

# 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

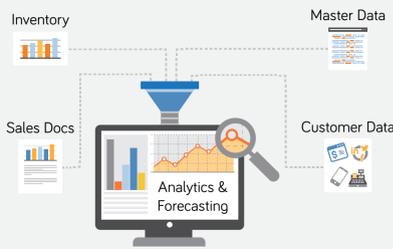
Retailers have invested in multiple solutions to manage these channels as efficient silos. The new retail reality will be better served by a single platform, serving as the center of the consumer shopping experience.

### 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

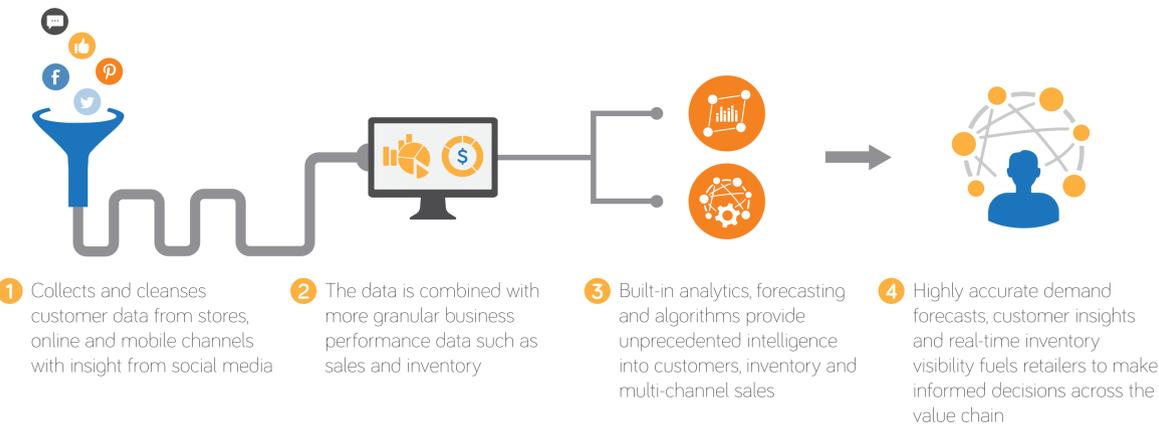
### SINGLE SYSTEM



- ▶ 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](http://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

