

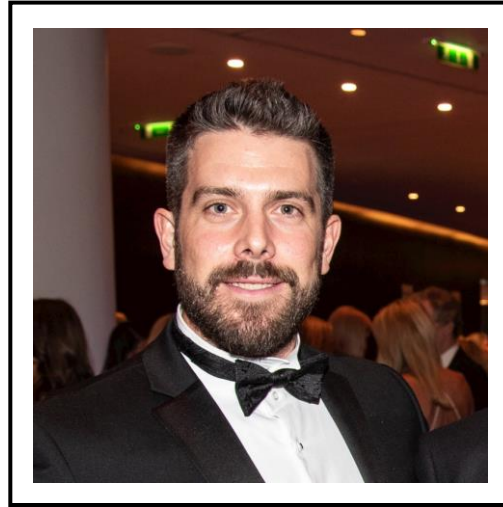
Under the bonnet of 35+ SME retailers

19.10.23

omnicommerce



Introduction



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- NED - Target Agency
- Guest Lecturer at University of Surrey and Kingston University
- Brand-side retail, eCom & marketing experience

Omnicommerce Clients

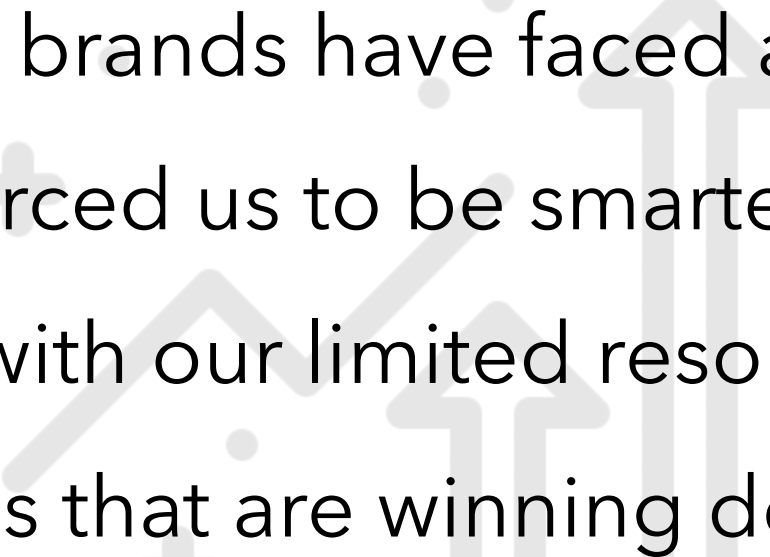
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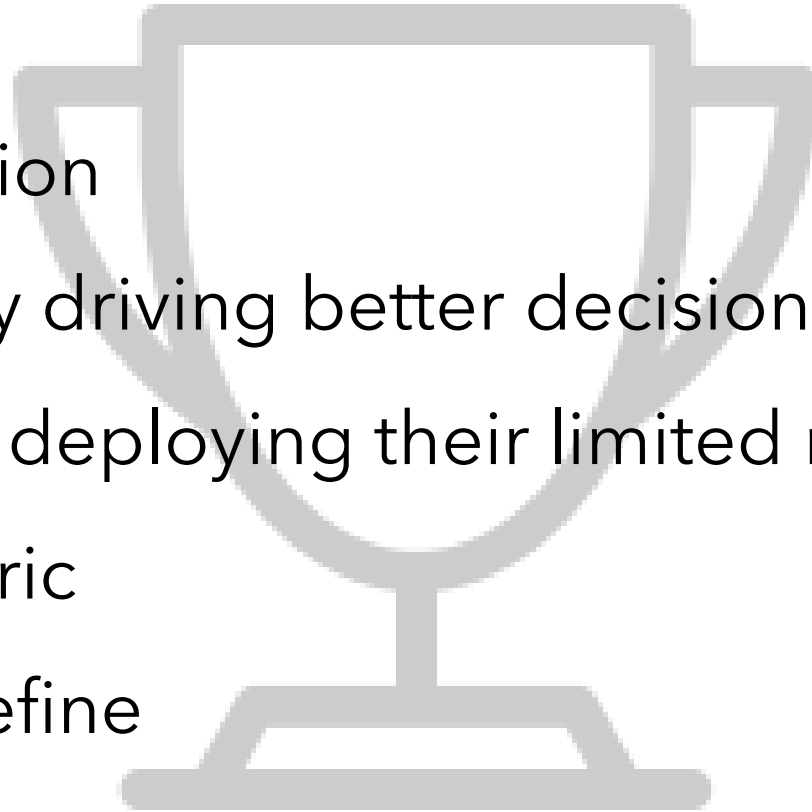
Gaining an Advantage

