

# Establishing a Unified Customer Experience

## Modernizing Retail

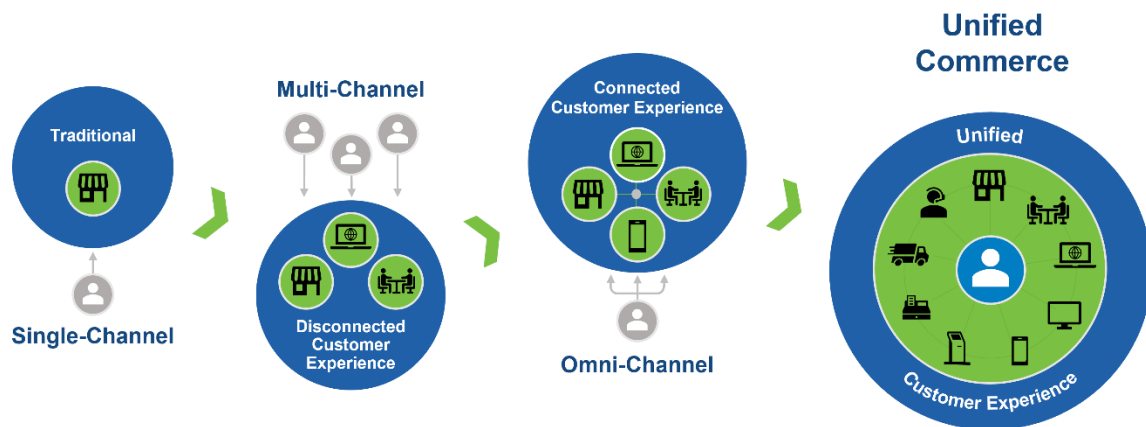
***With ever-evolving consumer expectations, Unified Commerce positions retailers to deliver a consistent brand experience at every touchpoint of the customer's journey.***

### The Path to Unified Commerce

Emerging technologies paved the way for omni-channel retail, but expectations from increasingly tech-savvy consumers grew faster than retailers could effectively manage. Retailers attempted to keep pace, but newly implemented systems were not well-integrated. Shoppers were left frustrated by the gaps and retailers lost customers, sales, and profits.

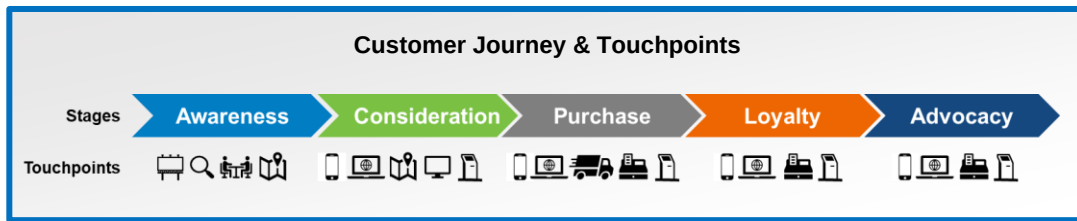
As rapid pace of change continues, retailers need an effective strategy to deliver a unified customer experience. A Unified Commerce strategy is comprehensive and customer-centric, connecting people, processes, systems, and data. It is designed to effectively deliver the company's brand with a seamless customer experience.

Achieving true Unified Commerce requires a multi-step, often multi-year strategy to transform an organization and set priorities around a common vision and roadmap.



## We Broke the Customer Journey

Many customer facing solutions were deployed over time with unrealized benefits. When not fully integrated, visible gaps diminish the customer experience.



- Companies have not identified the most relevant customer journeys and touchpoints that align business functions around gaps in disparate solutions
- Customer-facing solutions fell short of delivering a consistent brand to customers across platforms (e.g., loyalty, digital marketing, forecourt / instore POS, self-checkout / frictionless commerce, mobile ordering, curbside/instore pick-up, ecommerce websites, kiosks)
- Unrealized capabilities along with visible gaps between systems create a disconnected brand experience between points of contact (e.g., single user interfaces, shared shopping cards, combined loyalty and mobile ordering apps)
- With an urgency for mobile /online ordering and curbside pickup capabilities during the pandemic, many retailers brought these solutions to market with unintentional gaps

## The End Game: A Unified Customer Experience

The end-result is an organization that is universally customer-focused when prioritizing strategies and roadmaps.

- The company is transformed around a vision to modernize the customer experience
- Leadership proves its commitment to the vision by setting priorities to deliver on it
- The business is aligned cross-functionally to work in harmony around a common roadmap
- Retailers offer a consistent and seamless brand experience at each point of contact
- Key stakeholders gain a 360° view of the customer across all brand touchpoints

**Join Impact 21 in our Unified Commerce Workshops  
to embrace a new modernized customer experience**