



BUILD THE FOUNDATION FOR GREAT CUSTOMER EXPERIENCES





THE URGE TO DISRUPT

The urge to disrupt entire industries has been around for decades but the pace of disruption now happens over months, not years. If you're not equipped for rapid innovation, you'll be too late when an unlikely or unforeseen competitor transforms your industry and wrecks your company.

What do innovators do best? They build their companies around the customer to deliver amazing brand experiences. They innovate from the hard truth that consumers now do business on their terms, not yours, and will easily jump to a competitor if the brand experience provided fails to meet their expectations.

Today's customer, above all, demands seamless and relevant experiences. They want to move effortlessly across your online and offline channels from initial contact, to purchase and beyond. Along the way, they expect you to know their interests and preferences and use this to provide consistent, timely, relevant and personalized engagements. They also expect your sales and customer service representatives to have real-time access to their purchase and interaction history to help advance their journey. In essence, they want a data-driven experience.

This is the course customers have set for companies. Yet, enabling an outstanding customer experience requires businesses to overcome the fallout of IT decisions made over years, resulting in incremental purchases of siloed, on-premise, channel-specific solutions. They now form

“The insights we gain from a single source of data are profound and provide a data- and relationship-driven approach to serving our customers.”

DYLAN'S CANDY BAR



the labyrinth of systems with islands of channel specific data that prevent unifying the customer experience across all touchpoints. But beware. Quick fixes of replacing front-end, customer-facing systems are not the answer. Achieving success in today's digital competitive marketplace means businesses must replace their legacy systems to establish the right technology foundation. Remedying siloed systems and initiating a one-system approach will create a single source of truth for customer, order and inventory data for use in unique and differentiating ways, enabling the brand experiences that customers want and expect.

SUCCEED WHERE OTHERS HAVE FAILED

Innovators old and new have caused entire industries to refocus on the customer. Yet, for those who succeed, many more have been less fortunate. IDC estimates that 70 percent of siloed, digital transformation initiatives will ultimately fail because of insufficient collaboration, integration, sourcing or project management¹. To magnify the challenge, Forrester has found that less than one-third of customer experience professionals say their firms consider the impact to customer experience when making business decisions².

CIOs keen to enable great customer experiences soon realize their efforts will also address other, longstanding problems. They dedicate prohibitive amounts of resources to maintain legacy systems bought over the years, and continue to face the more recent challenge of departmental chiefs influencing or making siloed, IT purchases aimed at improving part of the customer experience. All the while, IT departments must make it all work. This cycle impedes companies from making holistic changes needed to transform their customer experience and nimbly respond to an industry competitor. Having the right technology foundation will not only enable the delivery of the experience customers want but put an end to unsustainable IT practices that inhibit a company's ability to innovate.

Most executives don't expect CIOs to be the person to lead the company's shift to a customer-centric model. Even though past efforts and present views may not seem inspiring, the majority of executives consider customer experience a priority. Herein lies the opportunity.

“We wanted one global solution that could manage everything and help us grow and expand without having to continue to reinvest in technology and different point solutions.”

MACLAREN

WHAT ALL GREAT EXPERIENCES MUST BE

Relevant Gone are the days of blasting the same email to everyone in your database. The engagements that a merchant has with shoppers must be relevant based on what you know about someone. A single view of a customer's shopping preferences and past purchase data make online and offline engagements relevant and personal.

Accurate Don't lie. Driving traffic to your website or encouraging in-store visits via email promotions for unavailable products tarnishes your brand. Instead, get a single view of enterprise-wide inventory visibility to accurately plan and deliver to your customers.

Timely Customers use multiple channels as they inquire, consider and purchase your products and services. With a 360-degree view of cross-channel customer information, deliver the right message at the precise time and over the right channel to engage customers throughout their shopping journeys.

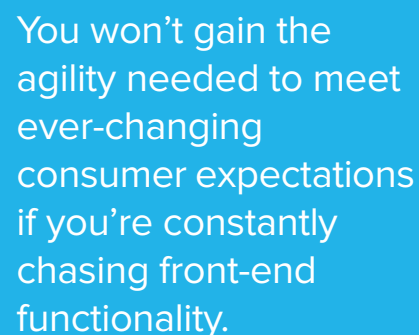
Consistent When shoppers engage your brand they don't see channels. So engage with them the same way on your website, on their mobile device, in-store and when they contact your call center or a sales representative. With a single version of customer, item and order data you can deliver consistent engagements across all touchpoints and sales channels.