Retailers and brands have faced a challenging period. It has forced us to be smarter than ever and more efficient with our limited resources. What are those businesses that are winning doing differently?



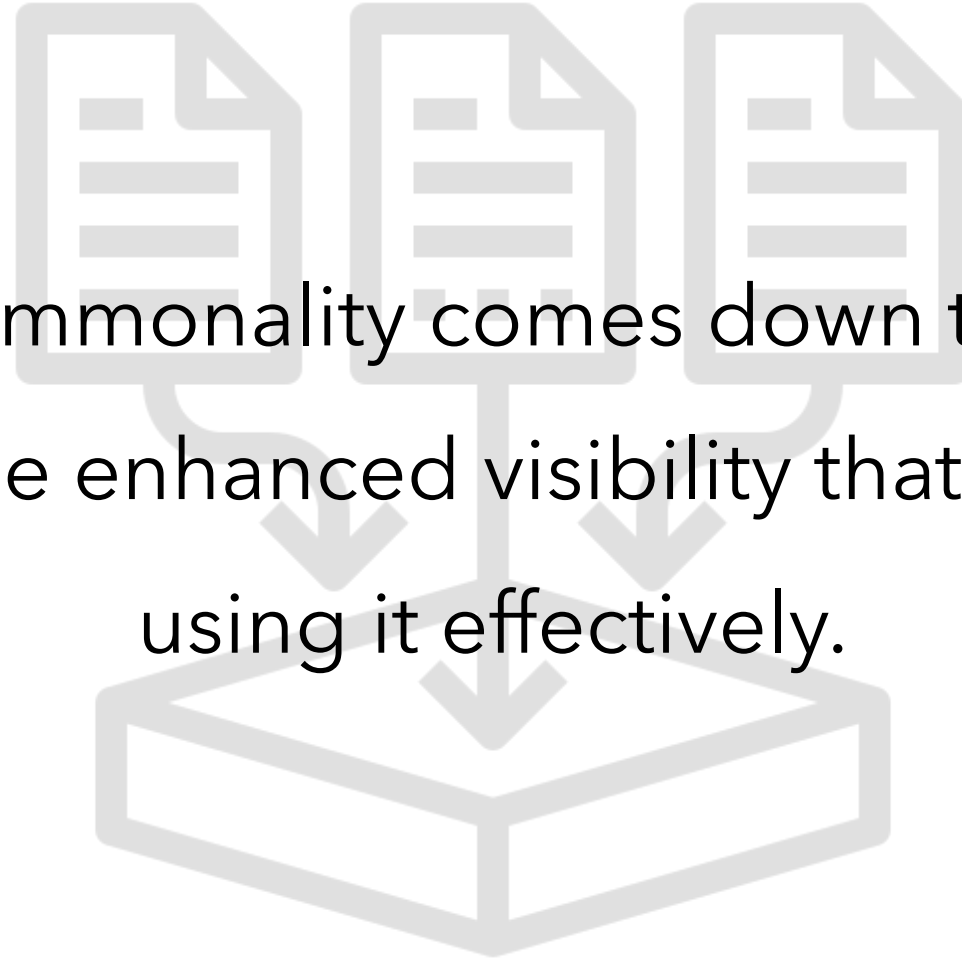
What are winning retailers doing differently?

