

# CX ASIA 2018



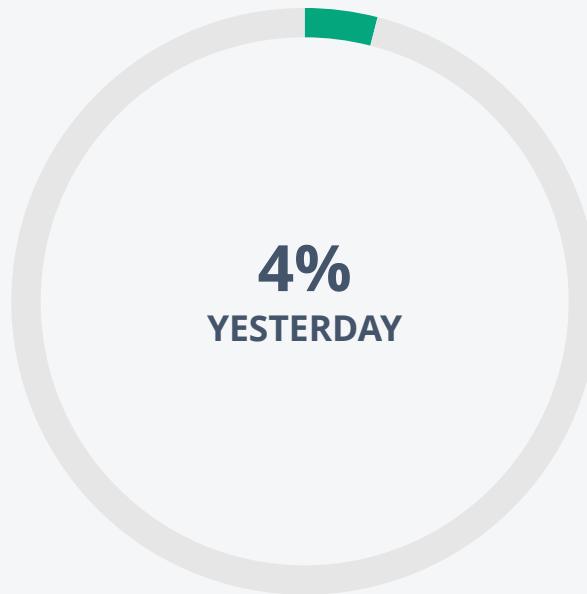
# CX ASIA 2018

## Power of Personalization

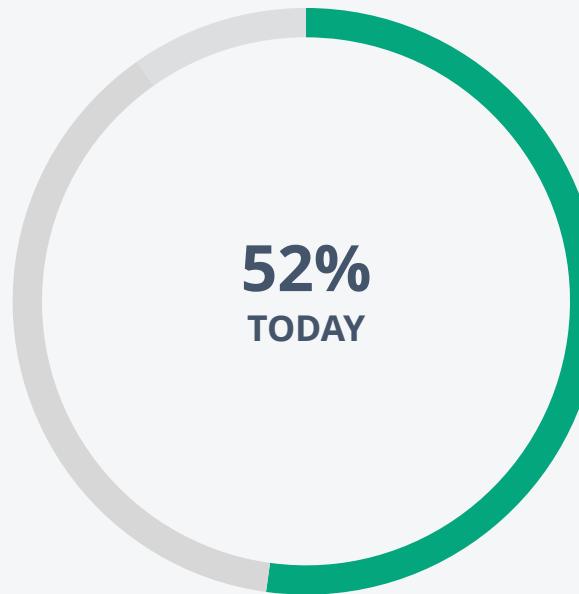
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Edward Parker  
NCR Digital

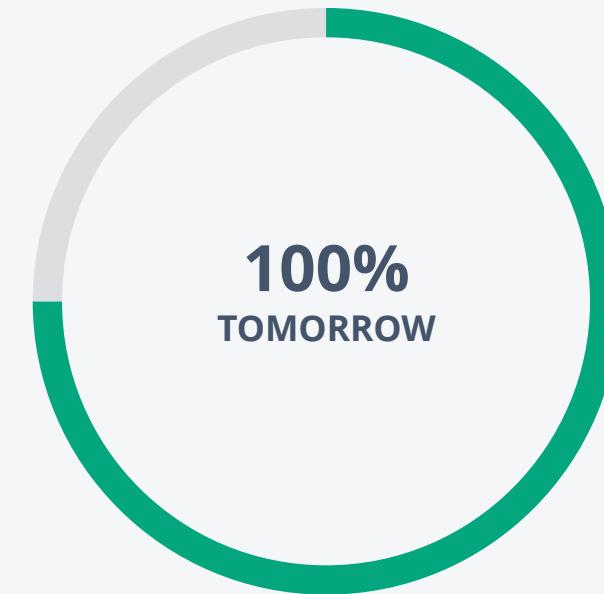
# All Sales will be digitally influenced



Offline, 96%

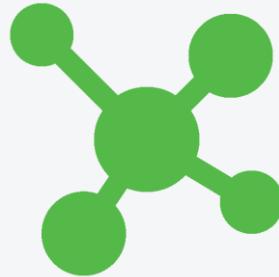


Web-influenced 43%  
Online, 9%  
Offline, 48%



Web-influenced 75%  
Online 25%

# Sources of Personalization Data



## Hyper-connectivity

25B connected "things" by 2020



## Increasing data-footprint

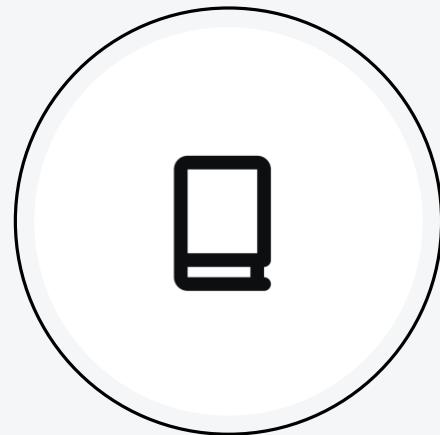
1.7M of new information  
created every second for  
every human by 2020



## Emerging Technologies

*Increased opportunities  
for generating, capturing, and  
analysing data – allowing greater  
consumer engagement*