WHY DOES THE CUSTOMER EXPERIENCE BREAK?

First and foremost? By ignoring the fact that your customer experience problem is really a back-end problem. A seamless, consistent and personalized experience is not about which front-end, customer-facing systems you deploy. It's about having the right foundational back-end system in place to create a single source of truth for customer, order and inventory data.

The temptation to purchase the latest ecommerce or point-of-sale (POS) software may provide new features to slightly enhance that channel experience but won't address your siloed channels and corresponding islands of data. Shoppers will still feel the disconnect of moving from one channel to another. And your customer service and sales associates or representatives won't get a complete, accurate and available picture of every customer across all of your touchpoints. In addition, you won't gain the agility needed to meet ever-changing consumer expectations if you're constantly chasing front-end functionality.

Moreover, costly system integrations don't really work. Only huge enterprises can afford hundreds of millions of dollars to integrate disparate systems across their operations to improve the customer experience. Nordstrom, Hilton Worldwide, MetLife and The Home Depot are just a few. But even then, those integrations don't deliver 100 percent accuracy to the customer or your business. Worse off, those integrations are difficult and costly to maintain. When a single system requires a simple upgrade it creates a domino effect, requiring upgrades to all, other systems.



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CUSTOMER EXPERIENCE BREAKS

Break Your systems don't support in-store returns of items bought online.

Remedy Deploy an order management system that centrally manages orders for all channels.

Break You don't send follow-up emails after a shopper abandons their online cart.

Remedy Deliver timely and relevant engagements from a central communications hub that utilizes the data of your customers' transactions and interactions.

Break You send an email promotion, discounting an item that the customer recently bought at a higher price in-store.

Remedy A single view of all customer interactions and transactions across all touchpoints provides relevant, timely and consistent communication and promotions via all of your online and offline selling channels.

Break An item is out of stock online but available at a local store.

Remedy With a single source of real-time, enterprise-wide inventory visibility, display inventory availability on your website from all of your locations, including your physical stores.

Break A shopper visits a store, looks at several items but does not purchase and leaves.

Remedy Equip your store associates with POS technology to connect a shopper's experiences online and in-store, where associates can place items in a customer's ecommerce shopping cart or on their wish list for purchase later.

Break A shopper visits a store to purchase an item but the size they want is not available so they leave.

Remedy Create an "endless isle", providing your store associates with real-time access to enterprise-wide inventory availability, including all stores, warehouses and even your supply chain, and ship to the customer's desired location.

QUICK FIX VS. LONG TERM REALITY

Resist the temptation of a quick fix that may produce a short-lived impact. Instead, deploy a unified cloud-based commerce platform to produce a larger, long-term ROI, deliver a superior brand experience and gain the ability for rapid innovation.

	QUICK FIX POINT SOLUTION	LONG TERM OMNICHANNEL SUCCESS
BEST OF BREED	Best of breed systems will only deliver additional functionality for a single touchpoint but remain siloed from the rest of the business. At best, they'll have unreliable connections to other systems.	A unified commerce platform natively integrates front-end, customer-facing systems with back-end business systems to create a single source of customer, order, and inventory data used to accurately feed every customer touchpoint.
DEPLOYMENT	Standalone, point solutions are faster to deploy but only address a single channel where the data remains siloed.	A longer deployment is the output of a well-planned approach to future-proof your systems, creating efficiencies and opportunities for long-term success.
AGILITY	Chasing point solution upgrades and trying to maintain integrations is never-ending, making it difficult to respond to change and opportunity.	A unified commerce platform frees company resources to allow for rapid response as opportunities and market conditions change.
ROI	Simply replacing one point solution with another may cost less but only delivers short-term, channel-specific impact, urging customers toward brands that deliver seamless and relevant experiences.	A larger, upfront investment will provide exponential returns over the long term as you provide rewarding experiences that will grow customer loyalty and lifetime value.
PERFORMANCE	Determined by the bottlenecks created by integrations or manual processes required to move data between front- and back-end systems.	A unified commerce platform means you're no longer dependent on a multitude of technologies that slow or disrupt the flow of data at every break-point between disparate systems.
SUPPORT	Customer information is spread across multiple databases, making it frustrating for shoppers to get adequate cross-channel support.	With a single source of cross-channel, customer information, enable efficient and consistent support across all customer touchpoints.
ENGAGEMENT	Messaging customers based on siloed information produces inaccurate, ineffective and irritating brand engagements.	Create highly personalized and relevant engagements, growing customer loyalty and lifetime value with a single source of customer, order and inventory data.