- ✓ Clarity of direction
- ✓ Greater visibility driving better decisions
- ✓ More optimally deploying their limited resources
- ✓ Customer-Centric
- ✓ They test and refine

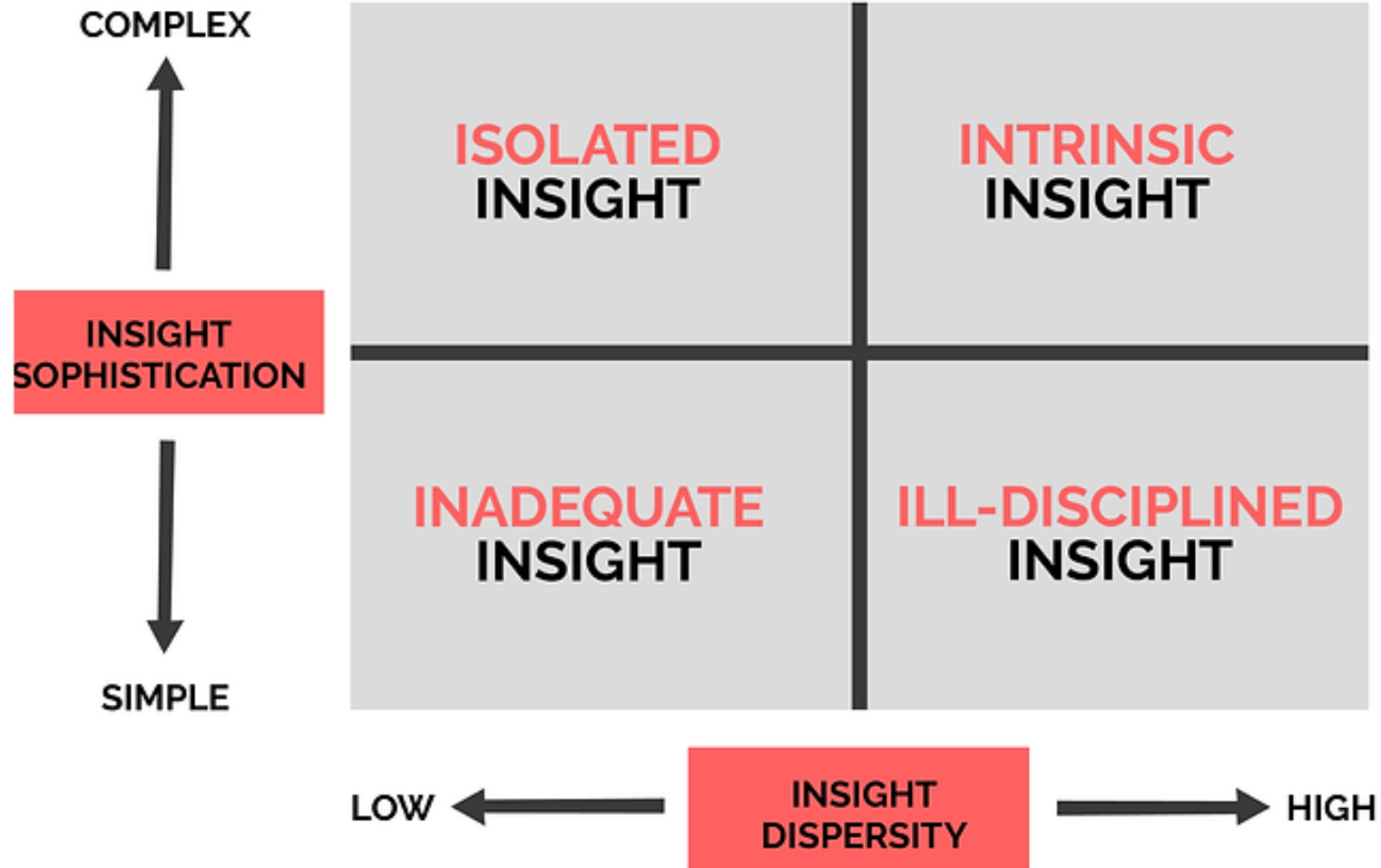


Leveraging Data

A primary commonality comes down to their use of data and the enhanced visibility that comes with using it effectively.



