
Customer-centricity in retail: connecting the digital customer journey



Trusted partner for your Digital Journey



+

Atos

Delivering the best brand experience in a world where the consumer has a lot of choices is becoming increasingly challenging.

To serve customers in the best way possible, retailers need to understand and be able to meet changing consumer behaviors. Sustainability and a retailer's environmental impact have become increasingly important, as well as personalization, immediate availability, fast shipping, convenient returns and refunds, and competitive pricing.

Trends need to be picked up fast, and inventory has to meet the consumers' demand. Excess stock negatively impacts both the environment and profits, whereas out of stock inventory results in disappointed customers and lost sales. Predicting trends and demand are the key to optimal inventory levels. Retailers need to find the ideal balance

with its production, sourcing, warehousing, distribution, and supply-chain operations. Trend forecasting and enhanced inventory management can reduce stock shortages in store by 40%*.

Omni-channel customer relationships are becoming increasingly important for a retailer's brand loyalty. Combining all customer data drawn from different sources is crucial. Customer data can now be collected at every single touchpoint along the customer journey – physical, digital, and social. For a good overview of the customers' data, experience, and the ability to utilize and monetize the data, it is essential to have all data aggregated on the same platform.

Research* shows that personalization can increase store revenues by 20-30%. Furthermore, 83% of consumers confirmed that they want their shopping experiences to be personalized. Today, same-day delivery is on the wish list of over 50% of consumers, and technological innovation is essential to upgrade fulfilment to be successful in same-day delivery. Delayed shipping result in shopping carts that are left abandoned in 46% of cases.

Good news is that Atos delivers solutions connecting the customer journey which brings all customer data together and improves the customer experience.



How connecting the customer journey using a customer-centric data platform can bring benefits to retailers

Use cases: high-street fashion, consumer electronics and food and grocery

High-street fashion



Market

In today's fast-paced high street fashion industry, understanding customer trends and fast-changing demands, with the help of predictive data analytics, is essential to stay ahead of the aggressive competition.

Customers today are faced with many alternatives and are typically concerned about sustainability and share their experiences with brands on social media. They want fast service, delivery in their preferred way and easy returns and refunds.

Retailer challenge

Fashion retailers need to understand how their customers buy in order to design and produce or source the right collections and make sure they are available in the right channels to meet that demand. They also need to be able to provide an excellent service throughout the customer journey, making it as quick and easy to return goods and get a refund as it is to purchase them in the first place. Finding the balance between production, sourcing, warehousing, distribution, and supply-chain operations, all running on different systems, is key to success.

Your solution with Atos

Atos, working with SAP, can bring all different data sources together, integrated into one platform to obtain the predictive insights that will inform what and how much to buy and in which channels to make the products available. We also provide guidance on how and when to use which data. Integrating SAP's capability to automate clearing, returns and refunds using AI, the whole process can be sped up to create operational excellence and ensure a quick and seamless customer journey, strong brand loyalty, increased revenue and maintained margins.

Consumer electronics



Market

Pricing, fast availability and shipping in the customer's preferred way, as well as accurate and enough information on products and trust in the retailer are key to today's consumers.

Retailer challenge

Consumer electronics retailers need to build their customers' confidence in their purchase decision-making and in the service of the retailer - both pre-sale and after-sale. It is also central to be able to combine all customer data - from digital marketing tools, customer profiles, and data from fragmented systems to real-time stock management, click and collect, and last mile delivery to ensure operational excellence. Customers need to be provided with the best possible price, the right information to make informed purchases, quick availability, and the possibility to select the delivery option and time that suits them best.

Your solution with Atos

Atos can collect data from all customer touchpoints and connect it together with front- and back-office systems, which supports unified, omni-channel customer relationships. With our solution, you can enable marketing, sales, and customer services to deliver more personalized experiences at scale while also ensuring the right last mile delivery options are in place. You can enable your customers to chat with an AI-powered chatbot and offer them the option of picking up their goods from a kiosk or vending machine that work even outside of store opening hours and are faster than home delivery.

