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#### **Connect 2014** January 26–30 Orlando, Florida ENERGIZING LIFE'S WORK

### Social Buzz Chat: Omni-Commerce Logistics and Social Business Customer Experience

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### Trends & Social CRM Experience Continuum Omni-Commerce Logistics Evolution & Options Social Business Customer Experience





- Number of trends driving rise of Social Business
  - Social powering online sales B2C & B2B
  - Rapid and Low or No Cost Delivery
  - Rise of Social Mandates! Green!
- Social CRM Experience Continuum
  - New levels of integration required: De-Siloize or Die!
  - Omni-Commerce Imperative





Social powering online sales B2C & B2B

## 50% OF B2C 70% OF B2B

### ONLINE SALES POWERED BY

### SOCIAL

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ONLINE SALES POWERED BY

SOCIAL \_\_\_

Rapid and Low or No Cost Delivery

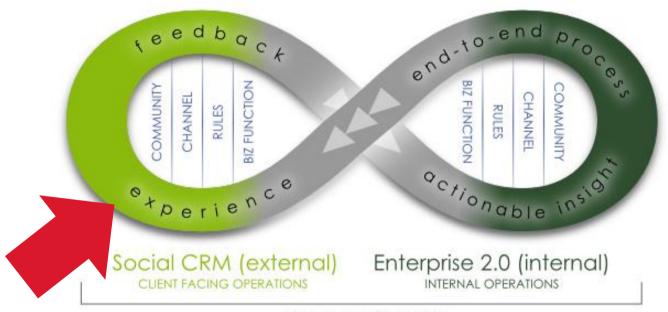


Rise of Social Mandates! Green!

## 50% oF CONSUMERS WILLING TO PAY MORE FOR GREEN



Social CRM Experience Continuum



SOCIAL BUSINESS STRATEGY

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Courtesy of Esteban Kolsky



### **Omni-Commerce Logistics Evolution & Options**

- Omni-Commerce Logistics
  - Definition & Evolution
  - Options
    - Central vs Regional
    - Fulfillment Center vs Ship-From-Stores
    - Pick Up Options
      - In-store (delivered from Fulfillment Center)
      - Curbside Pick-Up
      - Lockerboxes
      - Reserve In Store



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### **Omni-Commerce Logistics Evolution & Options**

Definition & Evolution

#### DEFINITION

Omni-Commerce is emerging retail ability to seamlessly support consumer interface through all physical & electronic mediums (Store, PC, Mobile) and deliver products as and when consumers require (Home, Office, PickUp BoX or Store) next day, same day or on an ASAP basis.

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**EVOLUTION:** 

**STORE LOGISTICS:** Most current DCs designed for picking and delivery to stores at case or pallet level.

E-COMMERCE LOGISTICS: Most e-commerce operations often run as separate network or outsourced to a 3PL firm

OMNI-COMMERCE LOGISTICS: OmniCommerce evolving rapidly presenting new retail logistics challenges. As offline and online retail worlds continue to move closer together, with Ship from Store, Reserve

In Store programs need to rapidly deliver either Direct to Consumer or Direct to Store.

### **Omni-Commerce Logistics Evolution & Options**

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### **Social Business Customer Experience**

- Integrated Customer Experience is paramount
  - Never been so easy to switch brands
- How will you deliver on the Social CRM Continuum?
  - Cultural
    - Engaged employees
    - Customer centric mindset
    - Social employees (Internal & External)
  - Systems to support on an integrated basis
- Shift to Omni-Commerce Social Business not optional
  - Nowhere to hide in a social customer service world
  - Only the first step in moving towards Matrix Commerce





### **Questions**

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