

Reimagine Commerce

V

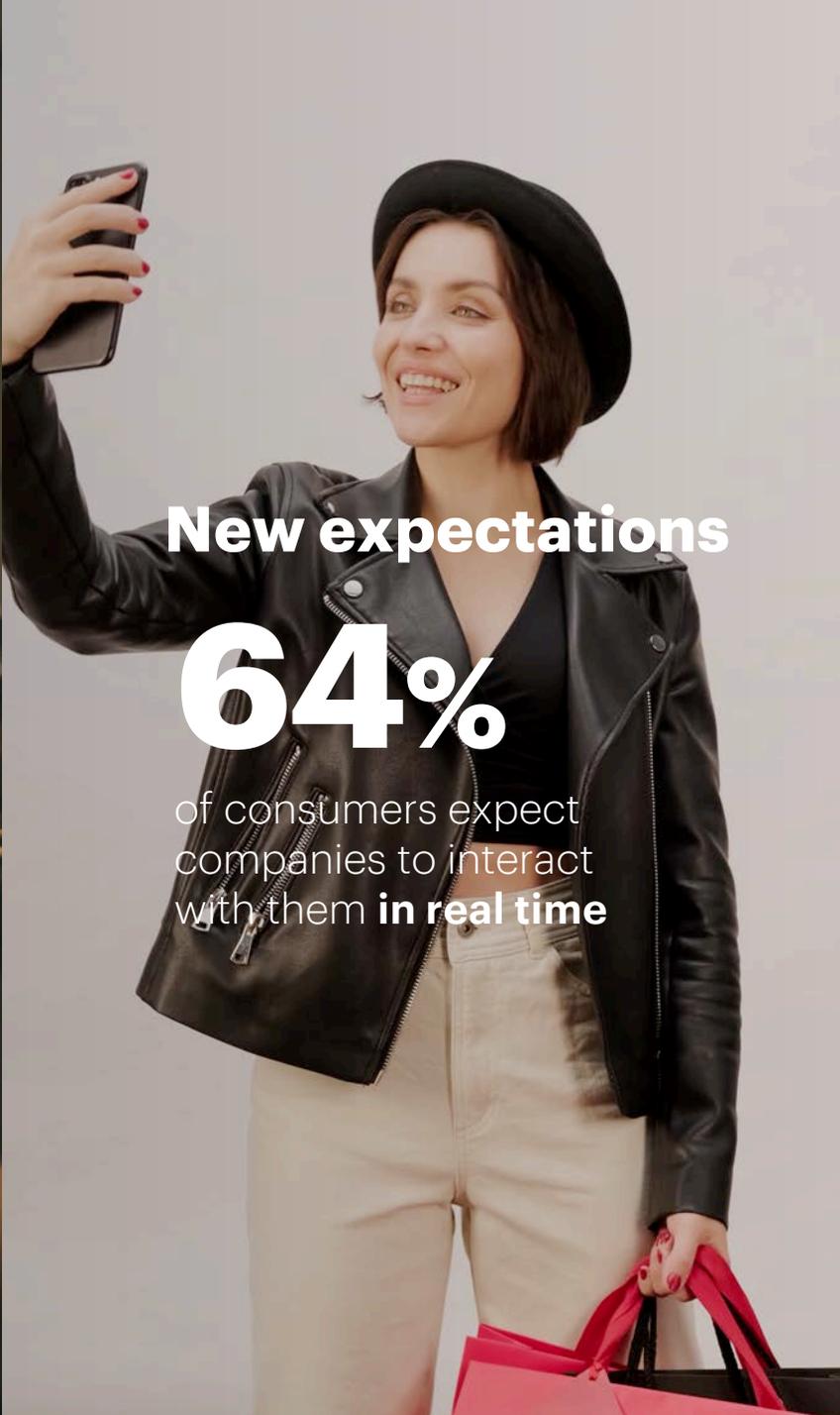




New habits

71%

of consumers shop in
“**micro moments**” while
doing something else



New expectations

64%

of consumers expect
companies to interact
with them **in real time**



New preferences

20%

of consumers are willing to
pay 40% or more for data
security and privacy

Digital services

80%

consumers **increased digitally-enabled service usage** during COVID-19 and expect to sustain these increased levels

New Technologies

94%

higher conversion rate when interacting with products that have **AR experiences**

Advertising

68%

say that receiving **digital notifications** on product offers could entice them to **shop in-store** with that retailer

A woman with her hair in a ponytail, wearing a blue and white striped shirt and brown pants, stands in a warehouse aisle. She is holding a tablet and looking upwards and to the right. The background shows tall metal shelving units filled with boxes and bags.

Customer focused

87%

of organizations agree that **traditional experiences are no longer enough** to satisfy current and future customers

