Changing your business proposition for Omnichannel consumers

Payment Solutions EXEX; January 2017

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Agenda

- About Mirador
- Setting the scene
- Digital……….
- Customers influencing investment
- Customer engagement
- Omnipresent customers
- External / Internal factors
- Conclusions

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- E-Commerce strategy consultants
- Go to market strategies; B2B & B2C; Domestic & Cross-Border
- Advisory services to investors (institutional and private), company boards and industry

Setting the scene

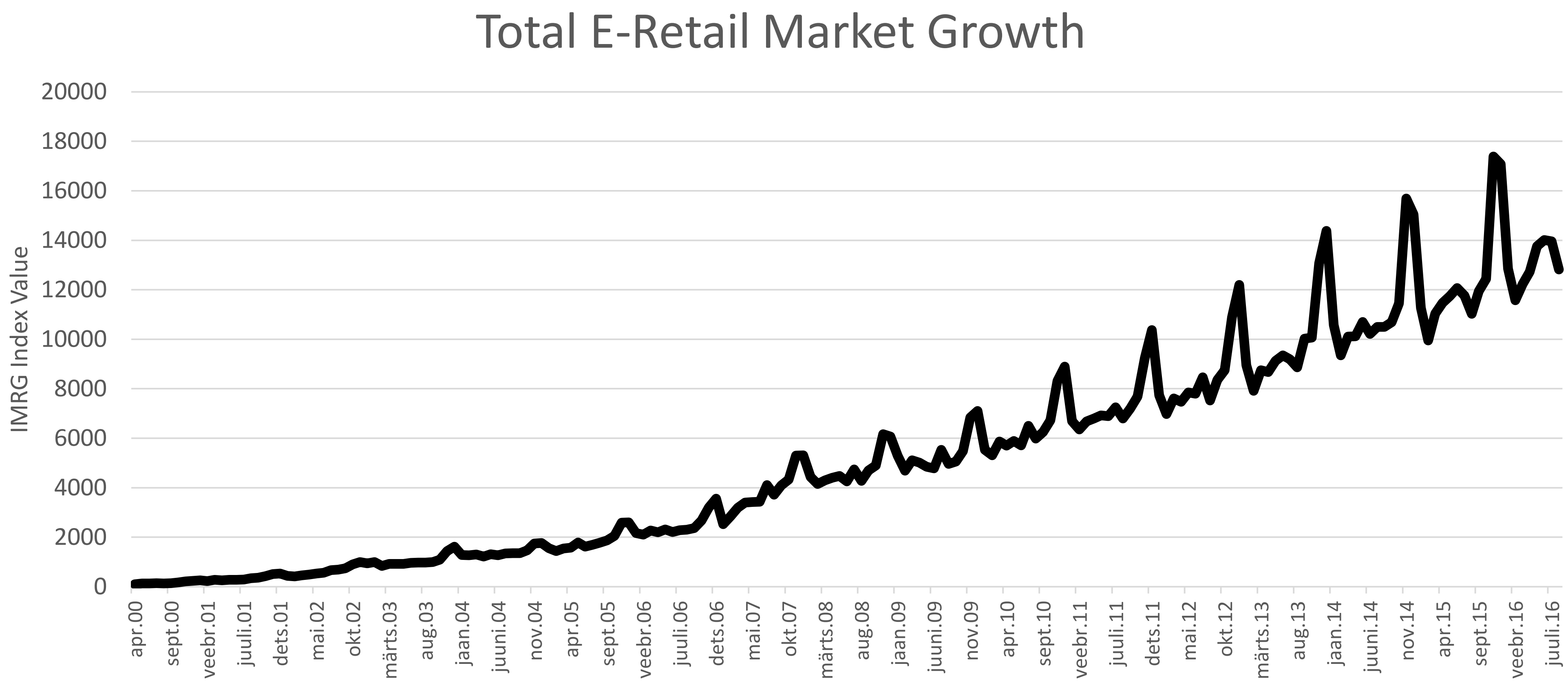
- A little history….offline…..
  - More m^2 = more sales = Increased share price
- A little history……online….
  - 'flat website; branding, marketing, store locator
- Customers…
  - Offline…..
    - Full service, personal service
    - Self service,
  - Online
    - Pureplay – Geeks and electronics
    - No contact
    - Invested on Internet
    - disjointed

Setting the scene

- Retailers controlled engagement, investment cycle and experience
- Opening hours
- Product selection
- Information
- Promotions
- Sales

Digital changes retail

imrg



Over 12,000% growth since 2000

Q4 effect started in 2007

Black Friday Impact

In 2016 £133bn was spent online

Digital disrupts

Is disruption bad?

