

Unified Commerce:

There's No *Turbulence* in This Cloud



5 Reasons

To Integrate Business
Processes And Build A Better CX

In order to survive and thrive today and into the future, large and small retail companies must continue to innovate by introducing new products, adopting new business models, updating packaging and pricing models, and expanding into new domestic and international regions. The best commerce solution will future-proof the business to provide for scalability, global reach and innovative implementations.

Forward-thinking businesses are seeking **unified solutions to deliver cost savings and simplified processes**, but also to be able to improve the customer experience across all channels. They need a single version of the truth, delivered in real time across the business — from the distribution center to the store; from the call center to the checkout; and from the final purchase channel back to the shopper.

This white paper will walk readers through the commerce experience and how a unified cloud solution contributes to increased business efficiencies, improved customer experiences, better supply chain processes and more personalized interactions.

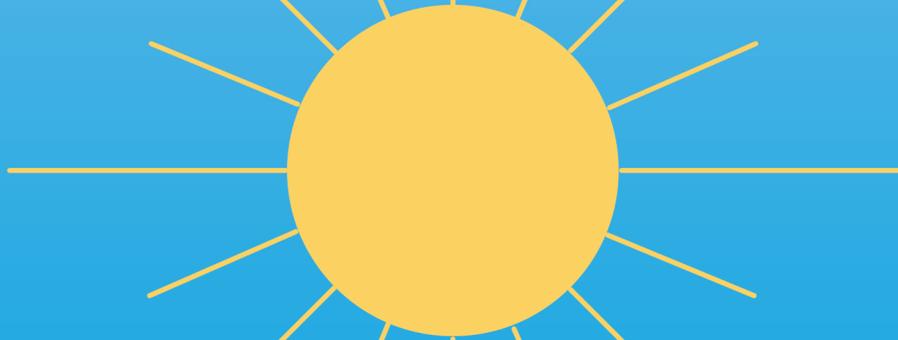


of retailers indicate that unified commerce is a top priority.

2016 POS/Customer Engagement Survey, Boston Retail Partners, January 2016



A Sunny Day in the Life of A Commerce Transaction



1. It all begins in the DC...the right products get to the right stores and shoppers.

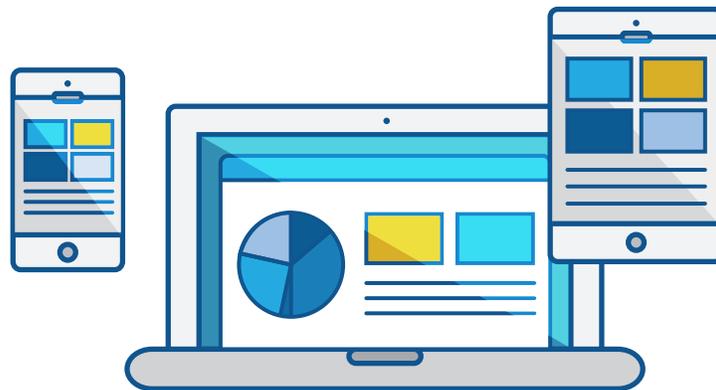
Store inventory and the endless aisle are integrated to ensure shoppers get what they want when they want it.



The biggest challenge for today's retailers is obtaining real-time inventory visibility into their distribution center (DC) network as well as their stores. Many retail companies now operate multiple DCs as well as fulfill from stores, so they need to ask the question: *While I am fulfilling the need for the shopper, am I fulfilling from the right location?*

If the item is available at a nearby store or DC but gets sent from a DC across the country, the brand may be taking a loss on that item. Those losses can add up fast if the retailer does not get its fulfillment strategy operating efficiently.

With the right solution in place, all stakeholders will have access to real-time inventory visibility and demand planning, so the customer is happy and the fulfillment operations are running efficiently.



Less than 50% of retailers have inventory visibility across channels.

2016 POS/Customer Engagement Survey, Boston Retail Partners, January 2016



2. In the store, merchants ensure the best stock positions.

Now store managers and merchants know what shoppers are looking for and how they can upsell and cross-sell to boost the bottom line.



Store associates and managers are the on-the-ground brand advocates. Armed with the right product information and inventory stock positions, they can provide up-to-date information to shoppers. When this ability is fortified with shopper data, store employees can cross-sell and upsell merchandise to increase basket size and boost the bottom line.