By integrating SAP's capability to automate clearing and refunds using AI, return processes can be sped up.

Food and grocery



Market

Convenience, sustainability, and locality are high on today's shoppers' agendas. Customers have complete choice over where they do their grocery shopping, and their shopping and brand experience is everything to retailers as brand loyalty is key for revenue growth.

Retailer challenge

To deliver the best brand experience, retailers need to bring together products and services (both in-store and digital), personalization, and convenience. They also need to be able to build trust in product quality, delivering on their sustainability goals and that the customers' data will be secure, especially as more and more consumer data is collected to create more personalized experiences.

Your solution with Atos

Atos can help gather and analyze the data generated at every single customer touchpoint. Furthermore, using marketing data management, high-volume segmentation, and marketing personalization, including voucher handling for promotions and offers, helps both understanding the customer needs and buying trends and providing customers with the personalized offers and services needed to redefine loyalty.

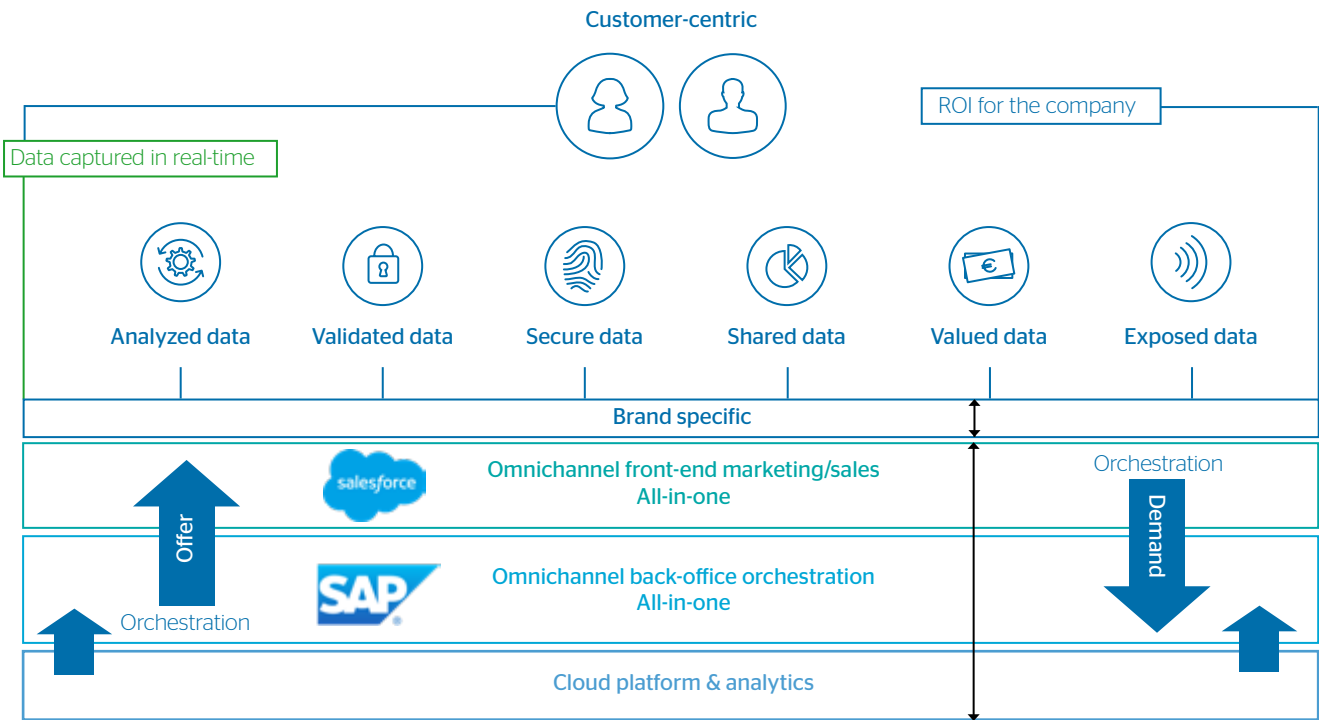
Atos provides customer-centric solutions for retail businesses to join up all customer data into a single platform

Atos provides an integrated approach, working with our partners SAP and SalesForce, that brings together data from all points across the customer journey into a single platform across an end-to-end solution. Bringing data systems together in a single customer view improves cross-selling by 3%*.