Digital changes perceptions

Customers already influencing investment decisions

- Bricks & Mortar
- Pureplay
- Multichannel
- Omnichannel

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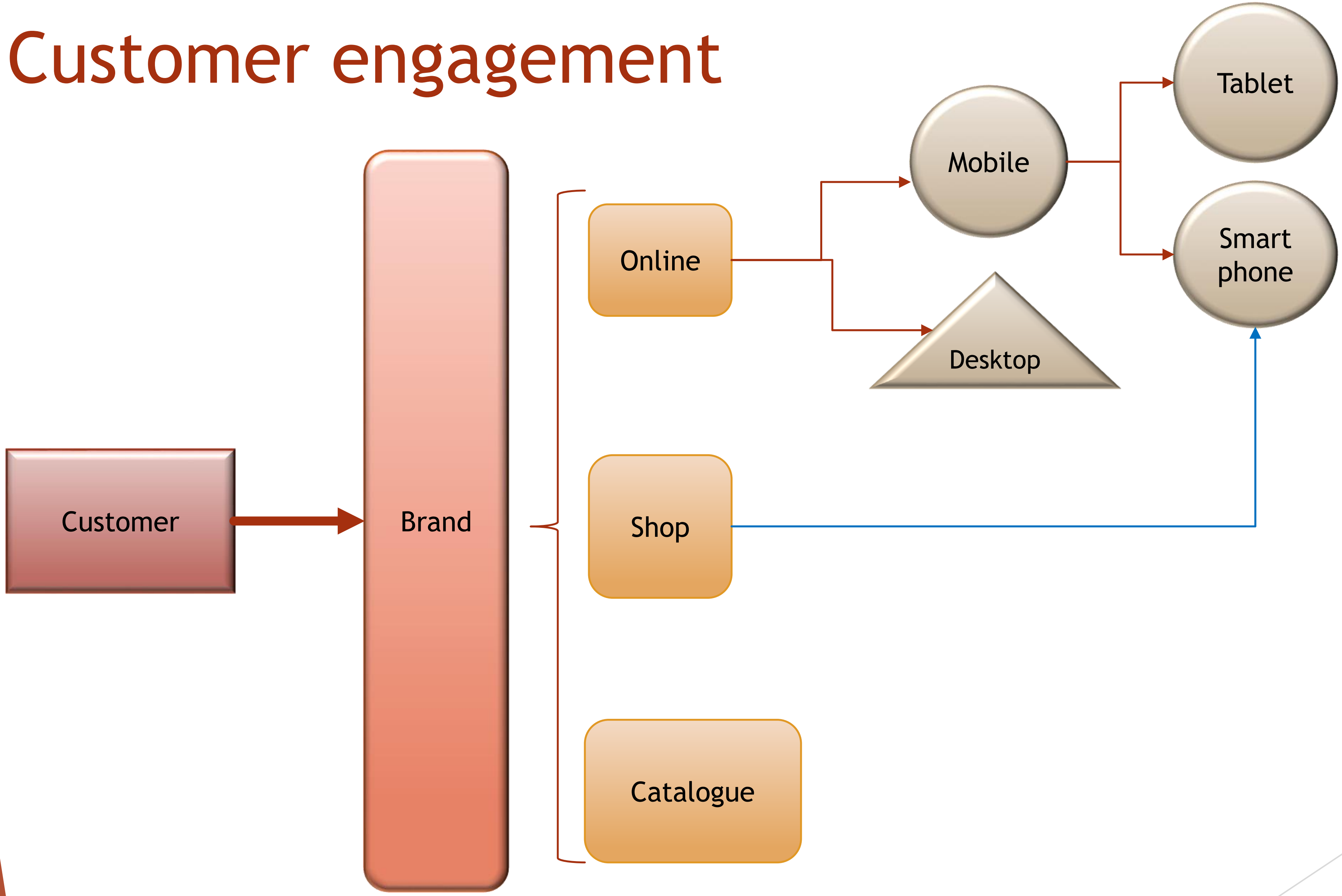
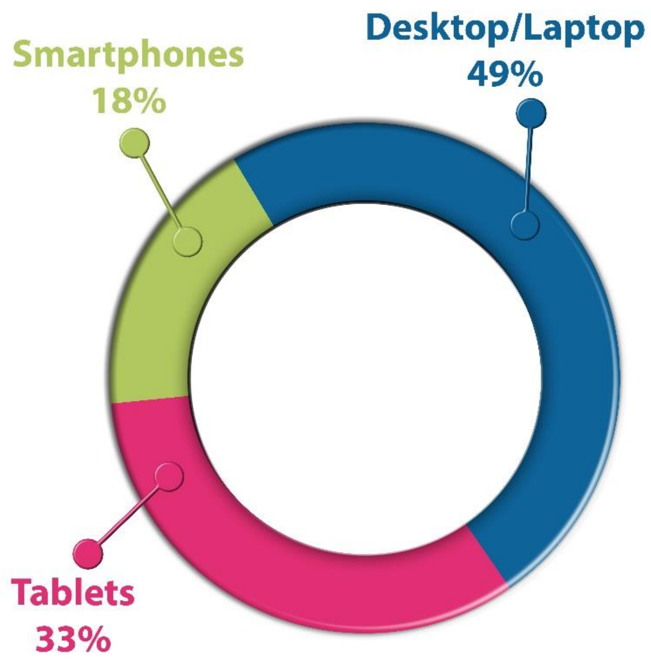
Customer engagement



