

# UNIFIED COMMERCE

Customer experience oltre la  
multicanalità nel retail

Mario Davalli

Country Manager Southern Europe CEGID

OMNICHANNEL  
RETAIL SOLUTIONS

**1,000**

retail brands

**30,000**

stores

**+75**

countries

**Cegid**



# OUR MISSION



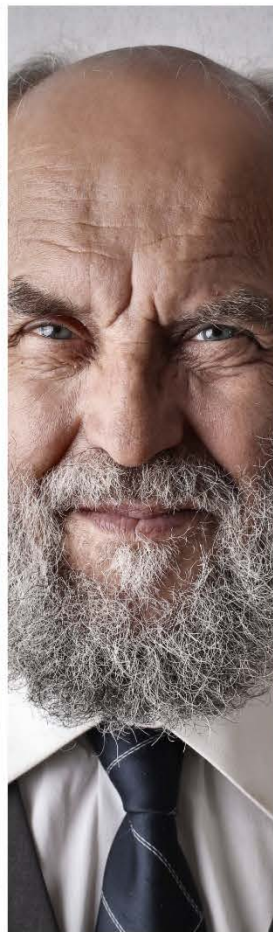
To support retailers in their digital & omnichannel transformation, worldwide.

Provide retail cloud solutions and services to drive performance.