A complete commerce solution will offer the ability for store employees to access real-time inventory and shopper information via a mobile app — so they don't need to leave the shopper's side to gather information. If a product is not available in the store, the associate can access the endless aisle via the mobile app to locate the item, process the purchase and ship or deliver based on the shopper's preferences.

The best solution also will be proactive — sending alerts to store associates that let them know about buying trends, product reviews and promotional offers.

The system also can send automated alerts to the marketing team, to suggest which products to promote on a store, regional or national level. And the best solutions will be easy to learn and user-friendly, featuring product photos and other images. Finally, the solution will require users to scroll through a minimum number of screens/pages to access a customer's account or product information.



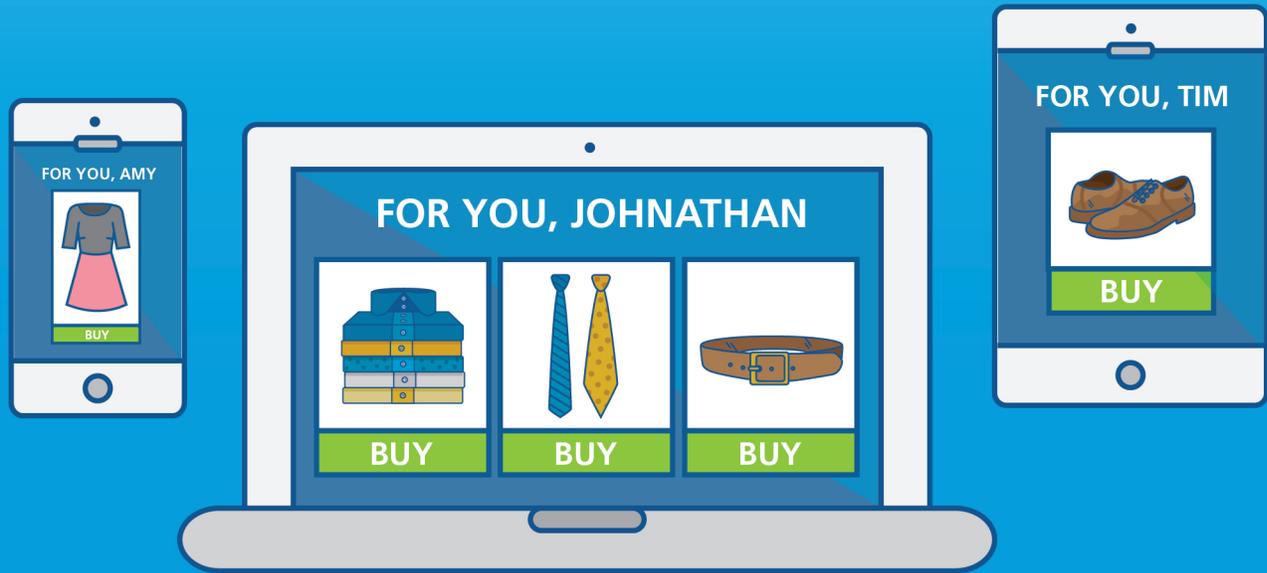
Cross-selling programs increase an existing customer's revenue by 25% to 50%.

Priming the wholesale distribution revenue engine: Implementing an effective cross-selling strategy, Deloitte, 2016



3. Individual shoppers receive personalized communications through their favorite shopping channels.

Shoppers may start at the home PC and move to their mobile device, then re-engage via interactive digital technology in the store.