Agile operations

41%

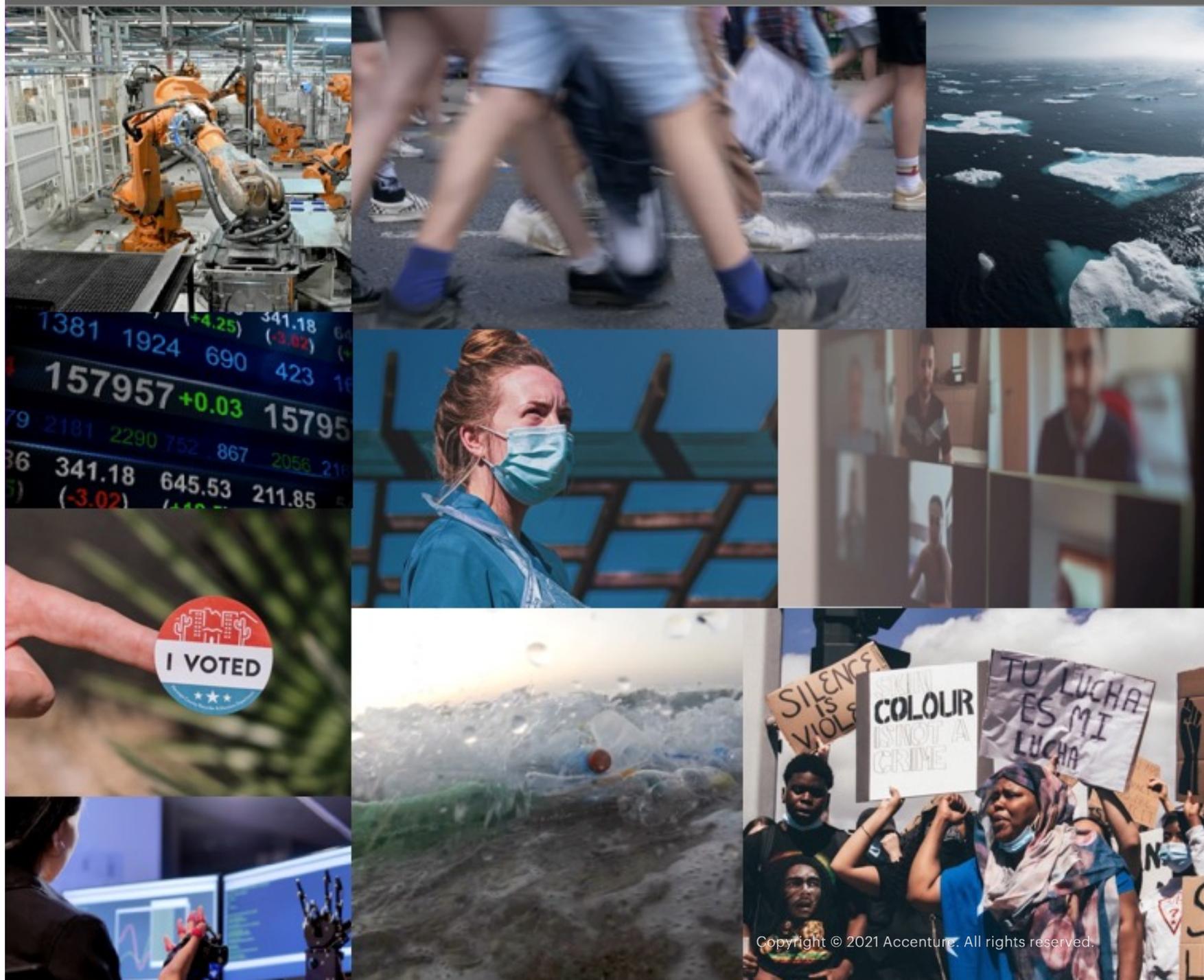
of executives believe an **inability to act quickly** was a **key barrier** in responding to the Covid-19 crisis