Where does your organisation sit?



Why do businesses find it difficult?

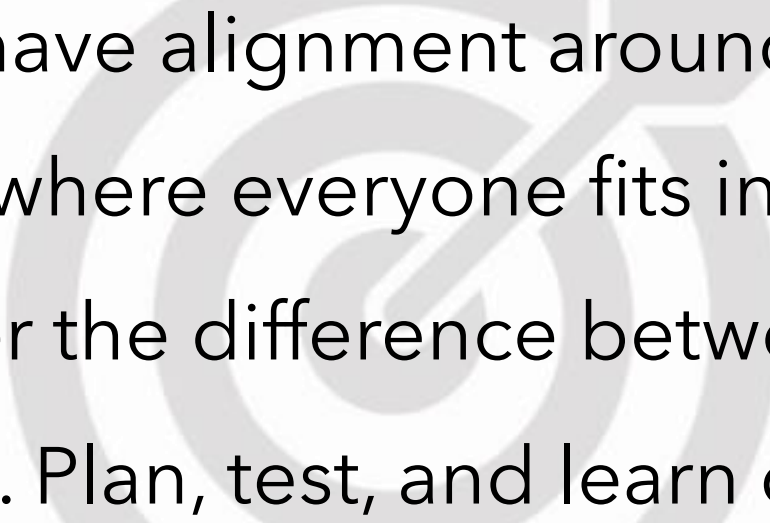


Differentiators



Clarity of Direction

We need to have alignment around KPIs and an understanding of where everyone fits in to making targets a reality. Consider the difference between strategic and tactical. Plan, test, and learn quickly.



Improved Visibility

Improved decision-making is rooted in an understanding and visibility of the business. Testing is integral to high performing businesses, who learn quickly from failure and adjust course.

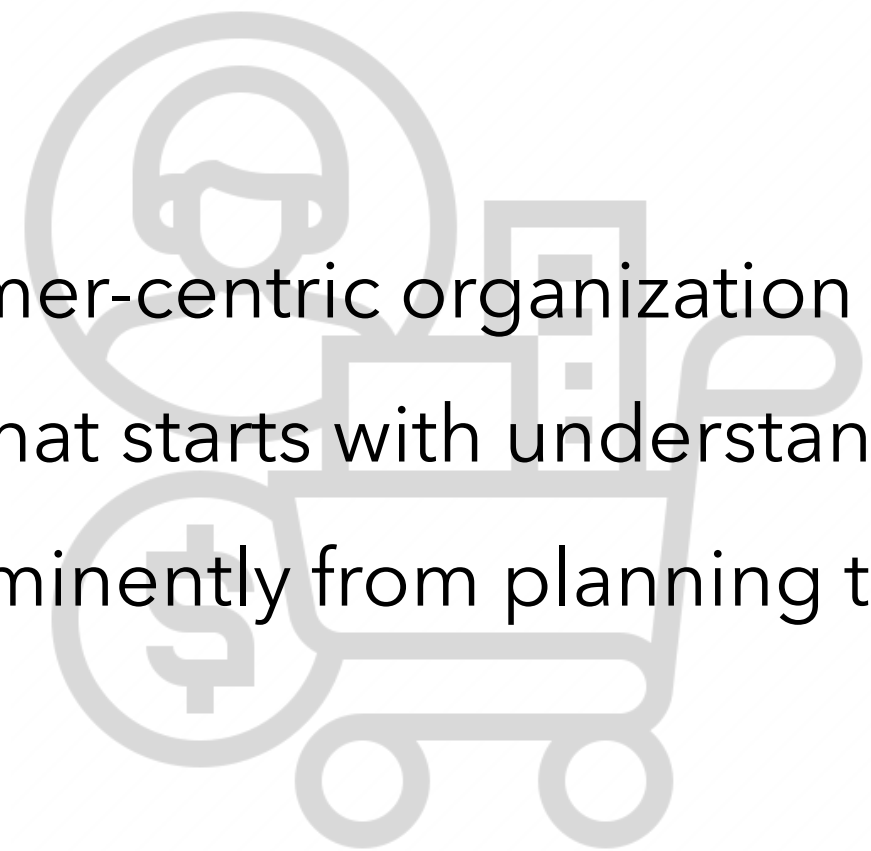


Maximising Limited Resources

With limited resources we need to be laser-focused on those things we can impact and that make a difference and allocate resources accordingly. Prioritise.