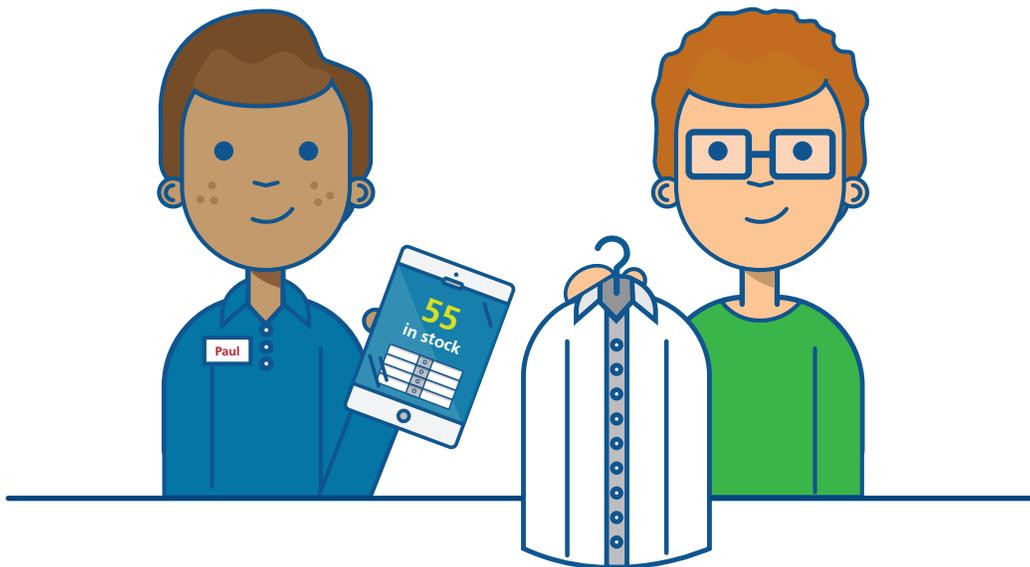


To be successful in today's shopper-driven environment, retailers must be able to provide the products and information consumers want via the channel of their choice. But that's not all: Communication with shoppers must be personalized and relevant, or that shopper will quickly switch to a competitor that delivers the experience he/she is looking for.

With access to unified commerce, when shoppers get to the store via their channels of choice, associates armed with mobile devices can augment the personalized experience with one-on-one interactions, offering product recommendations and unique promotional offers.

Shoppers can now uncover the recommendations they typically access online, while they're in the store. They may want to know: *Which accessories did other customers choose with this dress? Were most shoppers who bought this dress happy with the purchase afterward?* That information is readily available to help shoppers pull the trigger on a purchase.

Associates also can pull up previous shopper behavior on their mobile devices to help complete the in-store purchase. For example, if a shopper created a wish list at home on his/her PC, the store associate can pull up that wish list and fulfill it in-store. The same store associate also can complete an in-store return from an online purchase without leaving the shopper's side.



