Stairway to Customer **Experience Nirvana**

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







TRANSFORM YOUR BUSINESS



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



of consumer product investments will be redirected to the customer experience by 2017.4



of online shoppers want the ability to return items to a nearby store.3



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



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.

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

Deploy technology in-store for full customer and inventory visibility With cross-channel fulfillment.

REMEDIATE

Standardize customer, items, and Juanunize customer, items, and cloud-platform.

Juanunize customer, items, and cloud-platform.

inventory onto one cloud-platform. **TRENDSETTER**

ESSENTIAL

1 Integrated Solutions for Retailers, "Can You Meet Customer Expectations at any Cost," April 2014

2 Accenture, 2015 Seamless Retail Research Survey, 2015

3 Accenture, 2015 Seamless Retail Research Survey, 2015.

4 Gartner, Top 10 Strategic Predictions for 2015 and Beyond: Digital Business Is Driving 'Big Change', October 2014

5 Gartner, Top 10 Strategic Predictions for 2015 and Beyond: Digital Business Is Driving 'Big Change', October 2014



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