

Verso le «Platform Companies» per la multicanalità

Francesco M. Mennillo

Global Presales & Solutioning for Retail, Transportation, Logistics and Hospitality



Atos



Il digitale è come l'elettricità:

*è un «abilitatore» invisibile che consente di dar vita a prodotti, servizi ed esperienze
che in alcuni casi si integrano con quelli precedenti,
in altri li sostituiscono tout court.*

(P Kotler, G Stigliano. Retail 4.0: 10 regole per l'Era digitale. Milano, 2018)

Il digitale abilita nuovi comportamenti

Dovunque, in qualsiasi momento, in modo diverso, più facile, più veloce, più sicuro.....



84%

degli utenti provvisti di smartphone utilizzano il loro telefono in negozio

retailtouchpoints.com



80%

degli utenti afferma che l'esperienza che un'azienda fornisce è importante quanto il prodotto e i servizi

[Salesforce](https://www.salesforce.com)



85%

Dei rivenditori generi alimentari non ha a livello globale le capacità, la tecnologia, le persone e i processi per utilizzare gli insight per monetizzare i propri dati e promuovere la CX

[Businesswire.com](https://www.businesswire.com)



67%

dei clienti afferma che è disponibile a pagare di più per un'esperienza migliore

[Salesforce](https://www.salesforce.com)

Multicanalità Vs Omnicanalità

Strategia multicanale

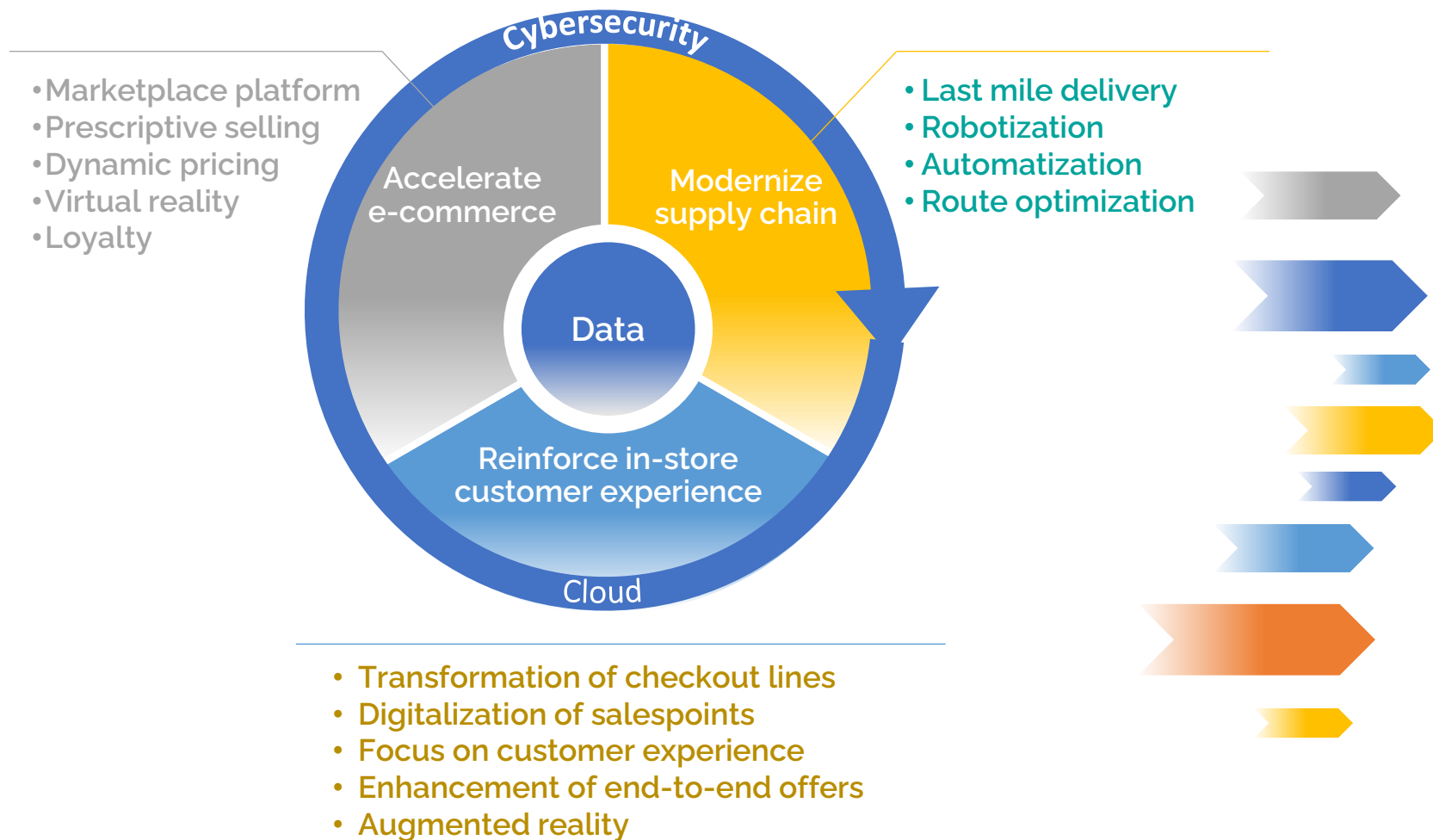
- varietà di canali: la customer journey consente interazioni e transazioni fra il brand e il cliente per canale.
- Governo del consumatore lungo un customer journey “ideale” dal punto di vista dell’azienda.
- Carezza di interconnessione tra i canali nella customer journey
- I canali sono gestiti separatamente con propri obiettivi e indicatori di performance (KPI)