Personalization

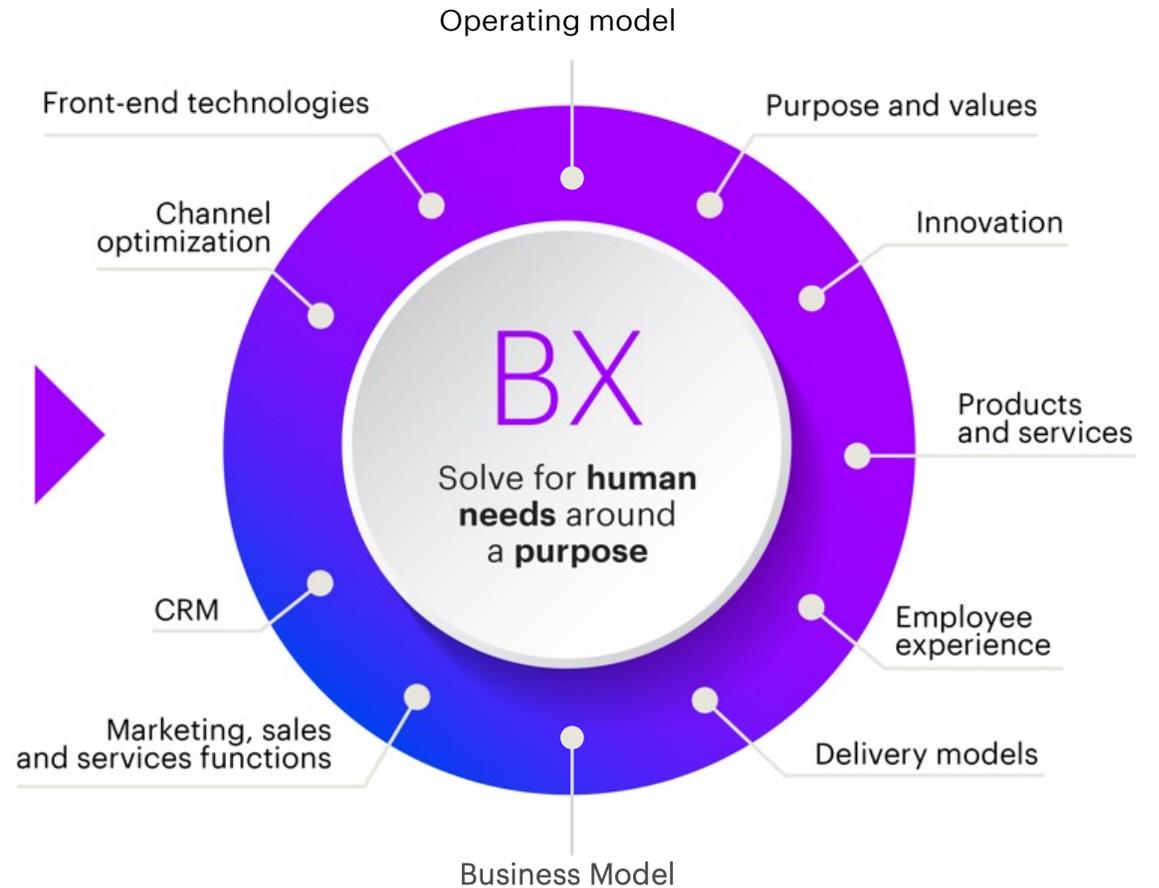
+5-15%

revenue increase for companies that commit to **personalization**

How can one company respond to it all



From CX to BX



**Experience
reimagined**

**Operations
redesigned**

**Workforce
reinvented**

**Data
remastered**



Experience reimagined



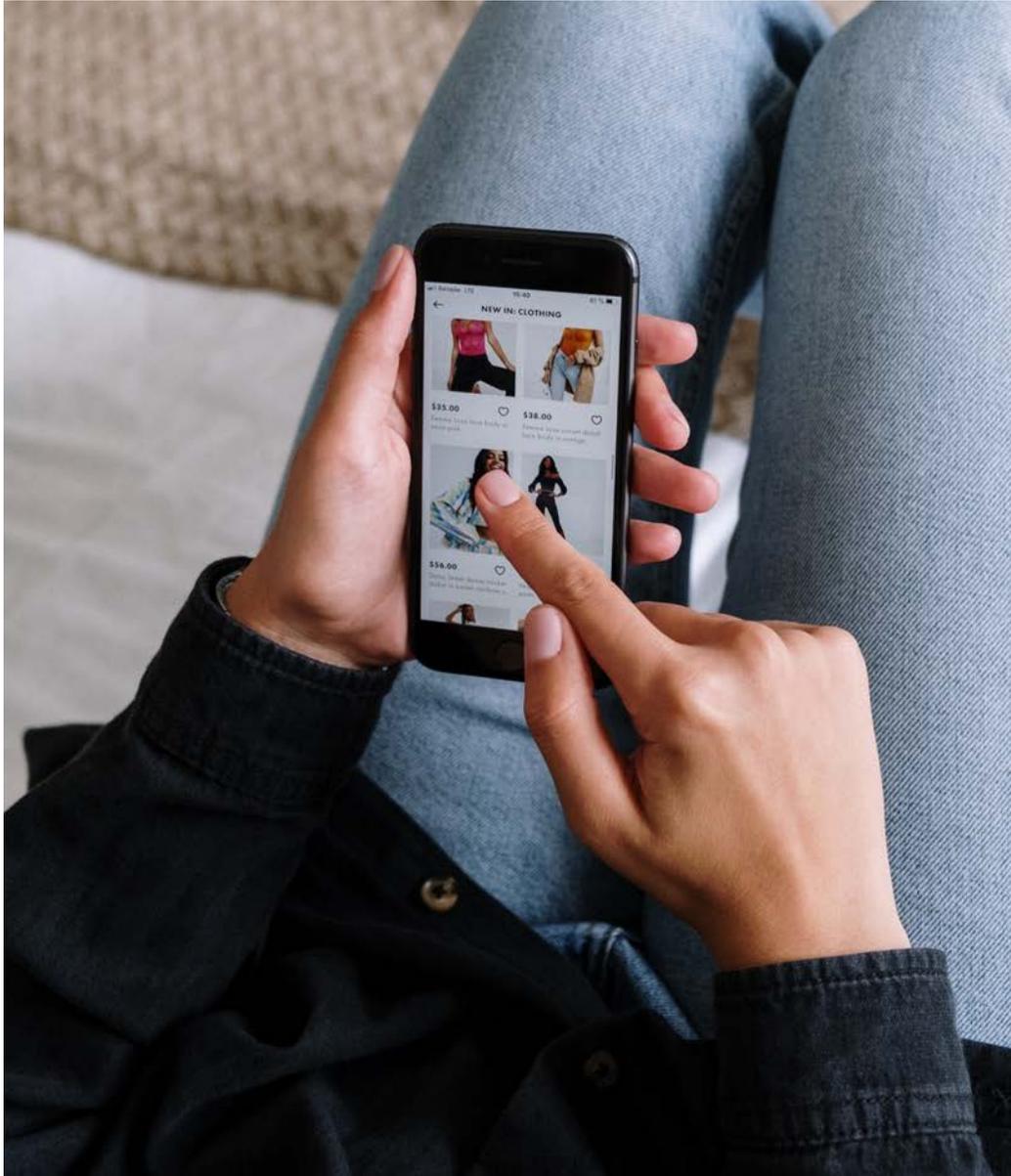
Brand is the promise
you make,
Experience is the
promise you keep.

57.8%

**2021 worldwide
digital shopper
penetration**

Source: eMarketer, Digital Buyer
Penetration Worldwide, May 2021





1

Brand relevance

New types of competitors are entering your brand territory with the objective to own the customer relationship rather than the category.

It is important to stand out from the noise—especially in oversaturated digital marketplaces where customer acquisition costs are high while consumer switching costs are low.

