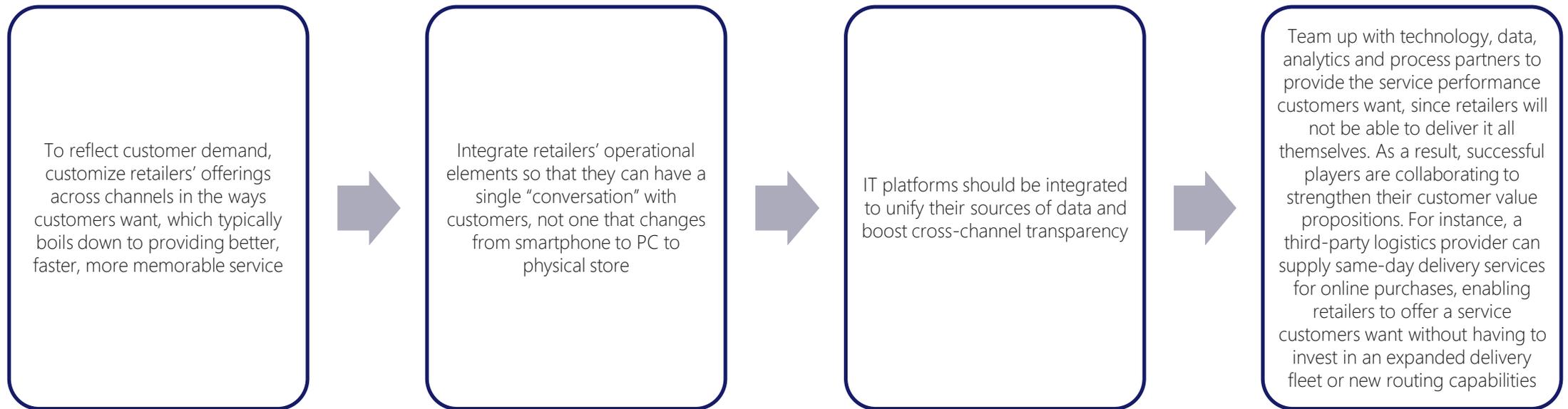
Online shopping provides consumers with many unique services not available in stores, such as promotional codes, delivery choices, gift wrapping, product searches, and anywhere, anytime access. Traditional retail stores cannot easily compete with that flexibility and simplicity, but are trying to combat these changes with more in-store customization and personalization.

Online stores replicating in-store customer service

One of the advantages in-store has over online shopping is customer service. Online shopping cannot recreate the human touch—but that's not for a lack of trying. Companies are luring customers with attractive, functional design, and improved online service.

Source: State of Retail 2017 by TimeTrade Systems, Inc.
<https://streetfightmag.com/2018/03/06/how-to-create-a-seamless-online-offline-shopping-experience/eally-want-retail>

How to succeed: Address trends to become “seamless”



Source: <https://www.accenture.com/us-en/insight-outlook-who-are-millennial-shoppers-what-do-they-really-want-retail>

What to do: Improve capabilities to become “seamless”



Source: <https://www.accenture.com/us-en/insight-outlook-who-are-millennial-shoppers-what-do-they-really-want-retail>

What to consider: Unique offline shopping experiences

Happiness!

Remember last time you did some shopping and actually felt happy about it. E-commerce is taking the joy out of that experience. Instead of trying the clothes and asking your best friends how you are looking in it, you check photographs of the dress and how it looks on OTHERS.

You can actually experience the product

While buying offline, you can check how well the dress fits you and how is the dress material. You hardly get the idea looking at images on your computer. You can't feel the texture of the cloth and if it is as per your expectation.

Personalized attention and recommendation from sales staff

Don't you feel like a princess when the salesman at the shop drapes the clothe around you and you can actually see how does that dress look on you. When the store attendant takes out that piece of garment just as per your requirement! It takes a human to understand your requirements and show to you the stuff you like!

No need to wait for a week for a dress which you have ordered

In traditional shopping, if you purchase something you carry the items as you get out of the shop and feel great about it. You can show your friends and family what you have bought as you reach home. In Online shopping on the other hand, by the time you receive your order you have forgotten what you ordered and why!