# **Customer Expectations in the Digital Age**



**Experience Matters**



**Consumers want choices  
On how they interact**

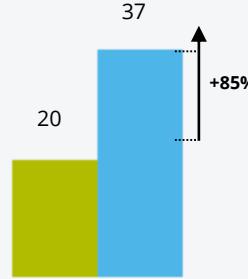


**Consumers are seeking  
Personalization**

# Customers are looking for responsive and personalized experiences

1

## Brand



Consumers are fickle and willing to switch their loyalty.. As technological change accelerates, expectations grow and retailers need to keep up to retain consumers

2

## Participation



Retailers that provide consumers with the tools to engage on their terms and build relationships will see significant uplift in revenue, loyalty and advocacy KPIs

3

## Personal experiences



60% of Millennials would be willing to share personal data with marketers for better value add services. Retailers are expected to serve each individual consumer in a personalised way

4

## Inclusive NPD



Consumers are showing an increased desire to work with brands to help shape propositions around their specific needs and desires

5

## Responsive practices



Retailers need to start thinking now about how to harness agile working practices in order to transform the way they deliver a connected experience powered by technology and data.



### Connected platform

*"Why can't I experience your brand my way?"*



### Innovation & Experience

*"How can you make it more about me?"*



### Leveraging data

*"Why isn't your store as clever as my phone?"*



### Trusted relationships

*"I love you. But can I trust you?"*



### Future readiness

*"Can you keep up with me?"*

# FARFETCH OS

WHERE DISRUPTIVE INNOVATION MEETS LUXURY FASHION

Presented by  HUAWEI

<https://www.youtube.com/watch?v=4Ex5CxXpjhg>

# Customer Relationships

Empowering 'human touch' in the store by releasing customers and shop assistants to focus on the human side of interaction



**FARFETCH OS**

Farfetch OS aims to dramatically improve retail productivity by using technology to free up staff who enhance the 'instore' human experience – all underpinned by data

*Universal login that recognises customers as they enter the store and RFID enabled products that capture customer interaction*



*Mobile payment experience similar to what exists in Apple Stores*

<https://youtu.be/Cdotl0wax4Y>

# Customer Relationships ...contd.

Translating the instore experience of fun and discovery to the store front with a visually exciting experience that drives discovery, impulse purchase and cross/up-sell



*Kate Spade Saturday's  
24 hour shoppable screen  
blurs the line between  
online shopping and brick-and-  
mortar retail*

*Open 24/7*

*Shoppers can click to explore curated  
looks, opt to buy them via PayPal*



*A virtual staff guides shoppers with  
recommendations and drives conversion*

# 3D Print-Knit



<https://www.youtube.com/watch?v=9McxufEzic0>

## Innovation & Experience

Catering to customers' need for customized products and engaging them by exposing them to the creative process

MINISTRY  
OF SUPPLY

*'Performance' apparel retailer sets a new tone for retail with 3D robotic knitting machine that allows consumers to design and create their own blazers on demand*

**Uber customisation** via instore 3D printers that caters to the unique requirements, enable them to be part of the process and design a garment that's knit just for them



**Smarter & more responsible production**  
speedier process means there's no uptick in inventory and the printing process is zero-waste by skipping the traditional cutting and stitching process



<https://www.youtube.com/watch?v=bmeYqwdV5Kk>

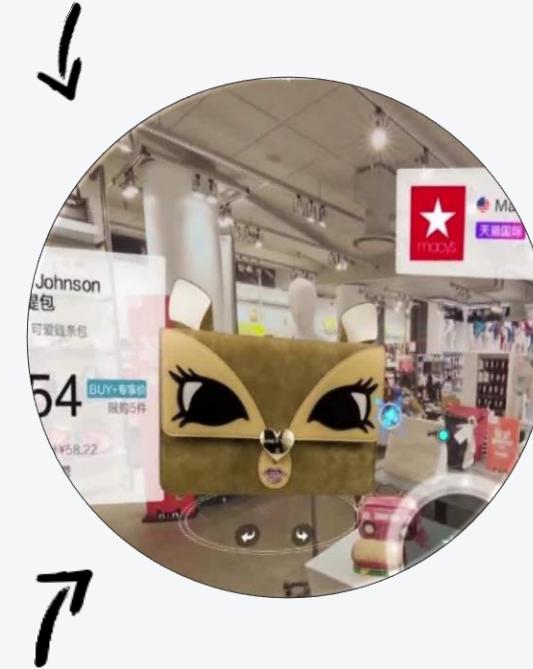
## Innovation & Experience ...contd.