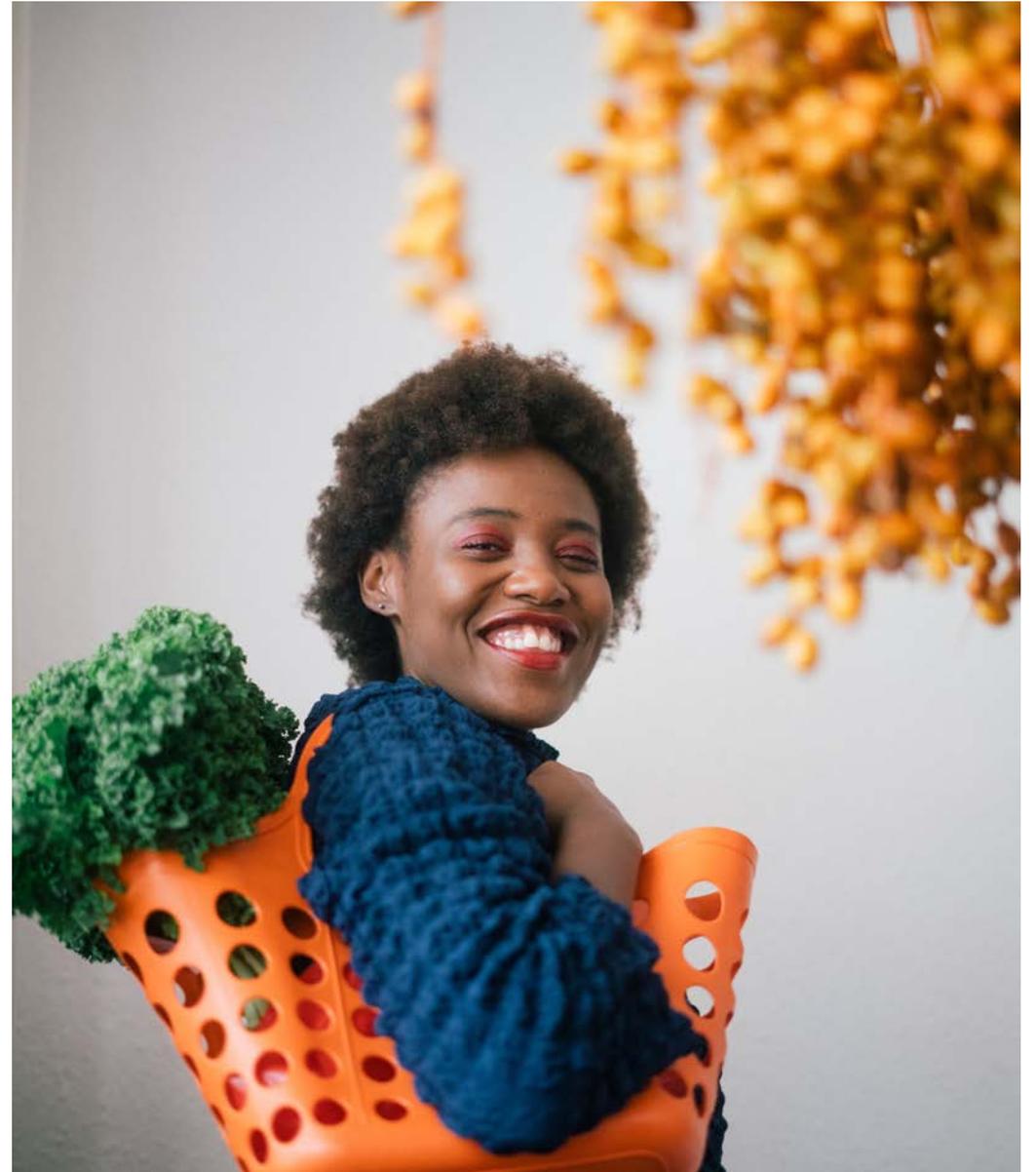


2

Customer engagement

Brands must be authentic and adapt to customer changing needs to create relevant experiences that people love - from attracting initial interest to the last click at the online store.

Providing meaningful, relevant and truly hyper-personalized experiences aligning with the brand promise is key.

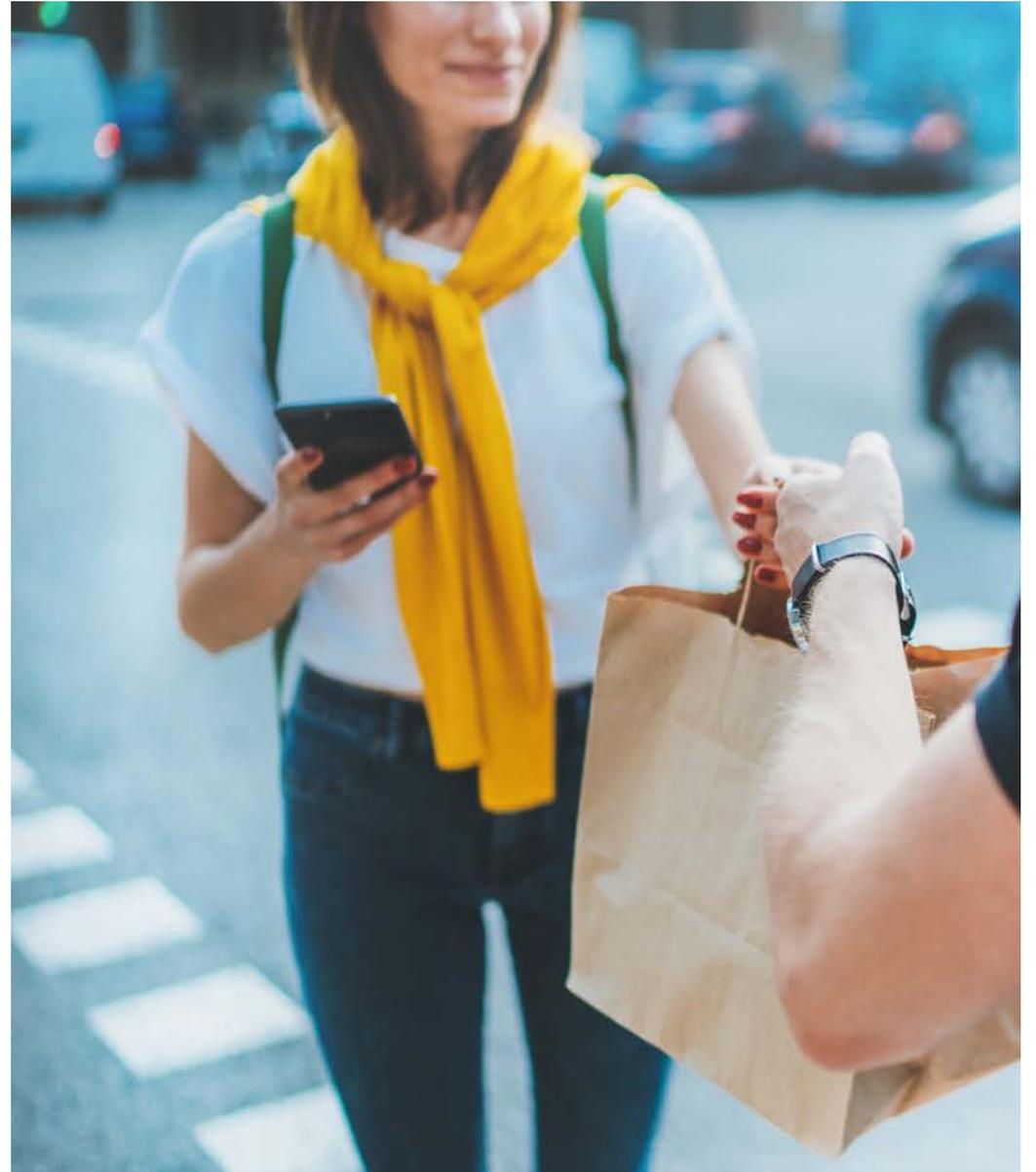


3

Channel-less

Shoppers should never have to choose between channels. The next frontier of commerce is beyond channels – customers will experience and create a relationship with their favorite brand, from beginning to end, on their own terms.