Can't rely on online for immediate purchase needs

Planning to go to a surprise party and don't have any dress fit for the occasion! You can head off to a nearby store and buy that special one for the occasion. Online shopping won't save you in such urgent situations.

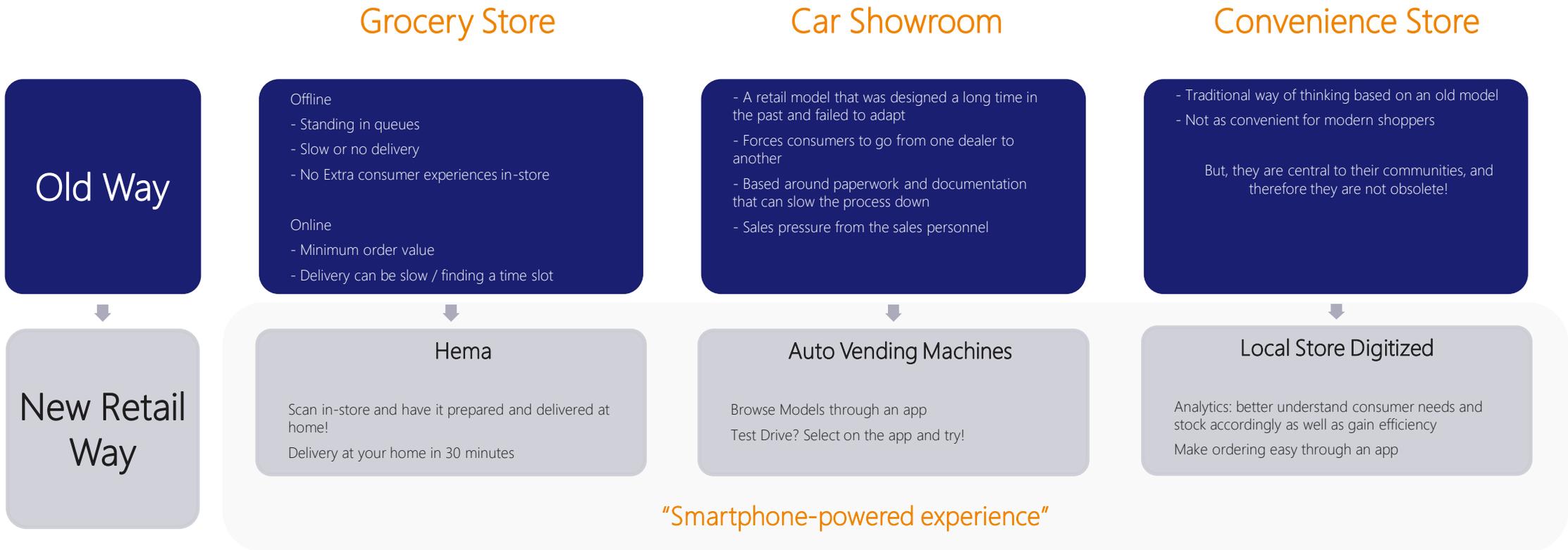
No need to keep looking for when the prices are falling

Do you always fear that you should wait unless the price drops the next day on e-commerce? With their ever changing price, you never know what is the actual price of the cloth. Thank God, there is no such hourly changing discounts in retail stores. You are ensured that you are getting the best and reasonable price if you know where to shop!

Returns!

Even though all e-commerce firms say that they are making returns easier, it still is a complicated process. First the e-com needs to agree that you can return, then you need to be present in your house when they come for taking your clothes. Then it will take a week to reach their office and then it will get PROCESSED in one more week and then the money gets back in your account.

What kind of solutions we expect



Source: State of Retail 2017 by TimeTrade Systems, Inc.

Appendix 1: World best cases from China

Turning Supermarket Hell into Hema

Shopping at Hema is a smartphone-powered experience—you can do it from home or in the store. When you're in the store, you're able to scan a bar code with your phone to get product information. Payment is also cashless, done through the Alipay platform embedded in the Hema app. For some, Hema's "hook" is the ability to choose your own fresh seafood and decide whether you want it to go home with you—raw or cooked—or have it prepared to eat in-store. or those who live within three kilometers of the market, Hema's ability to deliver in as fast as 30 minutes is its best asset. Each store serves as its own warehouse and logistics center that collects, fulfills and delivers customer orders as fast as they come in, online or offline.