Customer-Centricity

Being a customer-centric organization is to put your customer first. That starts with understanding them and featuring prominently from planning to execution.



Testing

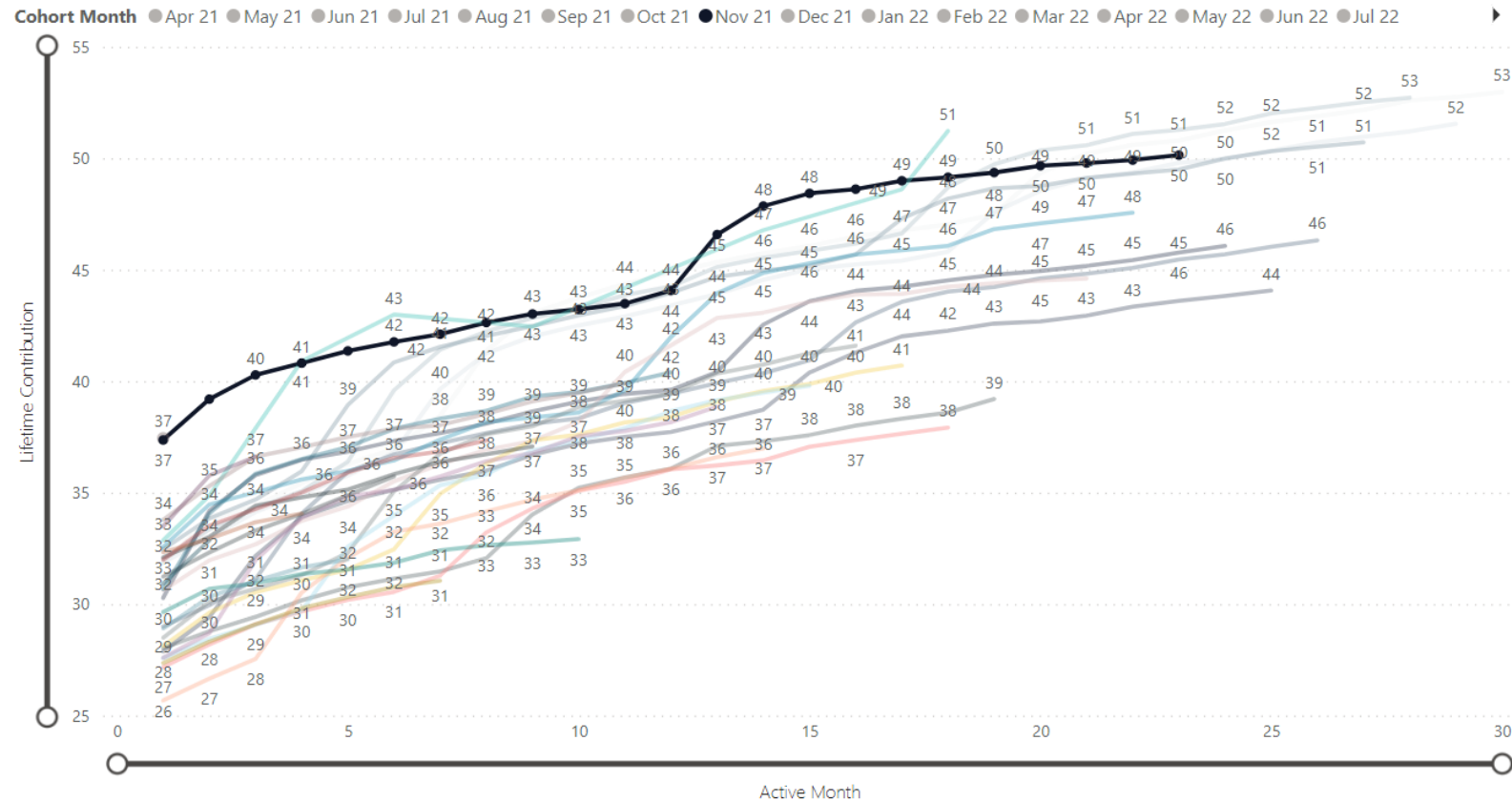
The best performing organisations tend to have an increased appetite for ideas, testing, failure and refinement.