UK Online retail (eRetail)

- March of mobile



- Over 50% eRetail is mobile
- 18% Smartphone and increasing
- 29% Net-a-porter fine jewellery is via mobile device
- Mobile retail sales gres 15.4% in December 2016 (IMRG)

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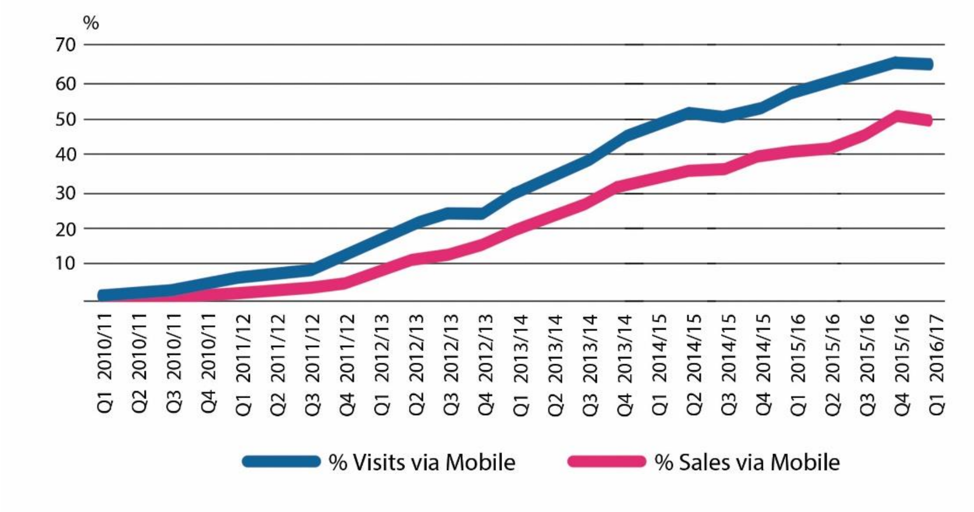
UK Online retail (eRetail)

- Multi-channel

- ROPO – ROPI etc….
- Click & Reserve – Not eRetail
- Impact of Click & Collect
- M&S 70% non-food collected in store



Source: IMRG Cap Gemini mCommerce Sales Index: June 2016

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Omnichannel

- Should it be the goal?
- What is the goal
- Halfway house

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Omnichannel = Omnipresent = Retail

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Changing physical interaction

Wi Fi ™

ZONE

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Payments – the enabler?