Amplifying the physical store through augmented experiences that "delight" and engage consumers

*Obsess*

*Obsess is a platform that lets a retailers offer and scale an AR enabled in-store experience built around discovery driven, immersive shopping experiences online*

**Online redefined** virtual store extends beyond the capabilities of physical retail stores and the flat eCommerce experiences of today



**Amplifying physical through digital** AR lets shoppers have experiences that "delight" them like an AR pop-up, interactive catalogue, or letting them access digital media on in-stock merchandise



<https://www.youtube.com/watch?v=NBy76vM1ZQA>

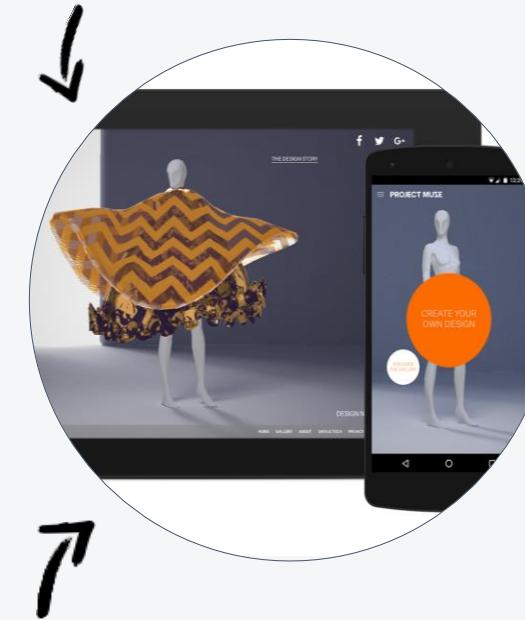
# Leveraging Data

Merging creativity and AI to radically empower consumers by predicting their unique individual tastes and styles



*A Zalando - Google ZOO collaboration, Project Muze employs Machine Learning to merge preferences from top stylists to radically empower users to create their own designs*

**600 fashionistas + 50k datasets** trained a neural network with style preferences of fashion experts with consumers' social profiles and predict and curate a unique design for individuals



**40k+ fashion designs + 19m reach** Since opening to the public as an experiment at scale, Muze has seen a massive adoption and has helped to shape the role of AI-assisted creativity and how it will transform engagement

[Home \(4\)](#)Levi's Virtual Stylist >  
Typically replies instantly[Manage](#)

## Levi's Virtual Stylist

Clothing (Brand)

143 people like this



Typically replies instantly

Hi, I'm your Levi's® Virtual Stylist. I'm here  
to find you the perfect pair of jeans.

**<https://www.youtube.com/watch?v=errQNjrybe8>**

When you tap Get Started, Levi's Virtual Stylist will see your  
public info.

[Get Started](#)

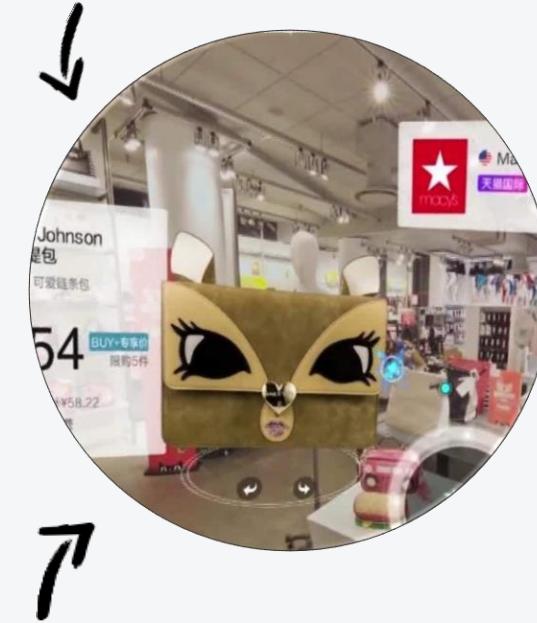
## Leveraging Data ...contd.

Finding the perfect item through a unique visual chatbot assisting shoppers while reducing returns



*Levi's partnered with mode.ai to launch a chatbot on Facebook Messenger focused on helping customers find the perfect pair of jeans*

**Powerful engagement tool** Unique visual AI technology far extends the capability of pure text by linking language processing to 000's of SKUs in real-time



**73% level of service satisfaction via live chatbot**  
...compared to 44% by phone enabled by human-centric chatbot that is infinitely scalable, available 24/7 and continues to learn while the customer shops



# THE STORY OF PROVENANCE

<https://www.youtube.com/watch?v=QWkAx7Qw5v8>

# Transparent relationships

Building deeper, more meaningful experiences that go beyond the label through sharing information about the origin of the goods consumers



**Provenance uses blockchain technology to empower the e2e supply chain for a business and helps builds consumer trust in their goods and helps them make ethical choices**

**Beyond the label** RFID tagged physical products that enable tracking of each item. Shoppers can access a digital history enriched with content from along the supply chain

