

IBM Software

Connect 2014

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ENERGIZING LIFE'S WORK

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

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Agenda

Trends & Social CRM Experience Continuum

Omni-Commerce Logistics Evolution & Options

Social Business Customer Experience



Trends & Social CRM Experience Continuum

- 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



Trends & Social CRM Experience Continuum

- Social powering online sales B2C & B2B

50% OF B2C

**ONLINE SALES
POWERED BY**

SOCIAL

70% OF B2B

**ONLINE SALES
POWERED BY**

SOCIAL



Trends & Social CRM Experience Continuum

- Rapid and Low or No Cost Delivery

FREE

ASAP

SAME DAY

NEXT DAY

FREE



Trends & Social CRM Experience Continuum

- Rise of Social Mandates! Green!

**50% OF CONSUMERS
WILLING TO PAY
MORE FOR GREEN**



Trends & Social CRM Experience Continuum

- Social CRM Experience Continuum



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



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.

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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