For companies this means mastering all channels and mixing them wisely.





4

Service Innovation

Innovation is about making lives better, and all consumer obsessed companies have now the access and millions of ways of doing it.

Redesigning service is about putting people first and leveraging technology and the ecosystem to deliver on the change they need.



Operations redesigned



Changing consumer needs require speed, agility and scale at a rate no company has faced before.

49%

of retail executives agree their organizations are currently meeting customer expectations for order fulfilment

Source: [Accenture Business Futures 2021](#)





1

~~Operating model~~ Operating ecosystem

An overall alignment around the customer experience means for companies that they must rethink both organizational and cost structures.

Innovative and mutually beneficial partnerships is the new natural future for businesses in e.g., storefronts (physical and digital), distribution centers and last mile delivery options.



2

Last mile route

It is no longer a question of when to deliver on the promise, but how. Consumers pay attention to carbon footprint, traceability and the service of their chosen brands. Stakeholders pay attention to financial sustainability and market leading capabilities.

Looking for partners might be better than looking for shortcuts.





3

Profitable sustainability

It's time to debunk myths like "sustainable is expensive" and recognize that sustainability can be achieved while reducing cost.

We should ensure inclusion and diversity practices are applied across the supply base, helping nurture a more responsible culture while strengthening customer, employee, and investor confidence.



Workforce reinvented



Empower a digitally enabled, data fluent, diverse workforce and culture to enable growth

Only

57%

of non-managerial retail workers believe their potential is fully realized at work

Source: Accenture: Care To Do Better

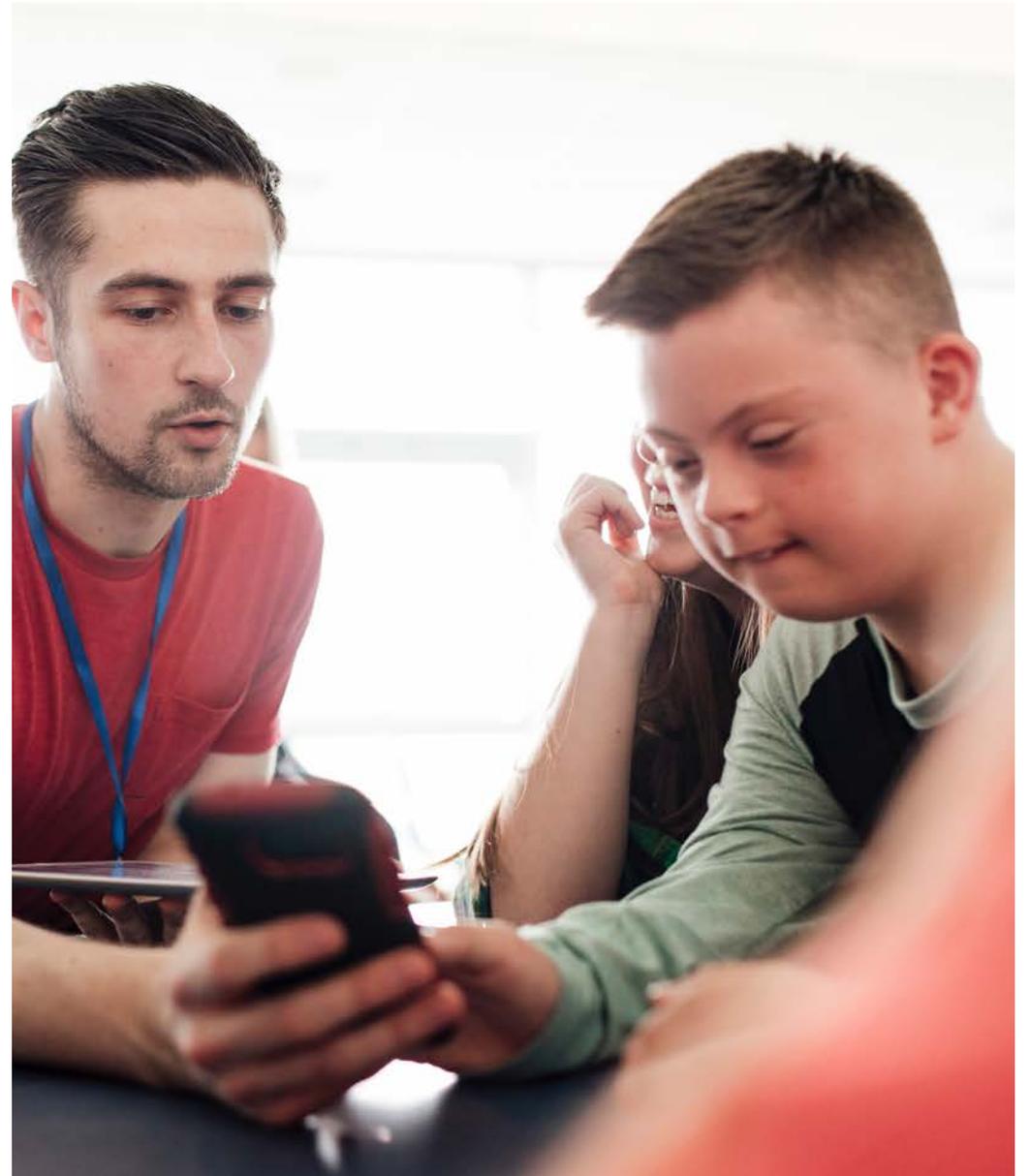


1

Creating an inclusive culture

With a much higher contingent of remote or home workers, competition for top talent will continue. A key part of this will be defining a purpose driven culture that sustains equity and diversity, where everyone feels they have a chance to advance and thrive.