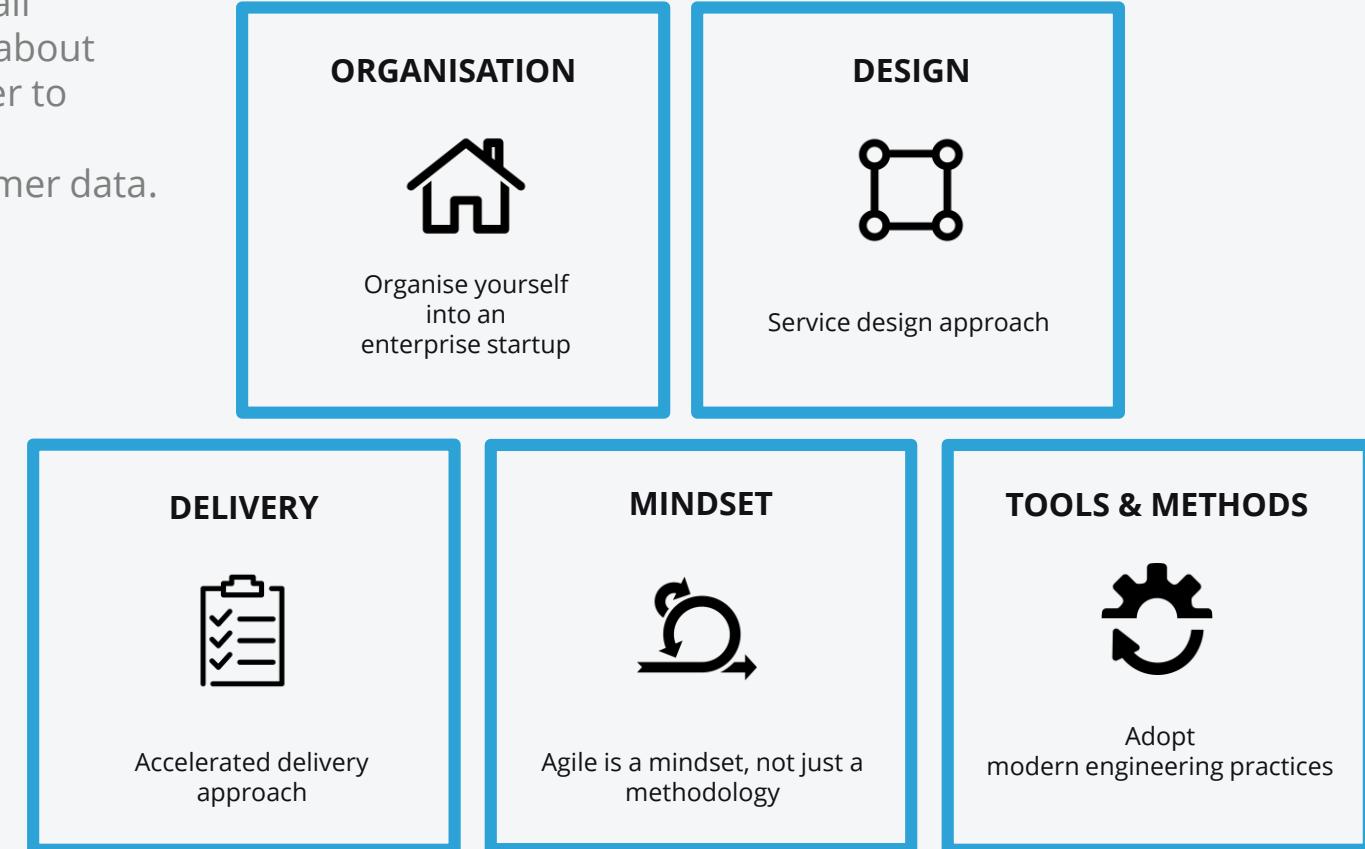


**Authenticity and trust** Use blockchain technology as a broker of trust and create authentic, meaningful relationships with customers who value open, transparent relationships

# Future Readiness

## Adopting an agile mindset and delivery model

Major disruption is expected to continue to the retail model over the next 5 years. Retailers need to start thinking now about how to harness agile working practices in order to transform the way they deliver a connected experience powered by technology and customer data.



# Competition & Disruption

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## Tesla Supercharger Drive-In



Elon Musk

@elonmusk

Gonna put an old school drive-in, roller skates & rock restaurant at one of the new Tesla Supercharger locations in LA