Strategia omnicanale

- Visione unificata dei diversi canali in modo unificato
- Visione universale, “olistica” della customer experience e dei relativi touchpoint.
- L’obiettivo non è più generare transazioni, ma sviluppare un’esperienza senza soluzione di continuità attraverso tutti i canali disponibili
- i touchpoint consentono relazioni non solo con un elemento della marca, ma con la marca nel suo complesso. E si rinforzano a vicenda con coerenza.

Digitale → più affari

Piattaforme → pieno potenziale



Atos designed business platforms answer a complex equation

Business imperatives

Costs control & predictability

Risks

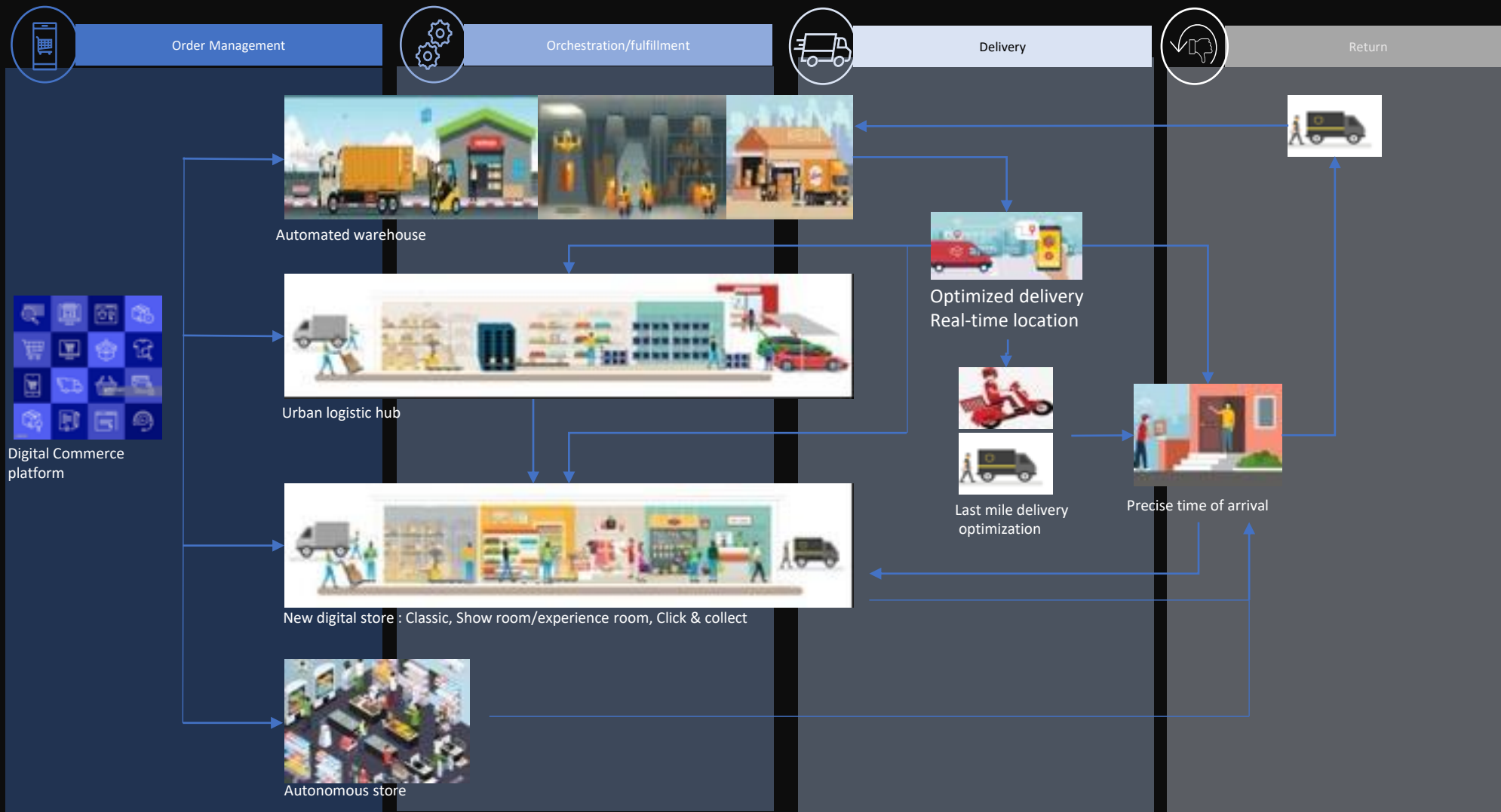
Carbon footprint

Undepinned by cloud, data, cybersecurity technologies

Omnicanalità

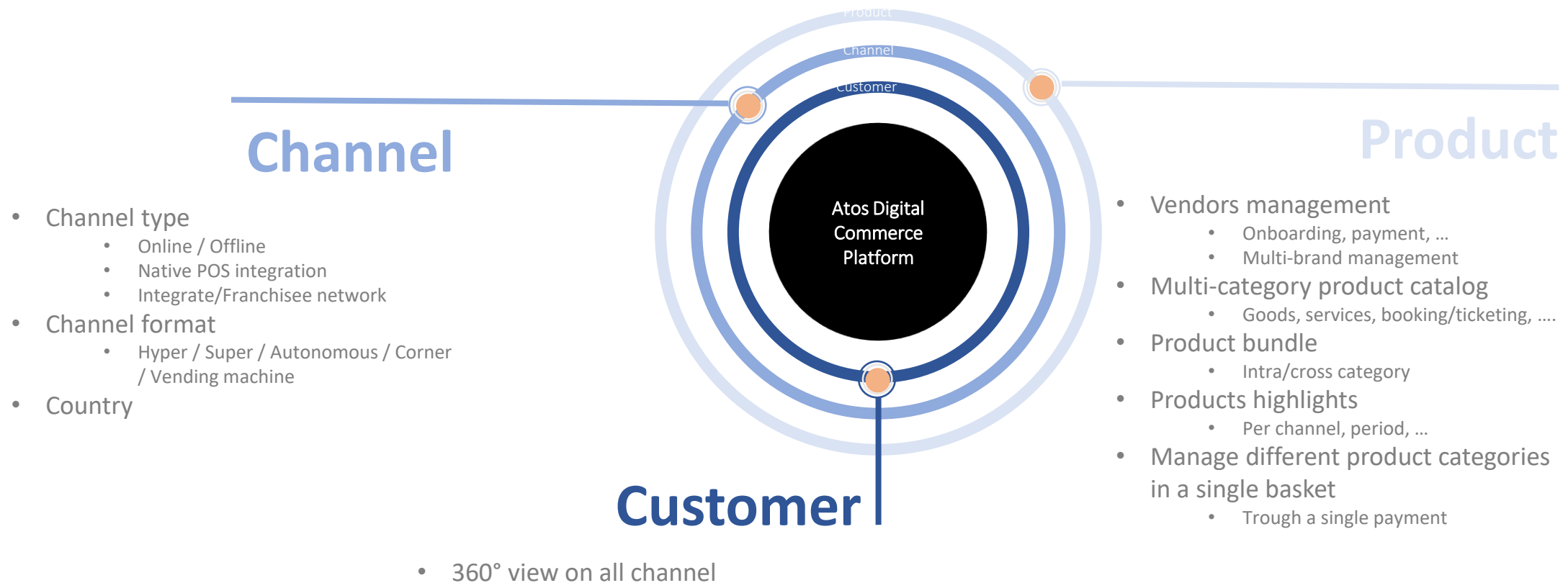
una nuova sfida

- Real-time view of omnicanal stocks
- Wide choice of delivery / picking
- Same day delivery
- Return optimization