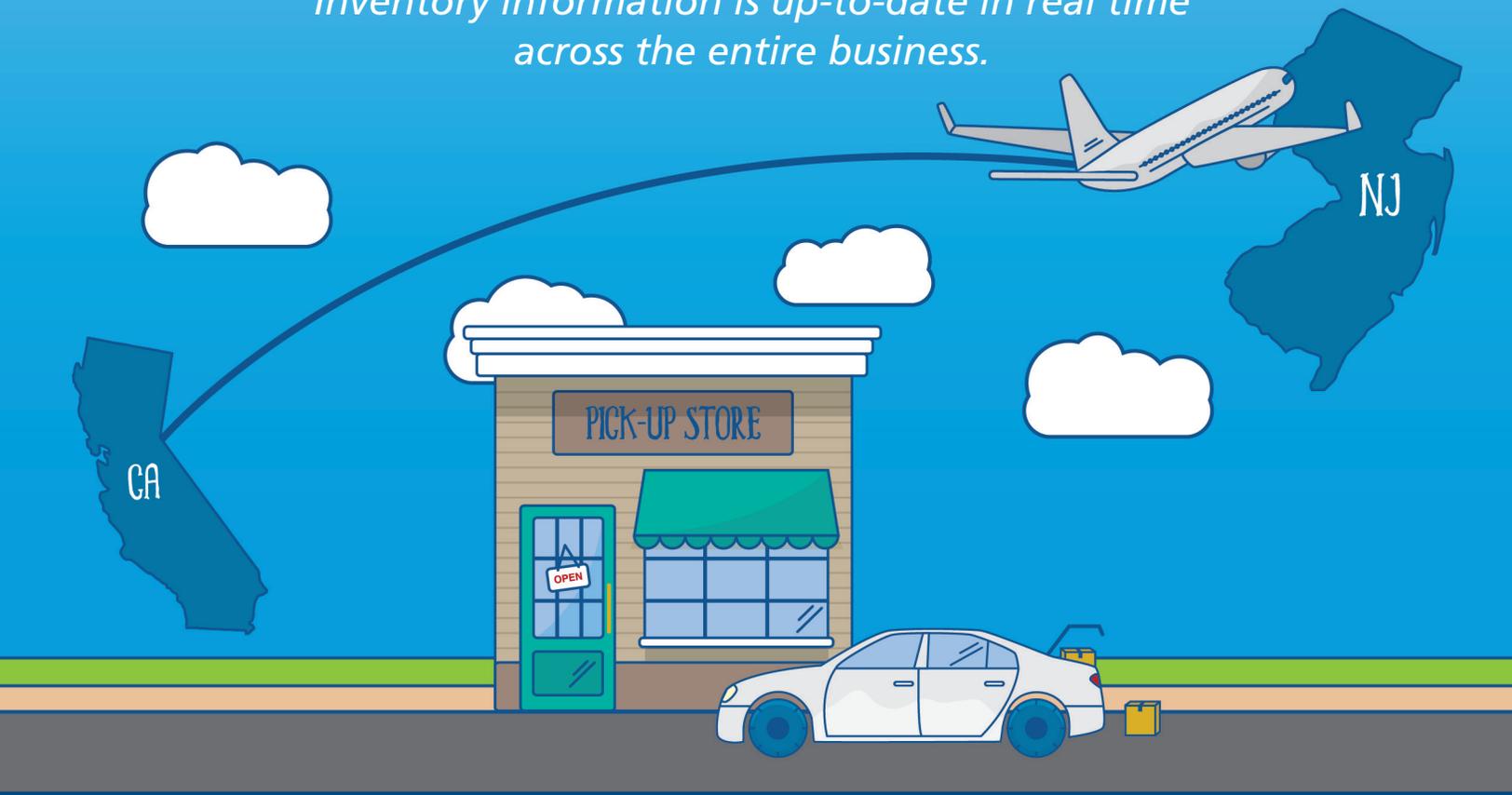
Nearly 70% of consumers want in-store recommendations from roving sales associates equipped with mobile devices.

Total Retail Survey 2016: United States, PwC, February 2016



4. Post-purchase, items can be picked up or delivered however the shopper chooses.

Inventory information is up-to-date in real time across the entire business.



Retailers must be careful not to drop the ball before the last play is made. That play is order pickup and delivery. The best commerce solution will provide real-time inventory updates that help facilitate on-time delivery of the right product to the right customer at the location he/she desires.

The last mile — pickup and delivery — becomes even more important as retailers need to contend with Amazon and other fast-delivery competitors. Shoppers now have more options than ever to receive an order in two days,

one day or even two hours. If they can't get it when they want it from you, they will head to Amazon Prime or another source to look for the item.

A unified commerce solution also can provide the insights and data required to reduce overall shipping costs and missed delivery dates. In the past, a blue sweater may have been shipped from a California DC to a New Jersey shopper's home, when it would have been much more cost effective, and quicker, to ship from a local New Jersey store.



Same-day delivery options are expected to generate up to \$987 million in revenue by 2019.

Same-day Delivery Market in the US 2015-2019, Radiant Insights, December 2015



5. Personalization continues to help maintain a healthy relationship with the brand's most loyal shoppers.



The most loyal customers are the most profitable, and should be treated with the best service.

Unified commerce can identify shoppers who purchase most frequently, return less frequently, ring up the biggest basket sizes and refer other loyal customers. They deserve the appropriate appreciation to keep them coming back.

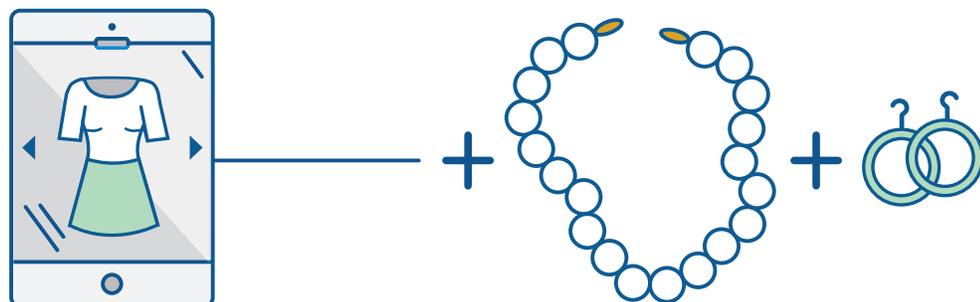
Once a brand is able to identify its most loyal customers, then it can embrace them with ongoing relevant educational content, promotional offers, and the type of information that makes the shopper feel important and part of the brand family. Those communications can be sent immediately post-purchase on the customer's mobile phone. The retailer also can greet the shopper with a personalized message and product recommendations the next time he/she enters the e-Commerce site.