9:33 PM - Jan 6, 2018

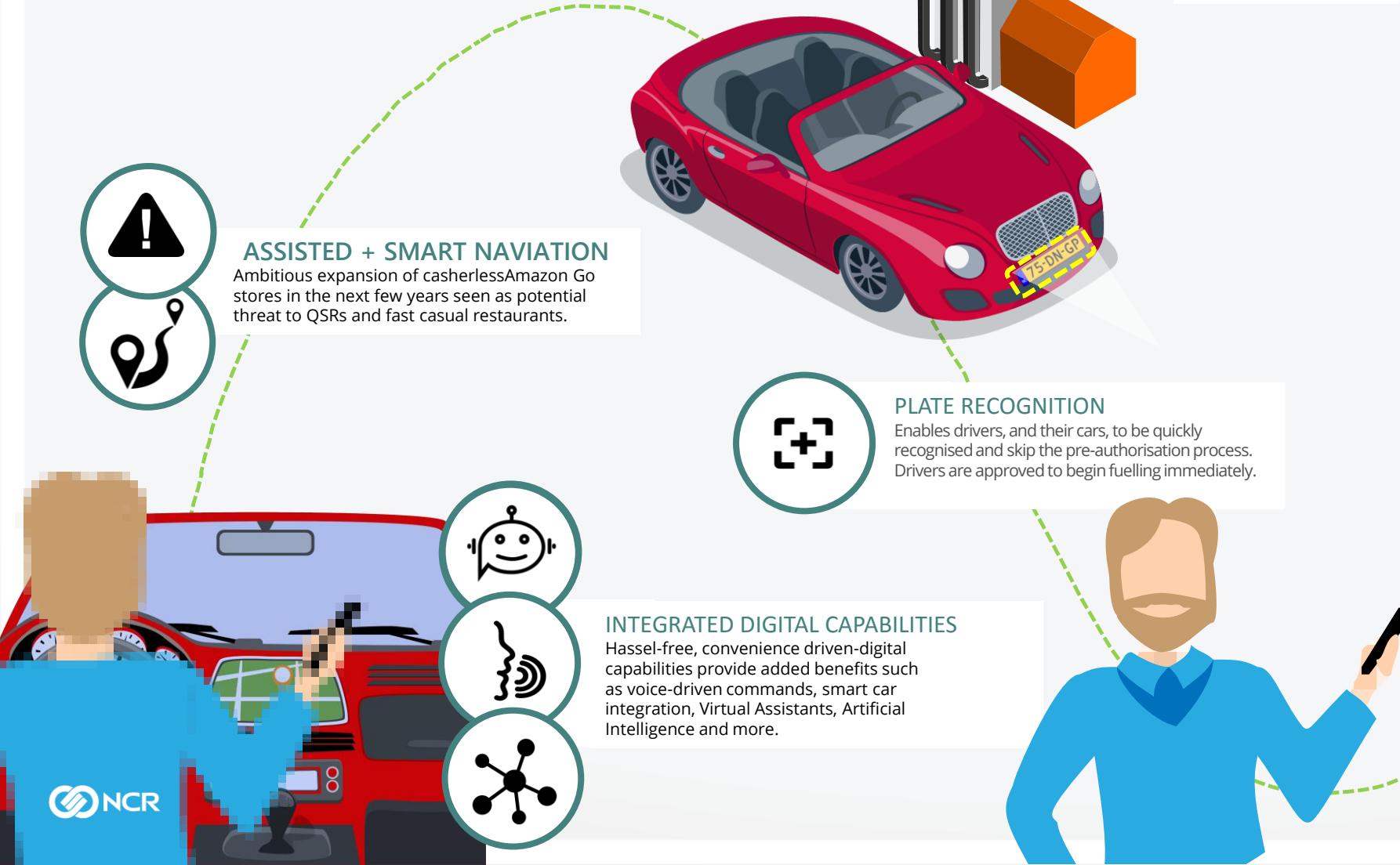
3,597 13,646 139,481



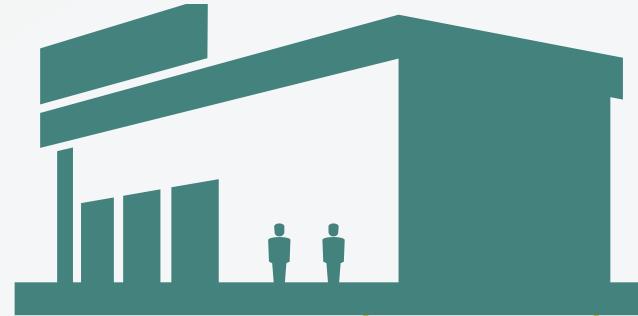
## Amazon could open 3,000 C-stores

Ambitious expansion of cashierless Amazon Go stores in the next few years seen as potential threat to QSRs and fast casual restaurants.

# Convenience shop @ Boots



# Necessity shop



## COLLECT & GO

Drivers can place their coffee, breakfast, lunch, etc. order before arriving at the store – allowing for a seamless in-store experience.

## PRODUCT & SERVICES

Powered by an in-store mobile app, drivers can pick and choose from available products and services to pre-order. Anything not available is hidden from digital view.



## LOCATION-BASED SERVICES

Provide information on nearest Shell station, with coffee and food services, where the driver can pre-order for pick-up.



## REAL-TIME NOTIFICATIONS

Drivers receive real-time, in-store, offers, adjacent product recommendations and product specific notifications based on loyalty and personal preferences



## CONNECTED STORE

Mobile app + in-store connectivity provides aisle navigation and quick directional information for easy in-store maneuvering.



## SEAMLESS LOYALTY

Drivers can check loyalty information, offers and have the option to redeem points at the time of payment.



## SCAN & GO

Scan items via mobile and checkout via mobile or get redirected to self checkout for a speedy exit.