Consumers (and not just those representing diversity) will be inevitably drawn to companies who can better represent all human needs.





2

New roles and new skills

Roles will be redefined around digital technology, greater automation, channel-less shopping experiences, and data driven decision making. We are currently in an 'Employee Market' with many open roles and the cost of labor is on the rise.

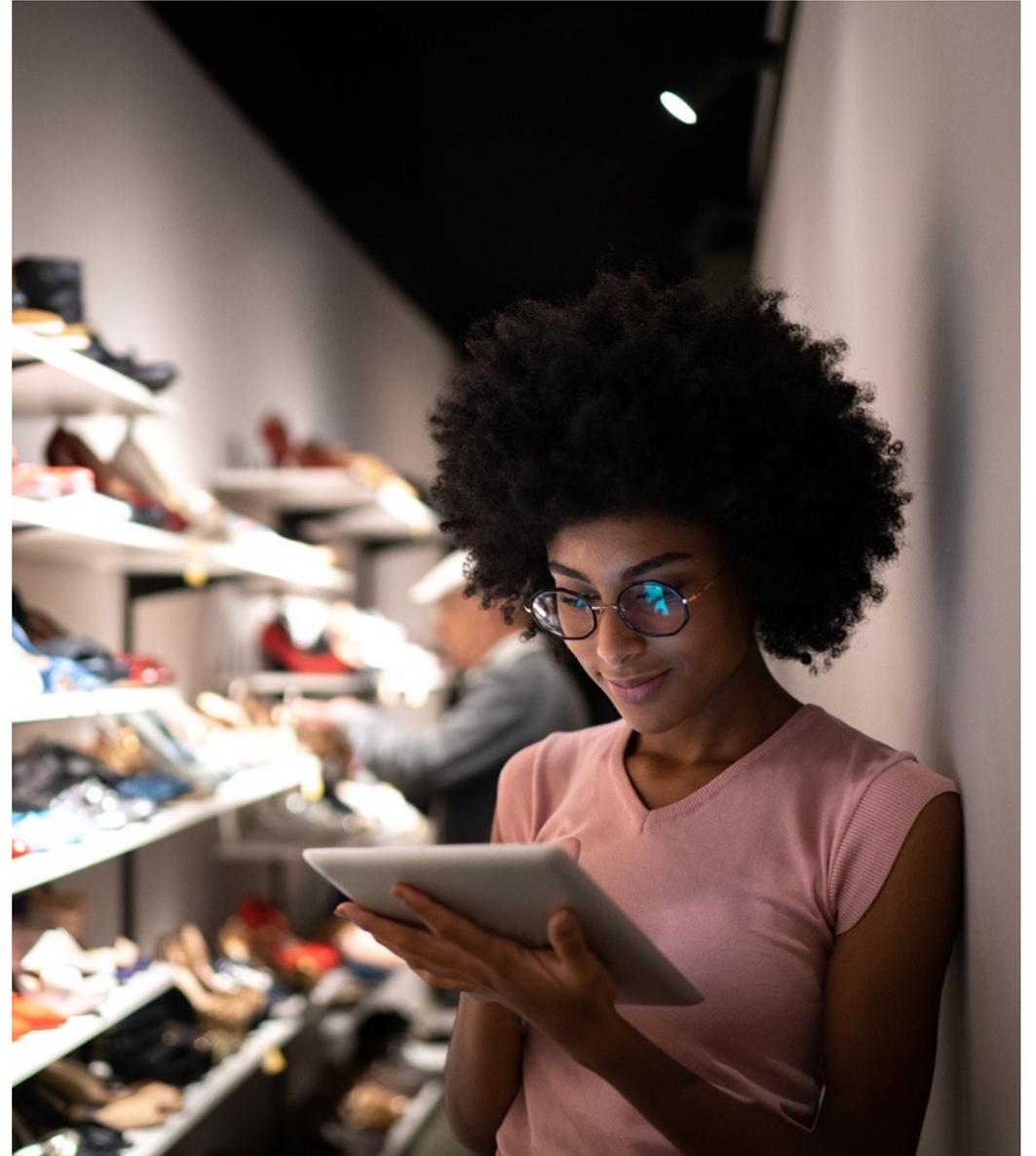
While balancing new hiring with upskilling of current workforce, retailers should not leave any employee behind in the digital race.

3

Partnerships and flexibility

As the boundaries between physical and digital continue to blur, work will be less about pure execution and more about building relationships with customers.

Winners will choose partners and ecosystems that can help strengthen the workforce's ability to provide seamless customer experiences.



Data remastered



Treat data as a strategic asset—and use it to drive decision-making at speed and scale

Only

21%

of retail executives say big data analytics is used extensively across their organization

(51% say it is really / somewhat urgent for them to accelerate the use of big data analytics within their organization)

Source: [Accenture Future Cloud Research 2020](#)