Take a tour of Hema supermarket and experience New Retail

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Taking the Pain Out of Car Shopping

Instead of visiting one dealer at a time and spending hours perusing mega-lots and facing pressure from a salesman, Alibaba is rolling out "auto vending machines." It recently launched its first with Ford in the bustling southern city of Guangzhou and plans more in the near-future. The Ford auto vending machine lets customers browse makes and models inside their app, choose one they want to test drive, pick it up from an unmanned vending machine and drive it for up to three days. After experiencing the car in a no-pressure situation, they can make an appointment to visit a dealer when they're ready to buy.

Test drive Tmall's new car vending machine

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Neighborhood Convenience Stores Get More Convenient

The mom-and-pop convenience store is a sector long in need of a New Retail upgrade. The lifeblood of many communities, some six million of the drinks-smokes-and-snacks shops dot neighborhoods and street corners across China. Most are family-run businesses, with proprietors ordering by gut feel and when products run out. Until Alibaba's [Ling Shou Tong](#) program came along, the model hadn't been updated in several decades. Stores are modernized and brightened. They get updated signage. But there's a lot more going on under the hood. Alibaba custom-built an app to digitize the inventory management of each store. That lets proprietors know what they need to order, how much and when. It also tied these business into a central warehousing and logistics system.

Mom-and-pop convenience stores go high tech

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Source: <https://www.alizila.com/future-of-retail-happening-in-china/>

Appendix 2: World best cases from China (continued)

Mall Rats of the World, Don't Despair. Here Comes New Retail

New Retail in the mall means less of a chance that you'll walk away empty-handed. Stores are equipped with "virtual shelves," and if you don't find your size or color in stock, you can still select the product you want on a screen, punch in your size, color and other specs, scan with your app, and have exactly what you want delivered directly to your home. The [powder room](#) of malls is also becoming a New Retail experience. Step into the ladies' room, and while you're waiting, check out the "magic mirror" on the wall to experiment, virtually, with new makeup colors. Like what you see? You can buy it from the vending machine.

Alibaba, Intime Partner to Build 'Smart' Ladies Rooms

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More New Retail to Come for Sectors, Brands

Restaurants, like the nearly century-old Wu Fang Zhai, are candidates for a New Retail upgrade. Working with Alibaba's local-services company, Koubei, proprietors digitized and modernized operations, letting customers order from their table via scannable QR codes and collect their orders from food "lockers" abutting the kitchen. Operations are now more-efficient than ever before – and the rice dumplings are just as good as they've ever been.

Century-Old Restaurant Gets a Koubei Makeover

http://f1.media.brightcove.com/12/5392214352001/5392214352001_5785549782001_5785548647001.mp4?publd=5392214352001&videoid=5785548647001

Source: <https://www.alizila.com/future-of-retail-happening-in-china/>

Appendix 3: What millennials think of Omni-channel

55% said that they seek out “the cheapest return option.”

41% said they practice “showrooming”—examining merchandise at a nearby retail store and then shopping for it online to find the lowest price—more often than they did a year ago. This shift is due, in part, to the current high penetration levels of smartphones, which can enable customers to search for an item easily, even while in a store.

36% said they will go online to buy from a retailer’s website if they want a product when the company’s stores are closed.

On average, 89% said having access to real-time product availability information would influence their shopping choices in terms of which stores they would frequent.

Myth busting

Millennials still like brick-and-mortar stores. In fact, 82 percent of them prefer bricks and mortar.



Millennials can be exceptionally loyal customers: 69% say that when it comes to their favorite retail store, a “closed” sign does not change their minds.

It takes more than Millennials liking a brand or a retailer on social media to make them loyal customers.

Source: Accenture analysis
Note: This chart appears in “Who are the Millennial shoppers? And what do they really want?” from Outlook 2013, No. 2, an Accenture publication. Copyright 2013 Accenture. All rights reserved.

We are looking for end-to-end cases for large and small retailers that will increase their sales volumes and benefits consumers by providing seamless shopping experience.

Go through “being merchant” journey, think out-of-box about solutions that will unite all brick-and-mortar and e-commerce elements into one.