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## NCR Digital

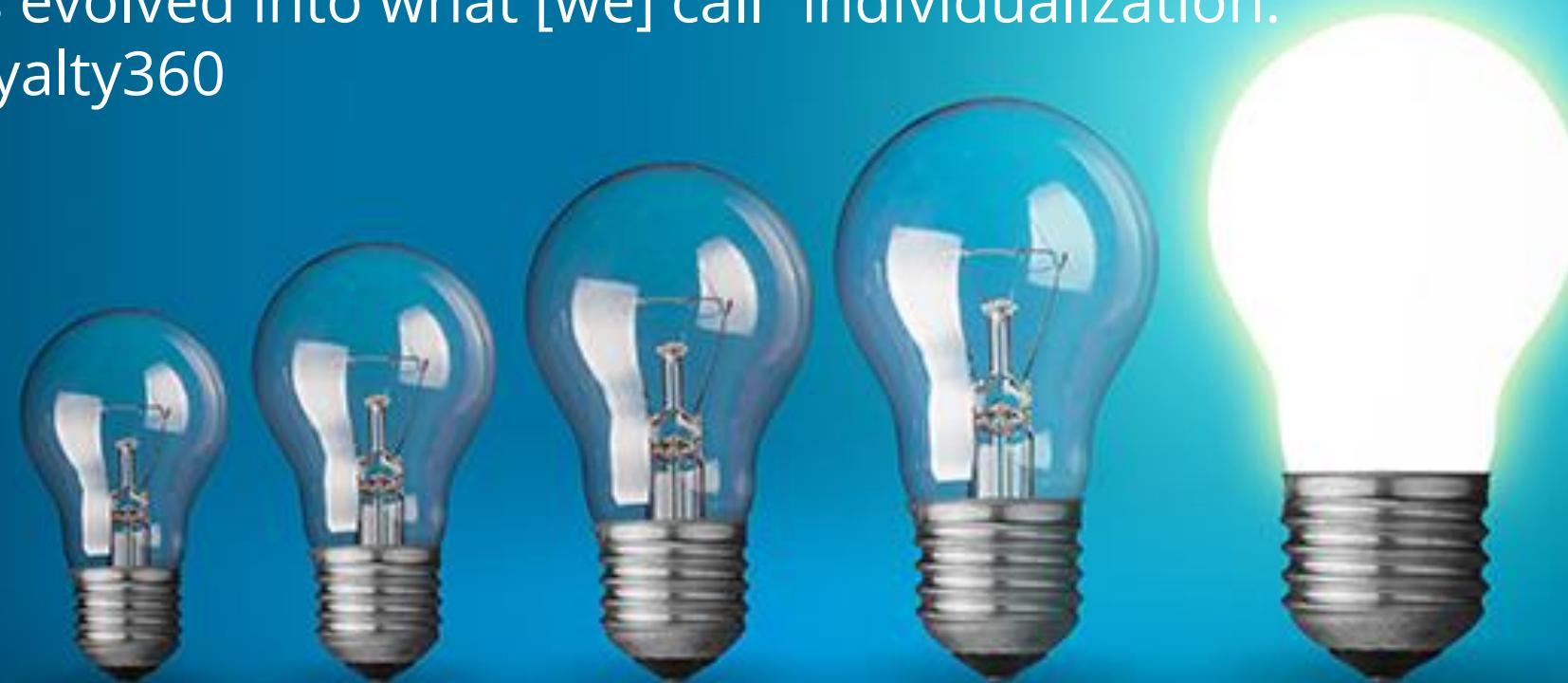
A specialized practice specializing in consumer engagement to help you leapfrog the competition via innovation and ideation.

