Stairway to Customer Experience Nirvana

A strategy for fashion brands to deliver personalized and engaging journeys for shoppers.

VISIONARY

TRANSFORM YOUR BUSINESS

TRENDSETTER

ESSENTIAL

70% of successful digital business models will rely on processes designed to shift with customers' needs.[5]

50% of consumer product investments will be redirected to the customer experience by 2017.[4]

42% of online shoppers want the ability to return items to a nearby store.[3]

40% of shoppers say the in-store experience needs the most improvement and 42% wish to order out of stock items.[2]

86% of retailers say their supply chain isn't designed to support omnichannel fulfillment.[1]

DISRUPT — Technology is no longer the inhibitor.

INNOVATE — Leverage a 360° view of the customer to deliver personalized and intelligent campaigns.

ENHANCE — Connect all shopping channels, enabling customers to buy and return anywhere.

UNIFY — Deploy technology in-store for full customer and inventory visibility with cross-channel fulfillment.

REMEDIATE — Standardize customer, items, and inventory onto one cloud-platform.

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