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# Omni-Commerce: Today's Imperative for Retail Success





The retail industry is expected to evolve more over the next 10 years than it has in the last 50 years. E-commerce, mobile, iBeacon, new shipping and delivery methods such as “click and collect,” and competition from pure play e-commerce sites are driving much of the change. Leading retailers are reinventing themselves to adapt to and thrive in this new world of retail.





# A seamless shopping experience

Consumers are turning first to the Internet to pre-shop and research products using devices, including phones and tablets. The availability of information across a wide range of retail categories is significantly influencing cross-channel shopping behaviour.

Today in the U.S., 52 percent of retail sales across 30 categories are directly influenced by the Internet. By 2018, this figure is expected to jump to 59 percent of all retail sales.<sup>1</sup> In many European countries where consumer digital adoption has happened more quickly, these figures are significantly higher.

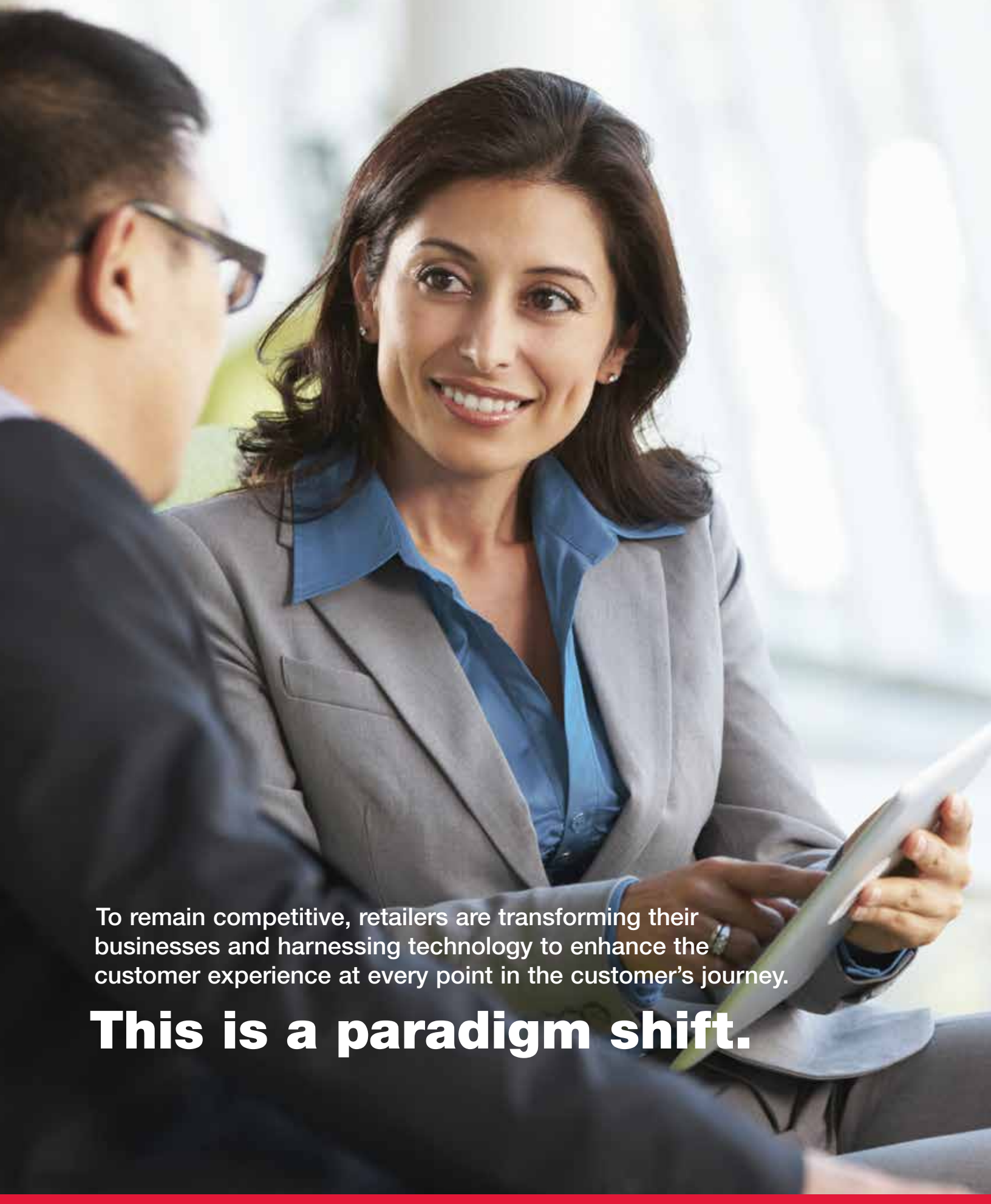
Consumers transact digitally because it is convenient and easy. They use their mobile phones within the context of their shopping experience and expect immediate, relevant results. They also switch between phones, tablets and PCs and expect a seamless