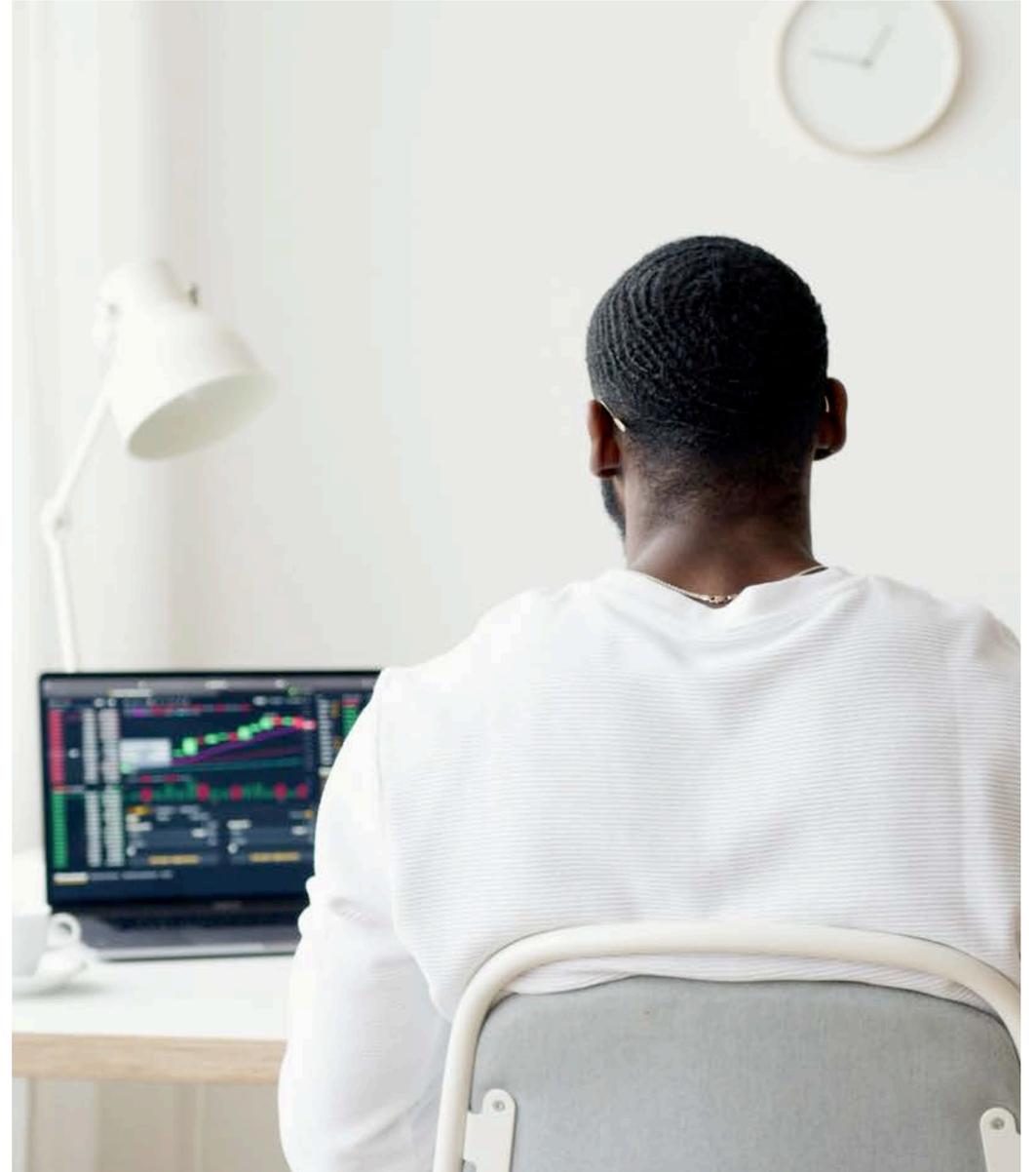


1

Data that matters

Companies are sitting on a gold mine of data and must ensure it turns into actionable insights. Data usability goes beyond generation, it implies adoption, literacy and vision.

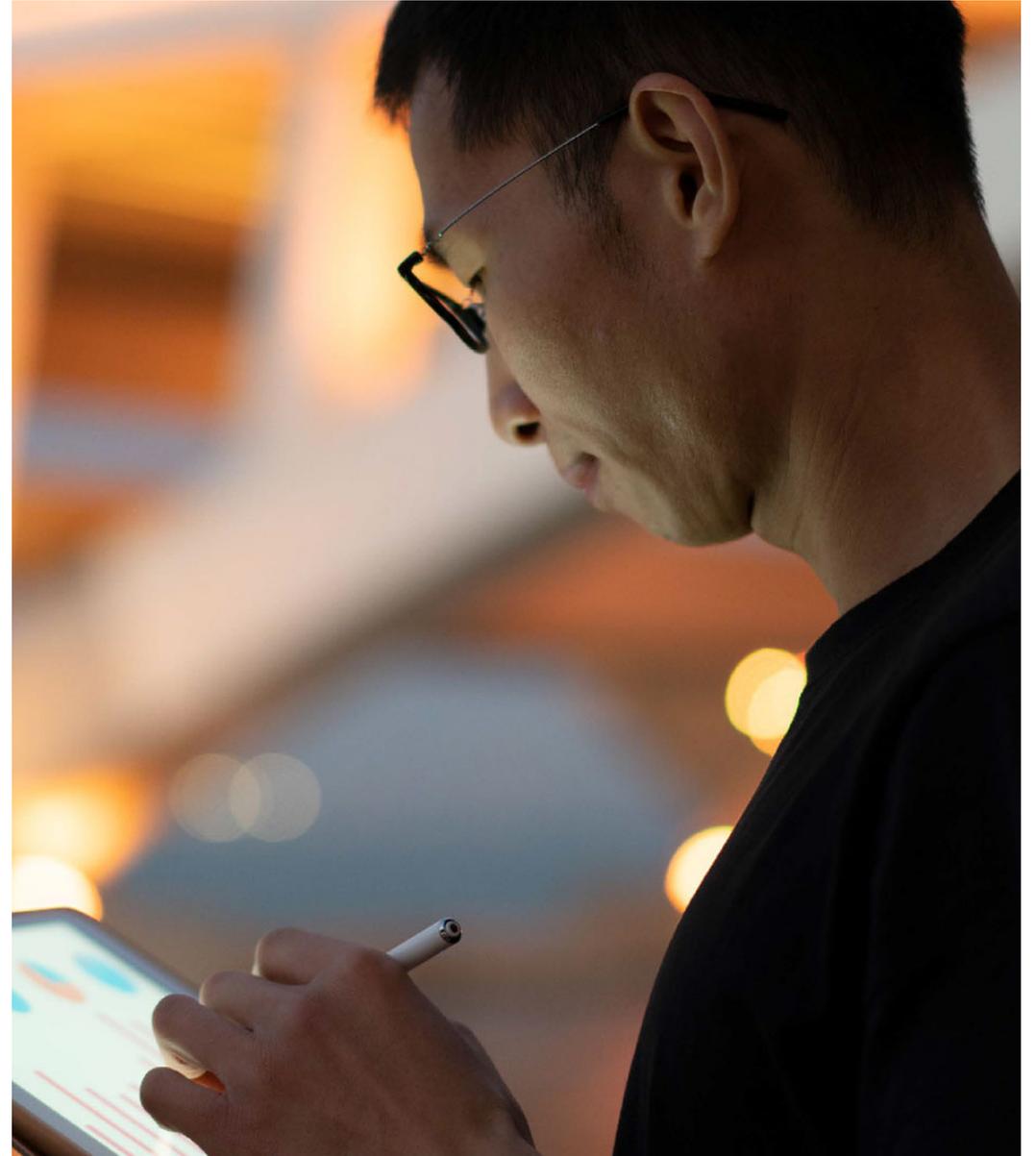
The ability to trust data for most decisions at all levels will set winners apart in the future.