Examples

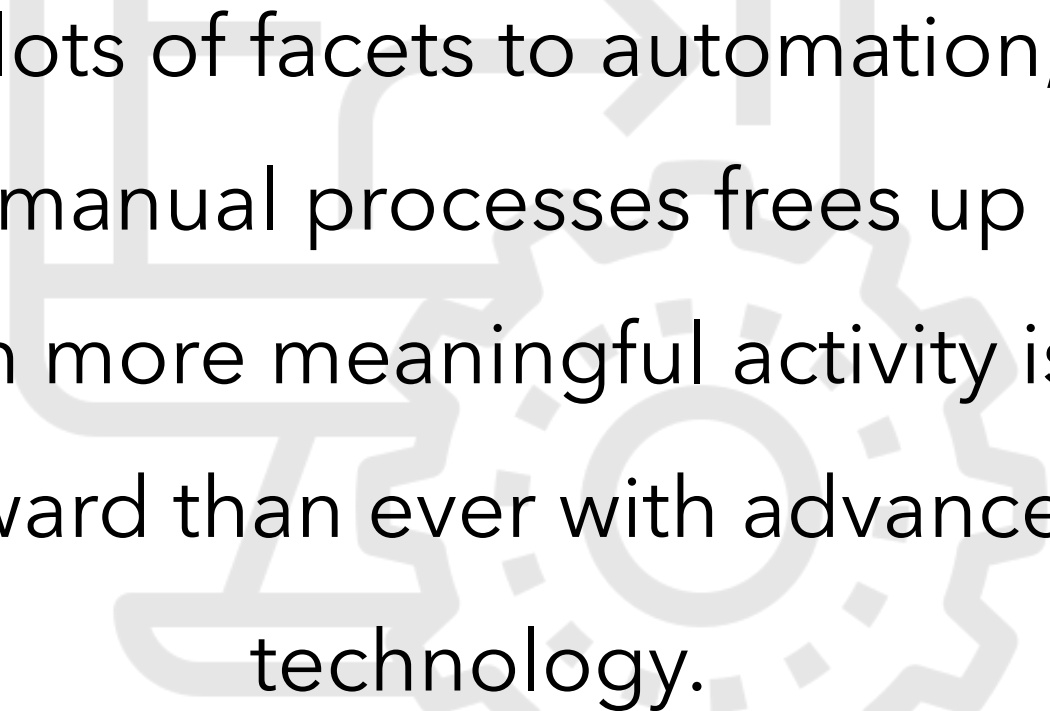


Focus on Your Data



The prevailing narrative tells us customers acquired over Black Friday are less valuable than at other times of year. Is that true for your business?

There are lots of facets to automation, but the elimination of manual processes frees up your time to spend on more meaningful activity is more straightforward than ever with advancements in technology.