journey that complements or improves their in-store retail shopping experience. The availability of instant information at their fingertips is driving new consumer behaviours and pre-shopping in many categories has become the norm.

To address these new trends in consumer behavior, traditional e-commerce is morphing into experience-driven omni-commerce. Omni-commerce—the ability to seamlessly interact with your customers across all shopping channels—melds digital and physical in-store retail into an integrated shopping experience. So, whether the customer is researching, comparing, checking inventory availability or buying, retailers can ensure the customer's journey is productive.

**E-commerce is transforming into experience-driven, digital omni-commerce.**

<sup>1</sup> Forrester Research, "US Cross-Channel Retail Sales Forecast: 2014 to 2018," September 3, 2014.



To remain competitive, retailers are transforming their businesses and harnessing technology to enhance the customer experience at every point in the customer's journey.

**This is a paradigm shift.**

# Experience driven

The customer experience is quickly becoming a key differentiator in choosing where to shop. A great experience not only makes shopping more enjoyable, but also convenient and easy. For example, providing information on a product's availability at a customer's local store, including how long it is likely to be available, significantly aids the customer in making a decision to purchase.

The ability to reserve the product in advance, otherwise known as "click and collect," is another convenience that many customers will expect in the near future. Retailers that can offer the value of convenience will win the hearts and pocketbooks of customers who now have more options than ever.

As the customer experience becomes more of a determining factor in shopping and buying, knowledge and engagement with customers will become the primary

driver for competitive advantage. In this new age of digital, bridging in-store and online customer preferences and behavioral data will provide the means to build relationships like never before. Those who harness digital will thrive and surpass those who do not.

It is now up to retailers to re-orient their organizations and use technology to enhance the customer experience. New advances in the areas of omni-commerce, mobile, customer experience management, predictive behavioral analytics and big data are driving the generation of productive, contextual experiences with more relevant product and service offerings. By using digital to foster rich, personalized shopping, retailers create value and enable more intimate interactions with their brand.

# Convenient and easy

Key questions retailers are asking today, include the following:

- How can I use digital to create rich, contextual online and in-store experiences for my customers and improve my brand equity?
- Is my team able to track and understand customer behavior across channels and measure results?
- Are my IT systems interconnected and able to share information to support a seamless customer experience?
- Does my sales staff understand the purchasing habits of customers walking into the store? Can they offer an "endless aisle" or "save the sale" by locating an item that is not available on premise?
- What people, processes and systems should be reviewed to accelerate my transformation to digital?



# CGI's omni-commerce approach

CGI's retail experts work with retailers, large and small, across the globe to help them move to digital, omni-channel business models. Through these models, our clients are able to create rich, personalized customer experiences that drive customer loyalty and growth.

CGI will evaluate your digital program to help you achieve the following:

Create a compelling online customer experience focused on pre-shopping and buying

Map customer journeys across channels to understand what your customers are actually doing

Provide rich in-store experiences using digital to enhance customer satisfaction and engagement

Define your ultimate omni-channel brand experience

Through this evaluation, our experts will deliver what you need to start your digital, omni-channel journey, including the following:

- Strategic recommendations for driving growth and effectively implementing change within your current environment
- Development of an omni-channel digital strategy, plus guidance for building a business transformation plan and technology roadmap
- Metrics for tracking improvements and return on investment

## Expertise and services that meet your business needs

CGI's retail expertise expands across all retail sectors—from luxury goods, to fashion, to cosmetics, to “big box” retail. We offer end-to-end retail services that help your business build, implement and manage the right strategy and technologies for growth. Our retail consultants have specialized expertise in the following areas:

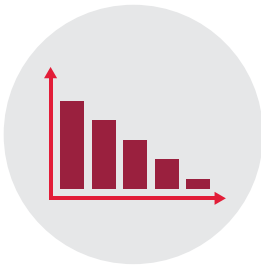
- Strategic and business planning
- Omni-channel commerce
- Digital marketing
- Customer experience and journey mapping
- Customer relationship management
- Online marketing and branding
- Social media and loyalty
- Process re-engineering
- Program and project management
- Call center operations

CGI builds strong client relationships through close collaboration, responsiveness and flexibility. Regardless the type or size of your business, we bring the expertise, value and partnership you need to transform and grow your business.

Our end-to-end services include business consulting, systems integration, application management, infrastructure and business process services.

We deliver these services through a local proximity model that enables us to work closely with clients at the local level, providing high accountability and responsiveness. In addition, we provide clients the advantages of a vast global delivery network that offers the best-fit combination of onshore, nearshore and offshore support.





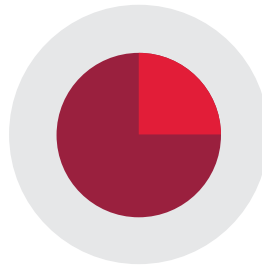
## 87%

Eighty-seven percent of respondents in the retail, consumer packaged goods and wholesale industries ranked the customer experience as their #1 priority.<sup>2</sup>



## 150x

Consumers reach for their phones 150 times per day. According to Google and Forbes, 65 percent start their purchase on a mobile device, 25 percent on a PC/laptop, and 11 percent on a tablet.<sup>3</sup>



## 25%

Forrester Research predicts that U.S. retail sales will grow to \$475 billion by 2018. Online retail sales will account for 25 percent of total retail sales.<sup>4</sup>



## 1/2

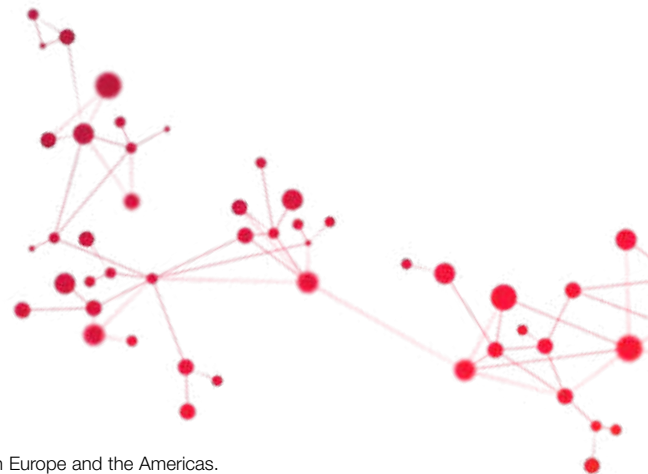
Seventy percent of consumers go online before purchasing in-store.<sup>5</sup> More than half of U.S. retail sales are influenced by digital.<sup>6</sup>

CGI has the capabilities, experience and track record to become your expert and partner of choice.

Visit [cgi.com](http://cgi.com) to learn more, or contact us at [info@cgi.com](mailto:info@cgi.com).

“It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change.”

**Charles Darwin**



<sup>2</sup> CGI, “2014 CGI Retail and Consumer Services Overview,” 63 interviews conducted with clients in Europe and the Americas.

<sup>3</sup> NRF Big Show, January 2014.

<sup>4</sup> Forrester Research, “US Cross-Channel Retail Sales Forecast: 2014 to 2018,” September 3, 2014.

<sup>5</sup> Internet Retailer, “Digital will influence half of sales in retail stores by the end of the year,” April 2014, reference from study commissioned by Deloitte Digital, November 2013.

<sup>6</sup> Forrester Research, September 3, 2014.



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With 68,000 professionals operating in 400 offices in 40 countries, CGI fosters local accountability for client success while bringing global delivery capabilities to clients' front doors. Founded in 1976, CGI applies a disciplined delivery approach that has achieved an industry-leading track record of on-time, on-budget projects. Our high-quality business consulting, systems integration and outsourcing services help clients leverage current investments while adopting new technology and business strategies that achieve top and bottom line results.

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