Through these partnerships, Atos provides comprehensive data insights to inform and enhance the customer journey across all touchpoints. This enables our customers to optimize operations across the business, including marketing, sales, supply chain, logistics, procurement, warehousing, customer service, and finance.

Through our solution, our retail customers are fused to a network with other business partners, enabling them to exchange information with suppliers or integrate with shipping and freight forwarders.

We can also use this data to track CO2 and other environmental impacts across all business processes and events, demonstrating your sustainability commitments to your customers.



Example of the infrastructure of a customer-centric data platform by Atos that fulfills retail brands' expectations in a continuously changing world

Engaging your retail customers at the right moment with Atos and SAP S/4HANA

S/4HANA gives you the digital agility needed to get close and stay close to your customers. Process automation creates opportunities to enhance the customers' experience. Real-time intelligence, clear and accurate billing, streamlined and responsive omnichannel support - are all possible now.

Utilizing data will strengthen your customer relationships. Using S/4HANA as your digital foundation will rationalize and concentrate all customer data. You and your customers will share a 360° view of their history and habits.

The digital foundation will allow for more

proactive engagements with customers from real-time data about orders, invoicing, usage, service calls and more. This 24x7 seamless, omni-channel support enables customers to get information and help via their preferred method - phone, email, or AI-powered chatbots.

Why choose Atos?

With Atos, you will experience an effective and efficient S/4HANA transition that does not compromise business continuity. Whether you are an established retailer needing to migrate years of heritage SAP and non-SAP data to S/4HANA, or a new entrant designing your business from scratch, you need an execution partner with a demonstrable track record. Atos is such a partner. Atos has unparalleled expertise in S/4HANA and cloud migrations, with a proven track record and best practices developed over 25 years of implementing and managing SAP projects. Atos is a SAP Platinum Partner with over 13,000 SAP professionals and a portfolio

of vertical solutions for the retail industry. We understand this sector and how to implement a digital-first approach to retail operations.

In 2020, Atos won the **SAP Pinnacle Award for Global Outsourcing Service Provider of the Year** due to our excellence in managing customer SAP and SAP S/4HANA transitions in the cloud, on-premise or hybrid environments. Moreover, we were **named a leader in SAP HANA and S/4HANA services by NelsonHall**. This was based on our significant organizational focus on growing HANA and S/4HANA, broad geographic delivery footprint, clearly defined

target verticals, geographies and assets incorporating innovative offerings.

Our joint solutions with SAP deliver speed, confidence, and results. It includes the full range of SAP software, licenses, and solutions. Additionally, we offer migration services to S/4 HANA and cloud platforms.

All our transformation journeys are designed based on incremental implementation delivered to you at your pace, rather than transforming everything at once. This enables us to deliver the business value you need right now, while also creating the foundations for future transformation.

Improve your customer centricity and connect the customer journey with Atos

Read more at atos.net/sap4retail or send any possible questions to rtlmarketing@atos.net and we will get in touch with you.

*Sources: Publicis Sapient 2020, Salesforce 2020, Aberdeen Group 2020, Gartner 2020, McKinsey 2020.

About Atos

Atos is a global leader in digital transformation with 105,000 employees and annual revenue of over € 11 billion.

European number one in cybersecurity, cloud and high performance computing, the Group provides tailored end-to-end solutions for all industries in 71 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos operates under the brands Atos and AtosSyntel. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Find out more about us

atos.net

atos.net/retail

Let's start a discussion together