# YOUR CUSTOMERS





# YOUR CUSTOMERS



## HIGHLY CONNECTED

**27%** Millennials <sup>(1)</sup> **79%** Mobile in the shopping journey <sup>(2)</sup>



## INFORMED & DEMANDING

**75%** Are willing to pay more for sustainable offering <sup>(4)</sup>



## LOVE INTERACTIONS



44%<sup>(3)</sup>



38%<sup>(3)</sup>



38%<sup>(3)</sup>



16%<sup>(3)</sup>



## LOVE PERSONALIZATION

**75%** Are more likely to purchase when the offer is personalised <sup>(5)</sup>

**84%** Of Generation Z love personalized experience<sup>(6)</sup>

# RETAILERS SHOULD BECOME MORE AGILE

**EXPERIENCE  
& EMOTION**



**OMNICHANNEL  
INTEGRATION**



**MASS  
PERSONALIZATION**



**HYPER-PERSONALISATION**



**Data  
Analytics**

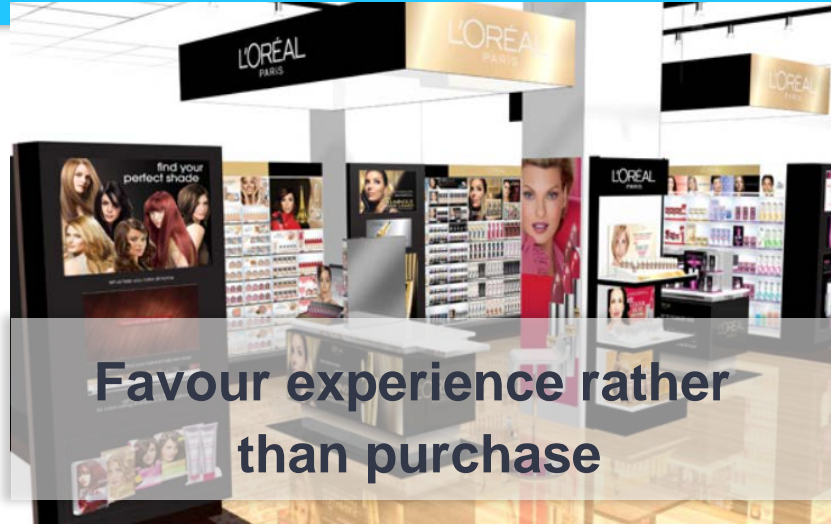


**Supply chain  
dexterity**



**HR  
Organisation**

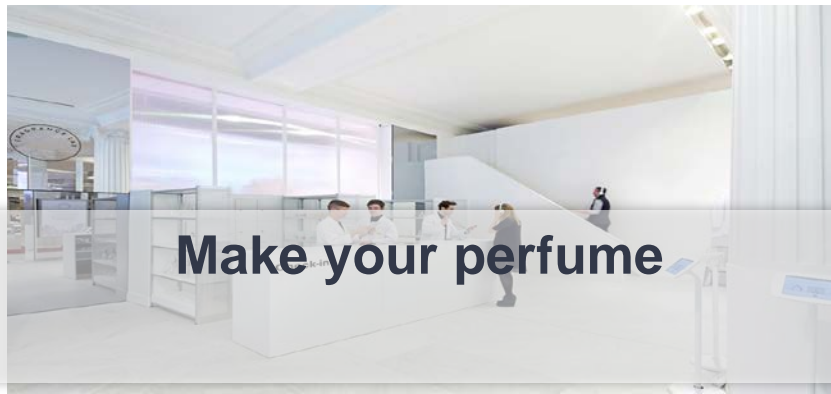
# NEW CONCEPTS



**Favour experience rather than purchase**



**Choose & Make your eyeshadow**




**Make your perfume**



**Custom-made make up**

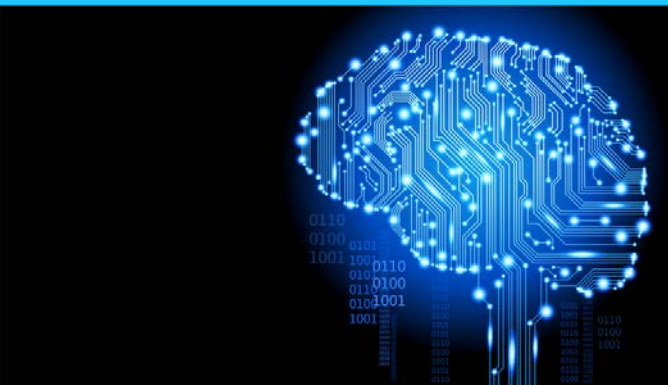
# THANKS TO THE CUSTOMERS WE REINVENT THE STORE



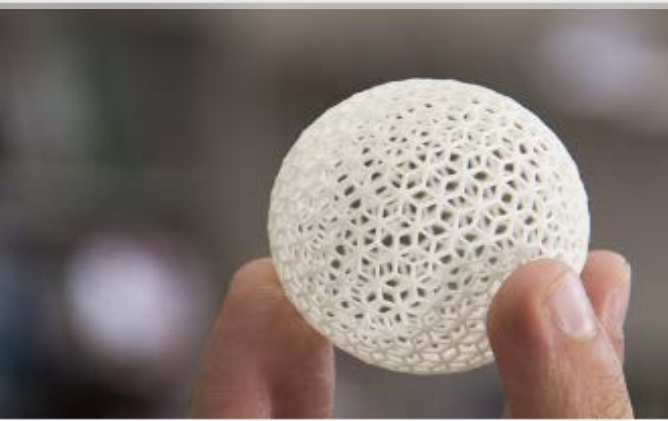
“..by now, 89% of companies expect to compete mostly on the basis of customer experience.”  
Gartner



# NEW TECHNOLOGIES



**Are you ready ?**

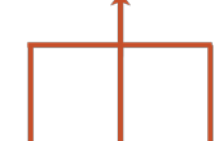




# YOUR CUSTOMER: 1<sup>ST</sup> TO DIGITISE THE STORE



# WHAT IS UNIFIED COMMERCE?





# WHAT IS UNIFIED COMMERCE?





**+150 STORES**  
**+5 COUNTRIES**

**Retail direct & indirect management**  
**Advanced Store CRM & Loyalty program**  
**Mobile**



**+1 250 STORES**  
**+28 COUNTRIES**

**Worldwide Retail & POS solution**  
**All retail-specific processes are consolidated into a single core-model IT system + Mobile + e-commerce**



**+1 300 STORES**  
**+7 COUNTRIES**

**A global solution available in SAAS 7/7**  
**Leader in specialized retailing and Cosmetics**  
**Scalable and Adaptable, including franchisees**  
**Integrate promotions engine**



**PERSONALIZATION:** *Explosion of technology-driven innovation with high personalization, individualism and experimentation meet and flourish*



**DEPENDENT ON DIGITAL:** *Many consumers are quickly becoming dependent on digital assistance in nearly all aspects of the beauty retailing experience, with more than one third (36%) agreeing that they would be interested in using in-store tablets.*



**SMARTPHONES:** *smartphones are the preferred device used to purchase cosmetics (22%), the only category surveyed in which consumers were most likely to shop via smartphone.*



HAVE YOU PLANNED TO BE HERE?

**75%** of retailers plan to have a Unified Commerce platform implemented, by **2019**

The opportunity cost of not being omnichannel is

**10%** in lost revenue





L'ERBOLARIO

FURLA

KOCCA

L'OCCITANE  
EN PROVENCE

GrandVision  
VINO

Paul Smith

MOLESKINE  
THE LEGENDARY STORY  
CONTINUES TO EVOLVE

# 1000 BRANDS WORLDWIDE

LUXURY FASHION COSMETICS SPECIALTY

L'ERBOLARIO

MONCLER

LONGCHAMP

NEIL BARRETT

Columbia  
Outdoor Company

YVES ROCHER  
FRANCE

ROSSIGNOL

DDP

VOLCOM

Barbour

HERMES

Habitat



# THANK YOU

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[www.cegid.com/it](http://www.cegid.com/it)

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