The best shoppers also can be greeted personally during a call center interaction, when representatives have real-time access to omnichannel customer data.

It's all about building lasting, long-term relationships with shoppers. A single acceptable experience doesn't create a loyal customer and brand advocate. To that end, retailers must personalize follow-up communications and provide incentives for customers to come back again and again.

For example, if a shopper purchased a dress recently, the store associate might want to suggest some shoes or jewelry tomorrow; or in a month the retailer may want to let her know a similar item has just arrived. To build the relationship without using an aggressive sales pitch, the retailer may want to send the shopper some educational videos about how to accessorize, or informational emails about events in her local area.

The best commerce solution also will provide every shopper with a customized e-Commerce site home page that shows items he/she would be interested in based on past purchase behavior.



By 2018, companies that have fully invested in all types of personalization will outsell companies that have not by 20%.

Walk a Fine Line with Personal Mobile Offers, Gartner, September 2015



Now It's Time To Go Global: Checklist

And It Won't Be As Hard As You Think!



Have you started and stopped plans for global expansion more than once? If so, you're not alone. Many retailers balk at the idea of having to navigate the language, payment, shipping and inventory challenges of selling abroad. But have no fear! With a unified, cloud-based solution in place, you'll have the help you need for an expansion plan that won't keep you up at night.

Here's a checklist to help get you started. Be sure your commerce solution is automated to do the following:

- ✓ Translate the core language into other languages, automatically within the ERP system
- ✓ Offer multiple currency options
- ✓ Provide correct taxes/VAT per country
- ✓ Optimize international pricing and shipping
- ✓ Conduct accounting processes and roll-up for subsidiaries
- ✓ Scale the business for future growth
- ✓ Integrate all business operations functions across the enterprise
- ✓ Operate multiple web stores from one platform — featuring different products, branding, domain, language and currency



65% of Chinese consumers shop online at least once per month vs. 22% of U.S. shoppers.

Total Retail Survey 2016, PwC, February 2016



Conclusion



Retail is getting more complicated and challenging every day; and retailers need to be able to add new technologies, services and product offerings when they see fit. But with disconnected, outdated solutions in place, retail companies are not ready for the future. The answer, for large and small retailers, is a unified commerce approach.

With a unified solution in place, retailers can feel confident that their brand and business are future-proofed — ready for new channels and technologies, and prepared for growth, both domestically and internationally.

The best strategy is comprehensive — giving retailers a real-time, 360-degree view of shopper behavior from the DC through checkout and beyond. Now, all stakeholders are prepared for success:

- Supply chain executives know where products need to go;
- Store managers know how to locate items, whether they are in-stock or available via the endless aisle;
- Store associates can deliver vital one-on-one communications with shoppers;
- Consumers can receive their orders via the method they choose: in-store pickup, home delivery, etc.; and
- Brands can build better personal relationships with the most loyal shoppers post-purchase.



For more information...



Click here to view the whole video



Founded in 1998, Tribridge is a technology services firm specializing in business applications and cloud solutions. The firm helps midmarket and enterprise customers solve their business challenges through Cloud Computing, Finance and Operations, Customer Engagement, Human Capital Management, Business Intelligence & Analytics and Business Consulting. With a focus on developing industry solutions and implementing Microsoft, Concerto Cloud Services, Cornerstone OnDemand, NetSuite and other enterprise technologies, the Tribridge team of 700 professionals operates with an unwavering commitment to provide exceptional service and support, drive measurable results and build lasting partnerships with the firm's 4,000 customers. www.tribridge.com



Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, insightful editorial blog, special reports, web seminars, exclusive benchmark research, and a content-rich web site featuring daily news updates and multimedia interviews at www.retailtouchpoints.com. The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.