Una piattaforma per una visione aggregata

semplifica processo acquisto

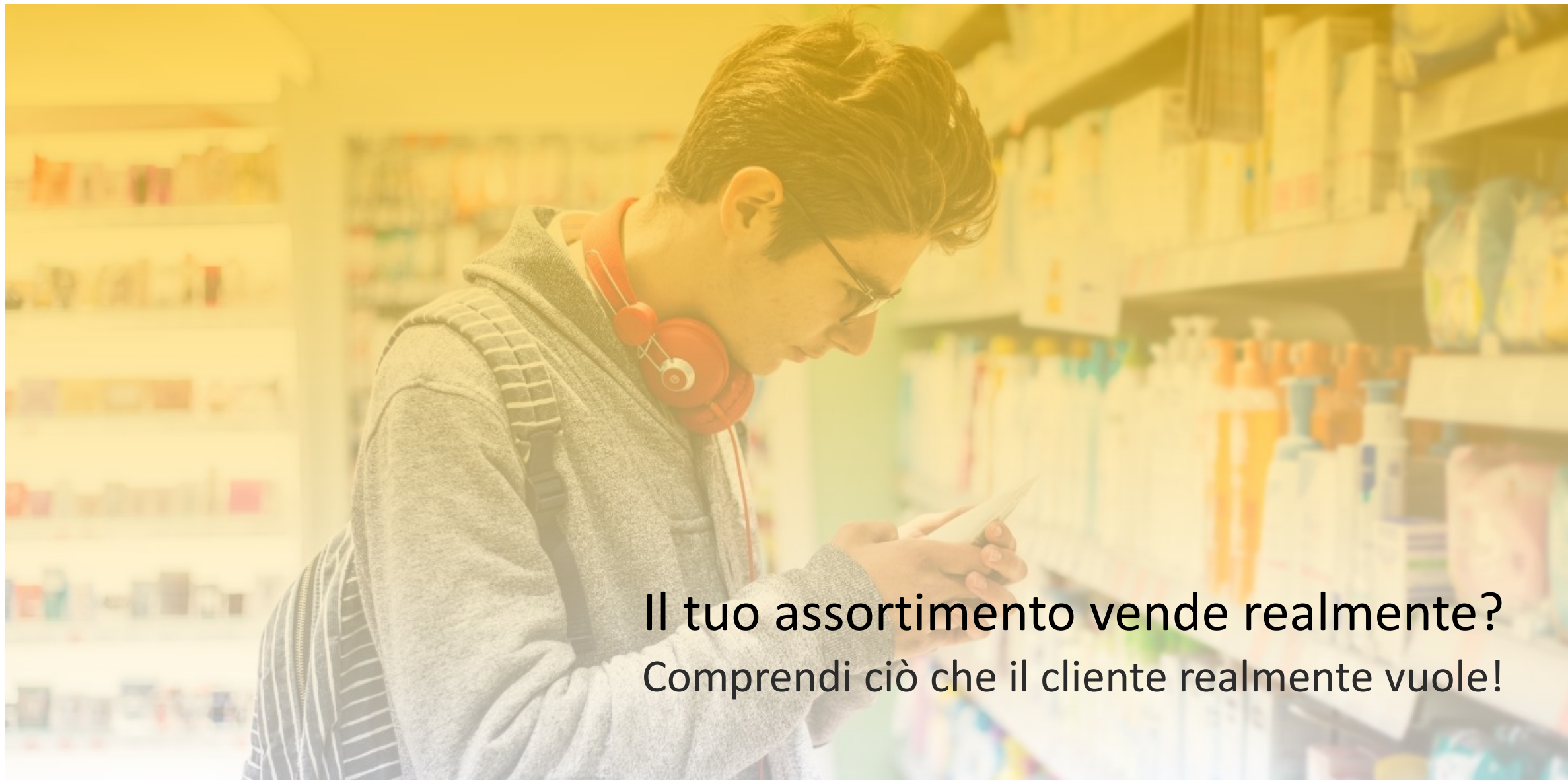




Vuoi pagare?
Non c'è più bisogno di attendere!



Sei riuscito a trovare tutto?
Gli scaffali sono riforniti con ciò di cui hai bisogno!



**Il tuo assortimento vende realmente?
Comprendi ciò che il cliente realmente vuole!**

La digitalizzazione porta verso l'autonomous store

Cosa rende un negozio realmente autonomo?