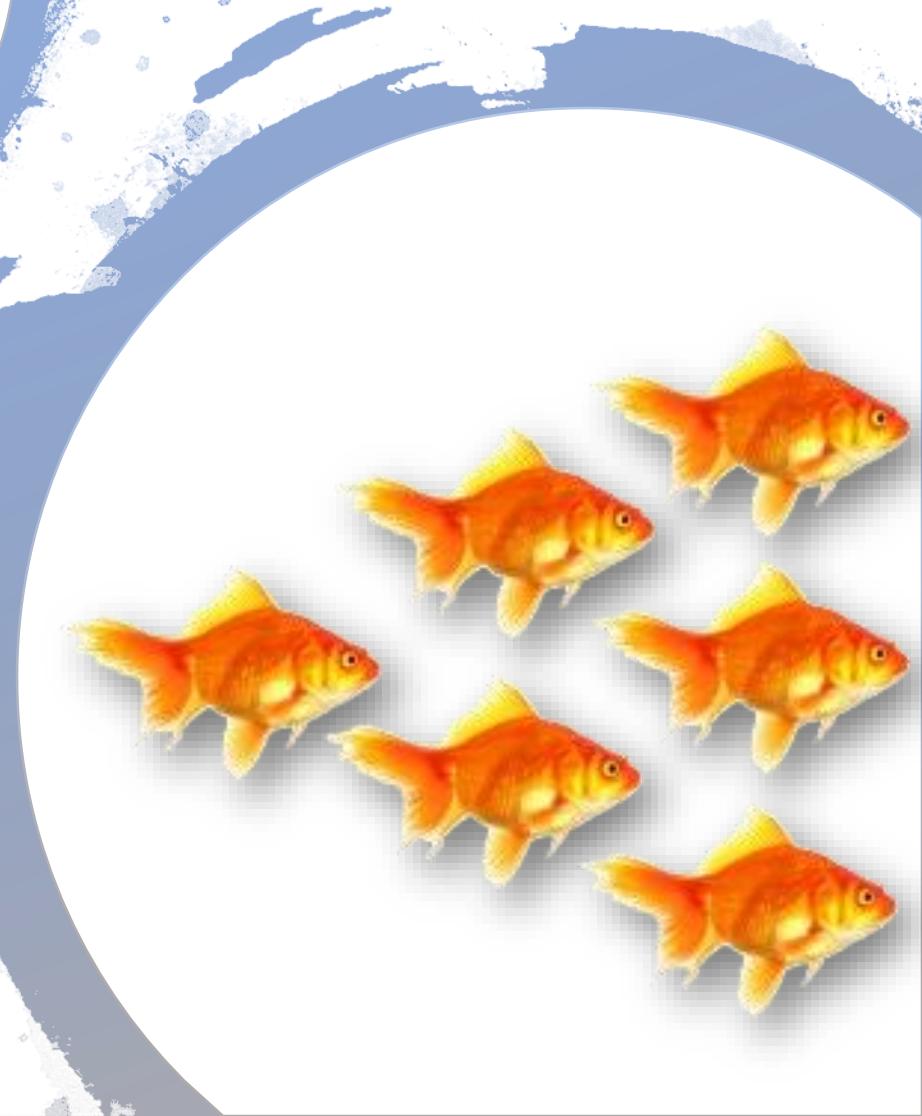


“Be sure to personalize the content you create and send to customers.” We’ve heard it time and time again. But it is 2018 now, and personalization doesn’t mean what it used to ten, five, or even three years ago.

There’s been a marketing evolution, and personalization has evolved into what [we] call “individualization.”

-Loyalty360





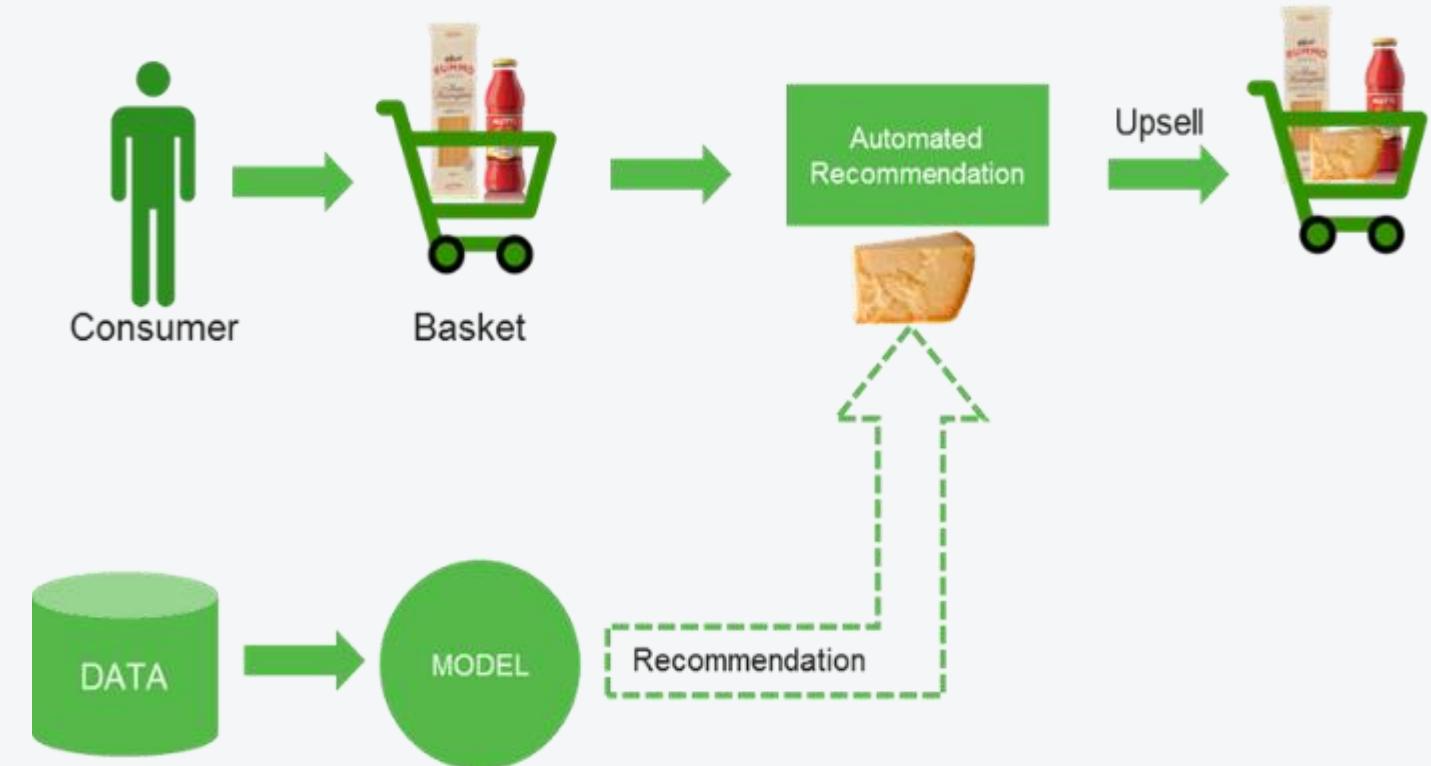
# The Journey...