HOW TO ENABLE GREAT CUSTOMER EXPERIENCES

Build your foundation.

To achieve success in today's digital competitive marketplace, businesses must simplify processes by consolidating their core systems. Remediating siloed systems and initiating a one-system approach is your first step. You'll eliminate data fragmentation and duplication, while delivering real-time information, creating efficiencies and opportunities to improve the customer experience.

With a one-system approach, your back-end enterprise resource planning (ERP), customer relationship management (CRM) and order and inventory management systems will reside on one platform. You'll get a single source of the truth for customer, order and inventory data in real-time, making that data available to all existing and future front-end, customer-facing systems.

Establish your digital platform.

With your foundation in place, you can seamlessly connect more modern and advanced channels within any part of your business. An ecommerce system will serve as the base of your digital platform. Unified with your back-end systems, you'll provide instant access to inventory and customer data to your web store to display accurate inventory levels to shoppers, including store availability, and deliver relevant cross-sell and upsell merchandising offers.

Extend digital to the store and beyond.

Unify your online and offline channels by extending your digital platform to support a modern POS. Your POS will now operate on the same digital platform as your ecommerce system, creating a seamless experience between online and offline. The shopping journey can start in one channel and easily transition to another.

“We can deliver a holistic omnichannel experience that drives customer satisfaction and repeat business while streamlining our operational business processes.”

LOVESAC



Sales associates can quickly leverage customer, inventory and product data for effective, in-store experiences. Other channels, including pop-up stores, catalogs, call centers and kiosks will also connect seamlessly to the back-end, allowing shoppers to truly buy anywhere, return anywhere.

Maximize engagement and innovation.

Design innovative customer acquisition and retention experiences with your ecommerce and POS systems, utilizing your single source of customer, order and inventory data. With a central digital communications hub, provide personalized engagements and marketing campaigns designed to motivate customers and deliver exceptional experiences at every touchpoint, focusing on relevancy and value throughout the customer life cycle.

Drive market disruption.

No longer limited by technology, digitally disrupt your industry and transform your business. You'll streamline your operations and end the never-ending cycle of maintaining legacy, back-office IT systems and siloed, channel-specific software. From there, you'll gain the agility and scalability to grow your business. Company resources previously dedicated to maintaining multiple systems with heavy integrations can be refocused to innovating the customer experience over and over.

YOUR NEW CUSTOMER EXPERIENCE

Your New Customer Experience

With a unified commerce platform in place, technology is no longer a limiting factor. Delivering the ultimate customer experience arrives when you no longer depend on technology providers to help you create and engage in new, disruptive ways. Businesses can take disruption into their own hands.

With the single source of truth, you'll provide consistent and relevant experiences across all customer touchpoints and sales channels to differentiate your brand by seamlessly moving with your customers from their desktop, to their smartphone, to your stores and to your call center. You'll also provide shoppers with relevant, timely and personalized engagements. Altogether, you'll give customers what they expect from a brand experience, gain their loyalty and be rewarded with their repeat purchases.

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ABOUT NETSUITE

NetSuite is a leading commerce solution provider, helping merchants manage their business with a unified cloud-based platform. As the only cloud solution to unify ecommerce and in-store with your core operational business systems—inventory and order management, CRM, business intelligence, marketing and financials—NetSuite enables businesses to provide more relevant and personalized customer experiences while streamlining operations, better managing suppliers and stock, speeding fulfillment and improving customer service.