Retailers automate store functions to improve **store performance** and **customer experience**

- **Identification gives access**, opens a virtual shopping basket and allows seamless check-out
- **Items and their place** are monitored and recognized
- **Customers are tracked** through the store (security, store intelligence)
- **Customer's virtual shopping basket** – always updated
- **Automized out of shelf detection** and more
- **Automated payment** with a receipt sent to the customer's email/app/account

Consumers **enter** the store (24/7), **take** their items, and **leave** the store **without delays**



- **Customers enter** the store via check-in system
- **Customer picks up** an item and takes it – it will be added to the bill
- **Goods** that are **put down again** are not counted for the bill
- **No** need to stand in a **queue** for payment
- **Self check out / automated check-out** of the shopping basket content
- **Automated payment** - the customer gets a receipt

Digitalizzazione punto vendita

migliore esperienza cliente / dipendenti

Customer experience

Connected shopping cart



- Collection of new customer data
- Personalized interaction
- Customer journey in the store (geolocation)
- Deported checkout

Mobile Check out



- Customer experience (autonomy)
- Autonomous store
- Customer loyalty

Self check out



- Shopping cart / basket
- Fluidity of the check out
- Time range

In-store customer engagement



- Customer recognition
- Personalized interaction
- Connected label

Connected scale



- Markdown Management
- Fraud

Pick up



- Cross sell

Control and availability of the data

Employee experience

Energy management



- Optimization / reduction / control of cost items

Staff management



- Optimization of personnel management in stores
- Workforce management

Maintenance Prédictive



- IoT
- Edge computing
- IA

Management of store operations



- BBD management
- Customer advice/interaction
- Optimization of the employee path in store

Inventory management








- Replenishment of shelves
- Avoiding stock-outs
- Permanent inventory

Store virtualization



- Edge computing
- Virtualization solution

Agilità, ROI, bassi investimenti, vantaggi aziendali

-  Security
-  Flexible environment
-  Costs reduction and predictability
-  Decarbonization
-  Low or No Capex required

Digital Hub for Retail

Aggregation : stores channel & networks (sales, stocks, customer knowledge & history, formats)

Store Digitalization

Eases store operations
Improves customer engagement
Decrease store operating costs (Reduce them in a range of -18% to -38%)

Warehouse automation

>30% Increase in Order Volume
>90% Reduction in Truck Unload Time
35% Smaller Footprint
3x Increase in Capacity
>70% Reduction of direct labor

Decarbonization

Offsetting
Decarbonization Levels Agreement

AIRPORT SHOPPING

TO GATES ↑

Progetto Atos in corso
Autonomous store
(Aeroporto di Brussels)

- 60 m2 in-site store
- Goods (food/non food) and gift
- Opening plan last quarter of 2022



La piattaforma interconnessa arricchiscono l'esperienza dei clienti

Destination Marketing Organisation

Atos Digital hub implemented to improve the guest experience

- More than 2000 sub-sellers available on the platform
- Go live by the end of 2021



Client's challenge

- The Convention and Visitors Bureau promotes the destination in the Country and abroad for corporate customers and end visitors.
- The COVID 19 highly impacts tourist frequentation (-75%) and therefore inevitably on tourism professionals.
- Driven by its public service mission, in this crisis context, the Convention and Visitors Bureau needs a new digital platform to efficiently serve its visitors with wide range of partners



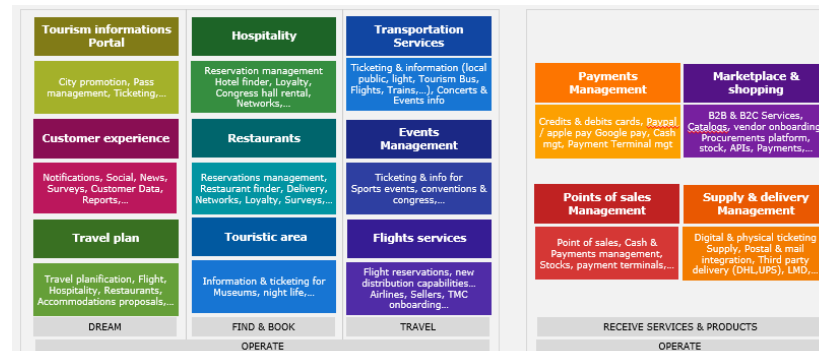
Atos solution

- CRM module for **Client knowledge**
 - Customer data aggregation
 - Acquisition, and loyalty campaigns
 - Content customization
- Marketplace opened to multiple partners, offering a package with a homogeneous customer journey in a single basket
 - payment, ticketing, accommodation, transport, e-commerce, insurance services...



Business benefits

- Interconnected services to simplify and enrich customer journeys
- City tourism marketplace dedicated to prepare for the exit of Covid, in smart coordination of next major sporting events in 2023 and 2024.
- New incomes sources of the Tourism office as well as its new members,
- Know customers better, their expectations and consumption patterns to better use data.
- PCVB members can develop with enhanced visibility their income with such merchant space to market their offers (ticketing, e-commerce, services)





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francesco.mennillo@atos.net



Thanks!

From Unsplash