# DIGITAL Recommendation Engine

Dynamic suggestion engine  
based on purchasing habits

Suggestion specific for single  
location or customer

Periodic model refresh to  
capture changes in habits

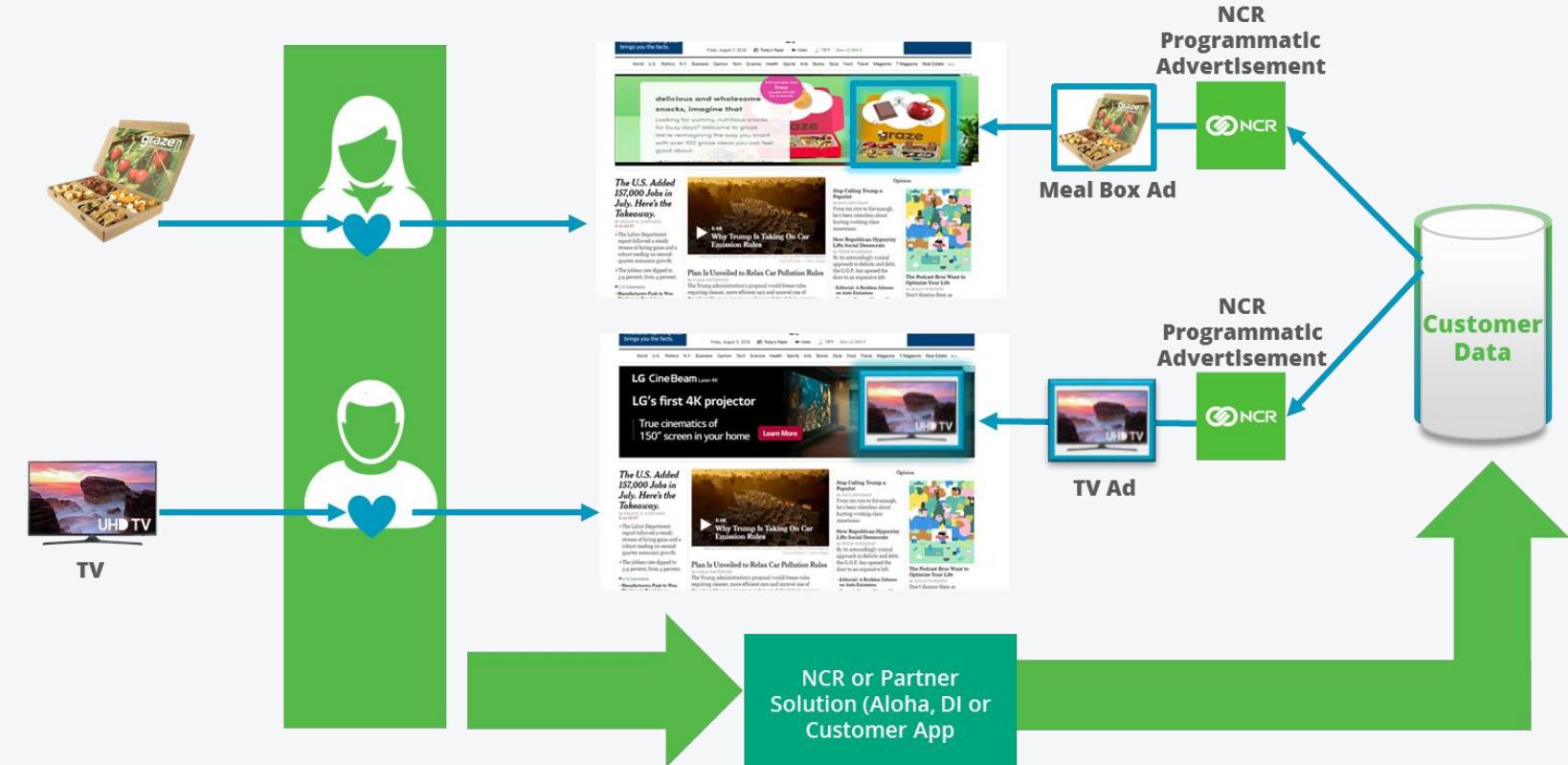


NCR Analytics Platform  
Collaborative Filtering  
Customer Transaction Data

NCR Machine Learning Capabilities  
Data Consolidation Services  
Modeling Services

# DIGITAL Programmatic Advertising

- Online Data Driven Advertisement Campaigns with proximity marketing capabilities
- Powered by customer data enabling precise retargeting, prospecting and proximity audience pursuing.
- Adaptive machine learning that learns from consumer behavior real-time.



Full solution for managing Online Data Driven advertisement campaigns with proximity marketing capabilities

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## Thank You!

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Questions?