- NFC
- Bank-to-Bank
- Person-2-person
- Merging of channels
- Subscriptions
- Change retail experience

More mobiles than bank accounts in UK

Customer Omnipresent – (24/7)

- Investment decisions
  - Instore
  - Online
  - Contact centres
  - Social media
  - International

- Manage expectations
- True to brand promise
- Invest in right areas
  - Training
  - Speed of contact
  - Localisation

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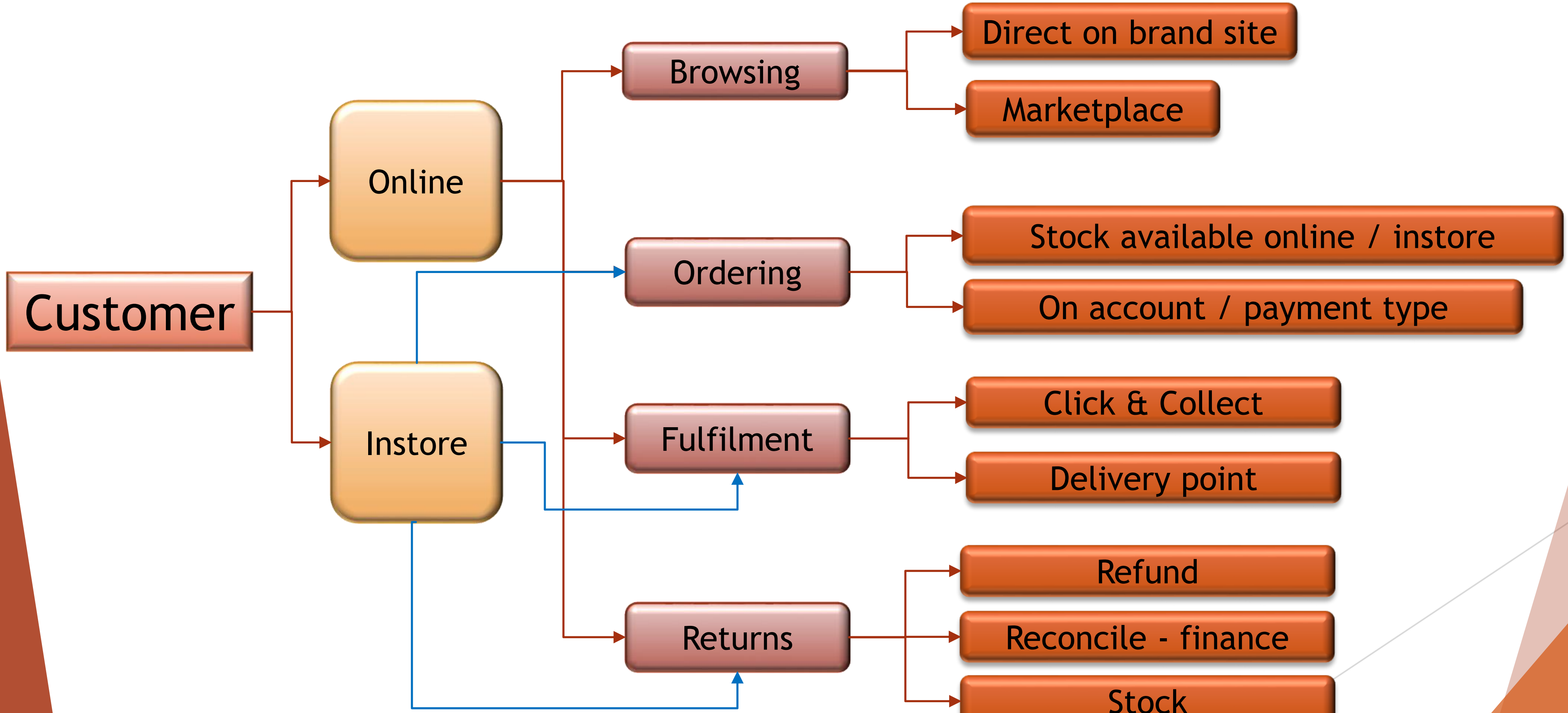
Customer Omnipresent – (24/7)

➢ Fulfilment – Extract of omnichannel behaviours



And this means……………..

Data - The Enabler

TRUST

Brand

Asset value

Financial Impact

External factors

- Customer's changing
  - Point of reference is changing – increasingly not High Street first
  - Customer journey e.g. what is a retailer
  - Discovery; search, marketplaces & stores
  - Influencers; brand, ambassadors, online / offline
  - Perceptions
  - Technology e.g. payments

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Internal factors

- Systems
- People
- Culture
- Technology
- Organisational change

From the top!!

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Conclusions

- Its not just about technology
  - Understand your customer
  - Understand / review your proposition
  - Balance investment between short and long term
  - Not all customers created equal so listen

Thank you

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