

Capitalize on your Customer's Story with SAP Customer Activity Repository

The Emergence of the Multichannel Purchase Journey

The rise of digital technologies has created a multi-platform customer journey where customers use a number of different channels to make a single purchase.

87%
of shoppers look for information online before visiting a store

87%
increase in mobile sales in 2014

4 out of 5
consumers look for advice on social media before they make a purchase



Today's Customer Journey is Dynamic, Well-Informed and Continuous

Driven by digital technologies, the new shopper's journey is continuous because the digital touch points consumers are exposed to are always on, and they are constantly re-evaluating their purchase options.



Keeping up with Multichannel Shoppers is Getting More Complex

90%
of people use multiple screens sequentially

66%
of consumers who purchase online, visit the store before or after the transaction

The smartphone accessibility enables spur of the moment shopping.

19%
planned

81%
spontaneous



54%
use smartphones to research or purchase products

25%
visit retail stores as part of their research

40%
complete purchases in store

Current Technology Can't Keep Pace

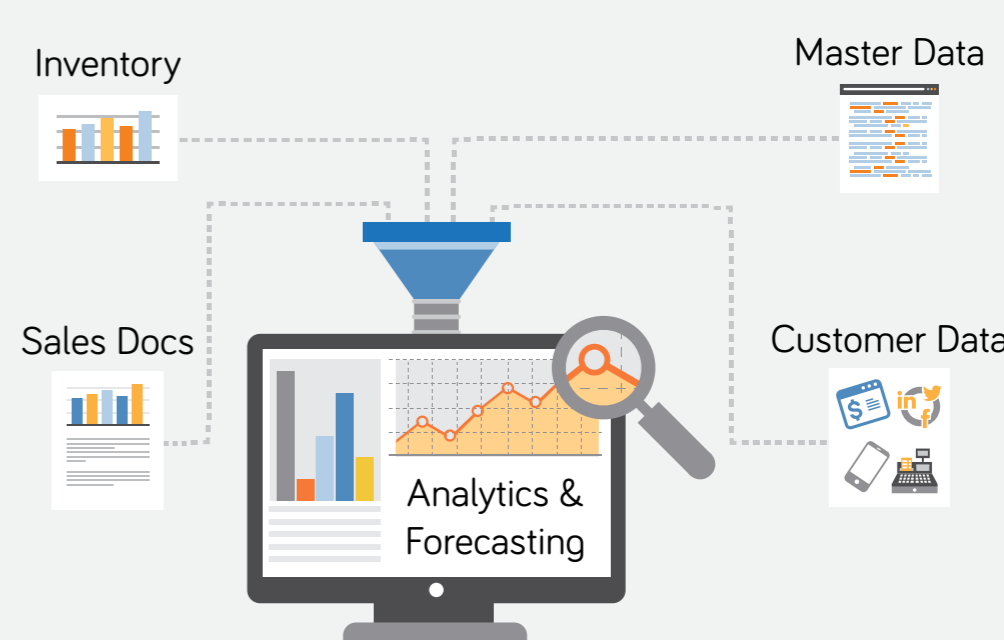
Retailers have invested in multiple solutions to manage these channels as efficient silos. The new retail reality will be better served by a single platform, serving as the center of the consumer shopping experience.

MULTIPLE SYSTEMS



- ▶ Customer data trapped in applications by channel
- ▶ Inventory dedicated to specific channels
- ▶ Prices and promotions are specific to channel
- ▶ Limited visibility into real-time customer transactions across all channels