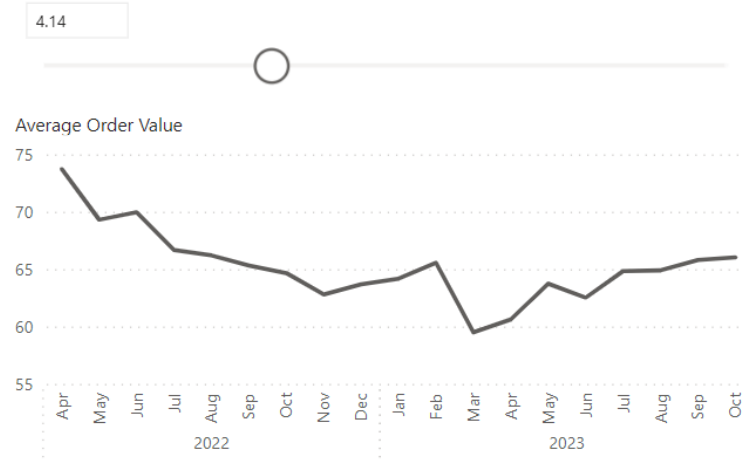
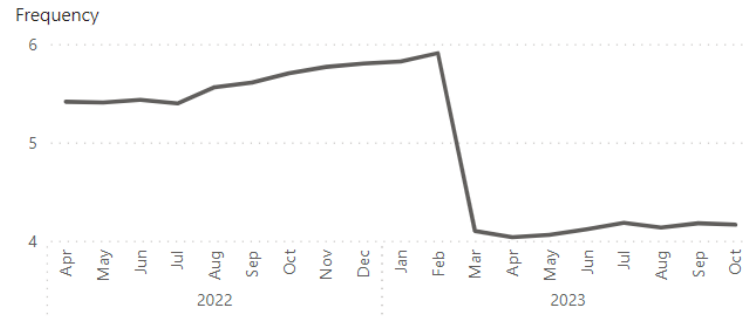
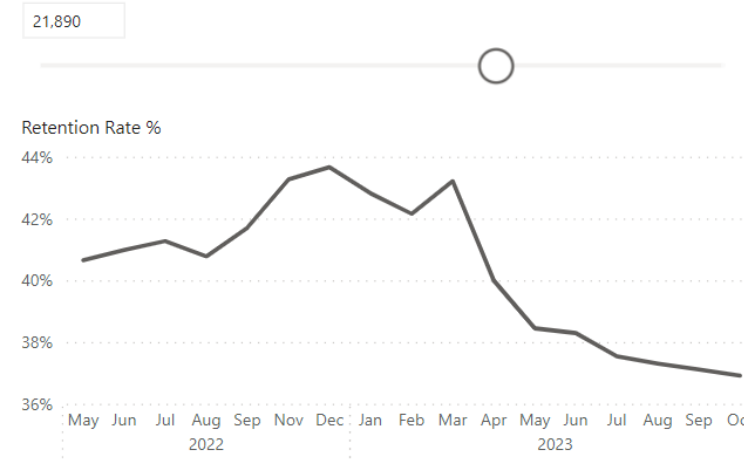
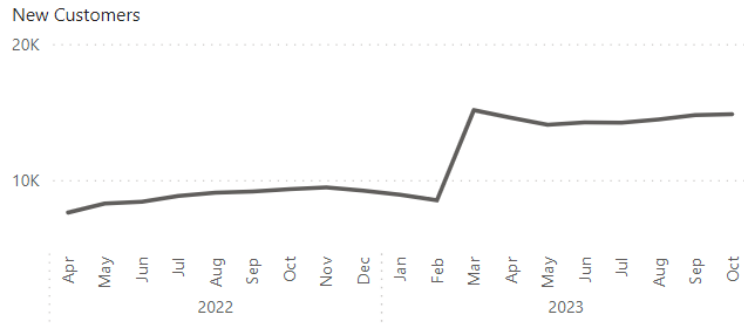