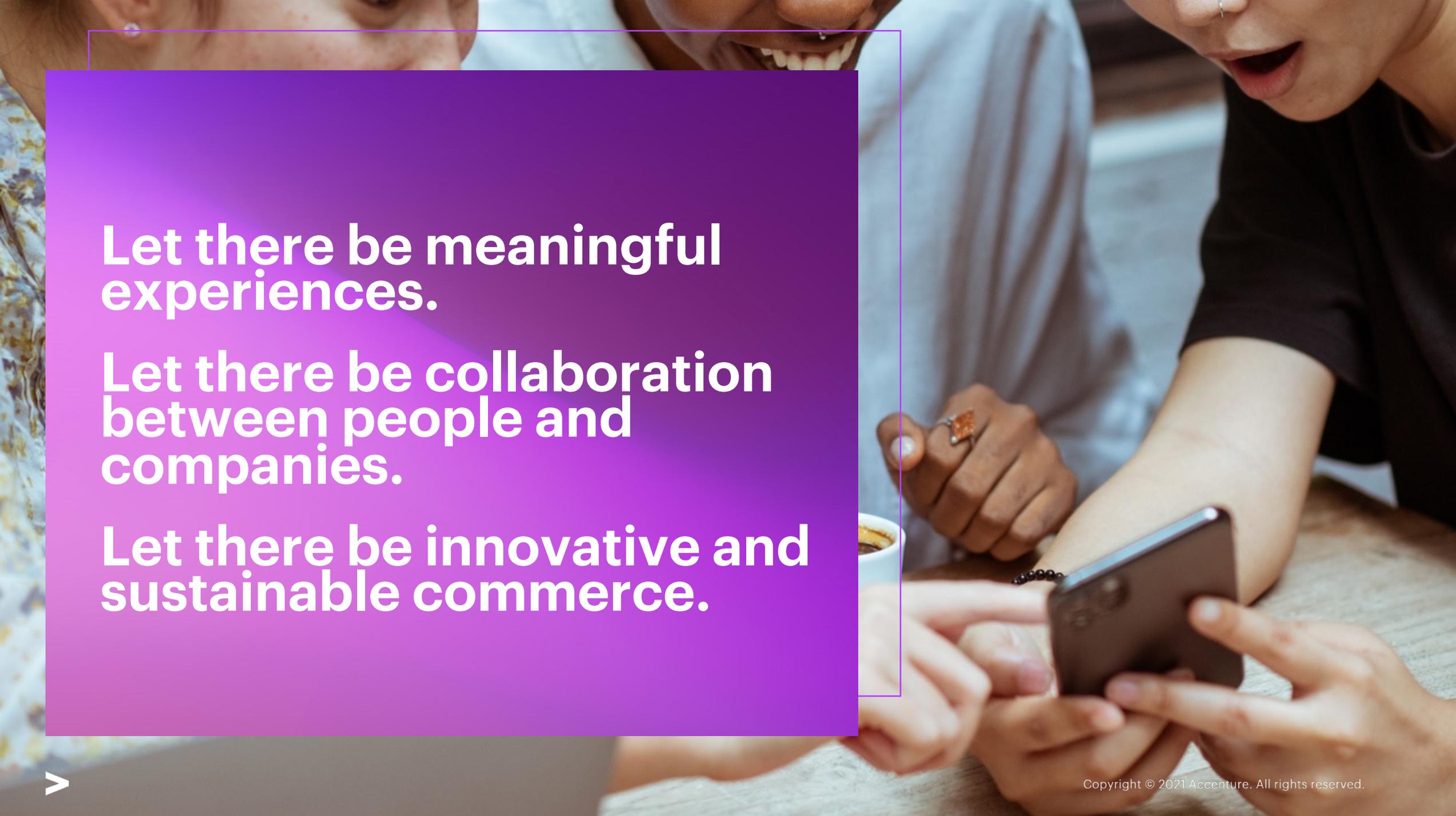


2

Predictive analytics

Could one have the power to know the next best move and not know it? Use data and AI to predict how best to serve the most profitable, highest value customers and how to keep them coming back.



A close-up photograph of three people gathered around a table, looking at a smartphone held by one of them. The person on the right is wearing a black shirt and has a nose ring. The person in the middle is wearing a light-colored shirt and has a ring on their finger. The person on the left is wearing a patterned shirt. The background is slightly blurred, suggesting an indoor setting like a cafe or office.

Let there be meaningful experiences.

Let there be collaboration between people and companies.

Let there be innovative and sustainable commerce.

**Let there be
change**

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 506,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities.



Maria Mazzone

**Managing Director, Accenture
Innovation**



Mattias Boman

**Managing Director, Accenture
Interactive Nordics**

Accenture Interactive

Accenture Interactive helps the world’s leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today’s experience-led economy. Accenture Interactive was ranked the world’s largest and fastest-growing digital agency in the latest Ad Age Agency Report.

For more information, please reach out to:

Veronica Stjernvall, Director Business Development,
Accenture Interactive

veronica.stjernvall@accenture.com