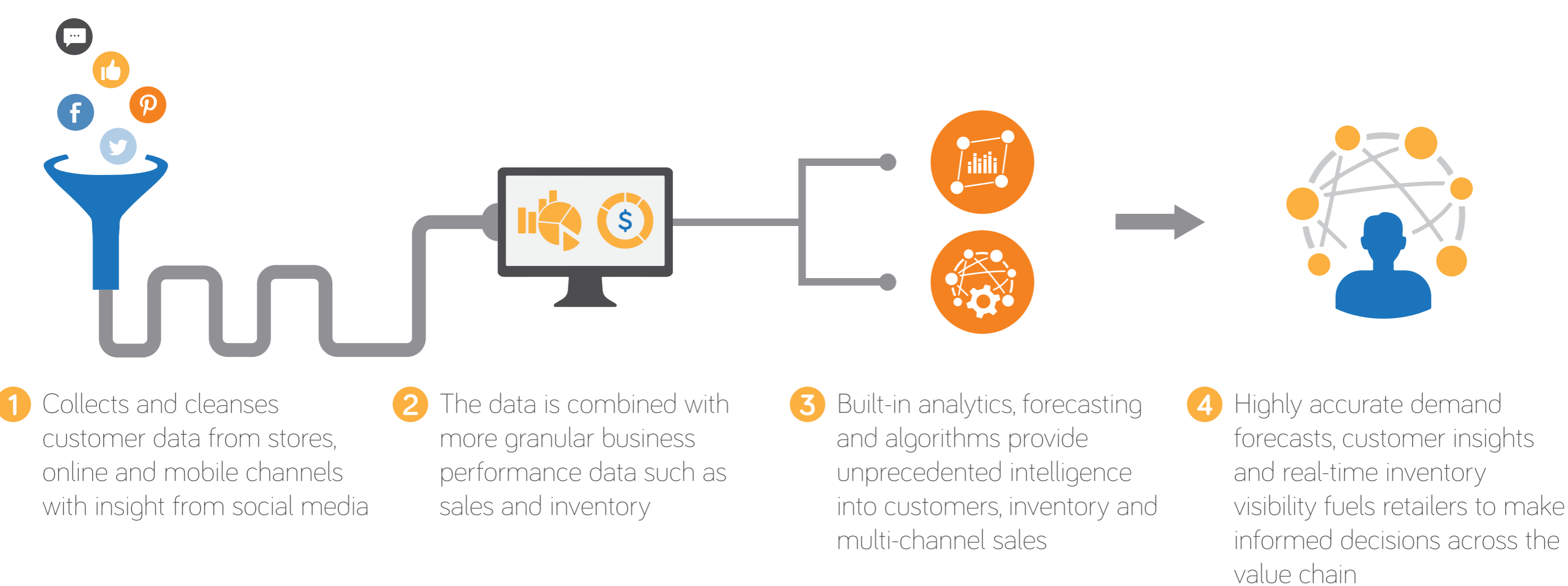
SINGLE SYSTEM



- ▶ Single view of customer data
- ▶ Real-time inventory data across multiple channels for omni-channel capabilities
- ▶ Price and promotion optimization based on channel, device or segment
- ▶ Visibility into real-time multichannel sales to the transaction level

Convert Big Data into Breakthrough Business Insight with a Single System

The SAP Customer Activity Repository (CAR), powered by the SAP HANA platform, supports retailers in becoming more customer-centric by bringing together customer, sales and inventory information from siloed applications.



How can SAP Customer Activity Repository Improve Your Business?



INVENTORY TRANSPARENCY

Improve stock coverage to ensure products are available when the customer decides to buy and boost sales rates in the process

BENEFITS

+5%
Gross Margin

+2%
Sales Margin



DEMAND FORECAST, PRICING & PROMOTIONS

More accurate planning with a single calculation of customer demand across all channels. Rapid maximization of sales and margins with target pricing and promotions

BENEFITS

+7%
Customer Satisfaction

+20%
Revenue per Employee



PERSONALIZED BRAND EXPERIENCE

Ability to use customer data to deliver consistent brand experience across all channels to boost customer satisfaction and retention

BENEFITS

+5%
Upsell Opportunities

+2%
Customer Churn

Transform Your Company into an Adaptive, Customer-Centric Enterprise

attune's capabilities on SAP Customer Activity Repository empowers organizations to provide exceptional customer experiences, with a set of solutions focused on omni-channel customer engagement.

Learn how SAP Customer Activity Repository can optimize your reporting, analytics and how you can achieve a 360 degree view of customers, real-time inventory visibility, and highly accurate forecasts. Sign up for a Proof of Concept visit, www.attuneconsulting.com/register

SOURCES
Customer Desires Vs. Retailer Capabilities, Forrester Consulting
Digital Impact on In-Store Shopping; Research Debunks Common Myths, Google
SAP Customer Activity Repository, SAP