Customer KPIs

5,267,308
Latest Revenue

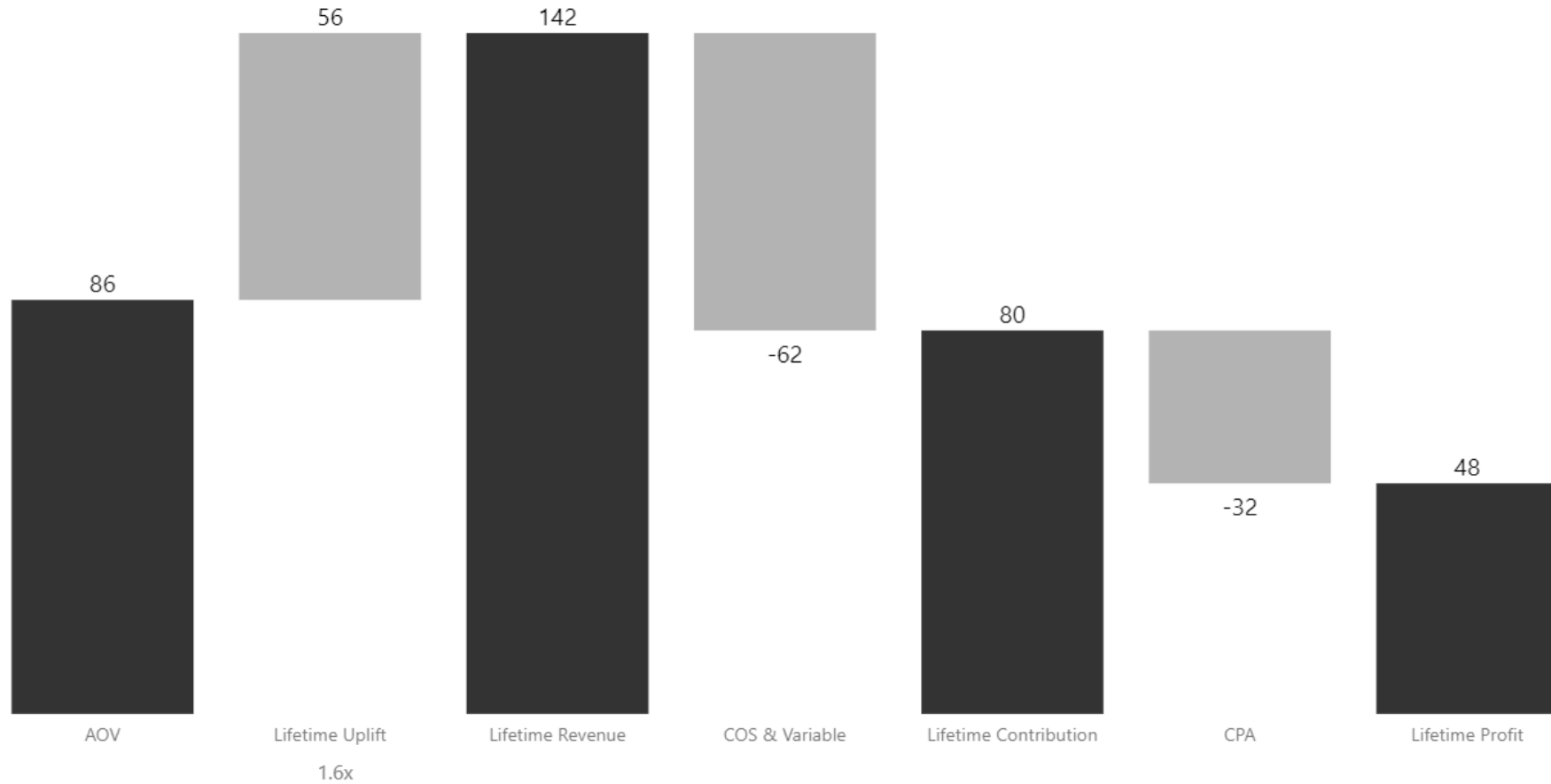
7,857,756
Predicted Revenue

49.2%
Predicted Growth %



Which KPIs are going to move the dial? How do we influence them?

Customer Lifetime Value



Managing your pace of growth is not straightforward. The relationship between the cost to acquire and the customer lifetime value is a critical dynamic.



Prioritise

There are a world of possibilities in the world of eCommerce and retail, with a proliferation of technology, customer touch-points and borderless trade. Effective prioritisation differentiates the best performing organizations.

Recap

Retailers best placed to weather a stormy external environment have the following features:

- ✓ Clarity of direction
- ✓ Increased visibility
- ✓ More optimally deploying their limited resources
- ✓ Customer Centric
- ✓ They test & learn

 **Thank You**

Any questions?



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