

# Multi Channel Strategy

Integrated multi-channel solutions from K3 help you to create a unique connected shopping experience for your customers - whichever channel they use.



If the traditional retailer is to compete with their smaller, cost efficient “pure play” on-line and catalogue competition it’s time for them to take advantage of the multi-channel opportunity.

Up to 38% of the UK’s high-street retailers have yet to offer an on-line transactional alternative to their high street stores. Fewer still supplement their in-store and on-line offerings with catalogues and call centres. Yet research suggests customers that buy through more than one channel are more loyal and spend more per visit than single channel customers.

There are probably as many reasons for not taking action as there are retailers waiting to take the plunge. But concerns that multiple channels will cannibalise store sales and promote confusion and conflict about pricing, stock availability and returns policies have been addressed with this new initiative from K3.

It is about delivering an integrated approach to multi-channel retailing to the traditional high street retailing sector.

K3 have already developed an enviable track record of delivering integrated store and head office retail solutions.

Many leading retailers have benefited from our focussed strategy of building solutions around a single application platform – Microsoft Dynamics.

With one application, we can simplify the solution architecture, eliminate duplication and reconciliation errors to present a single version of the truth that allows managers to get on with running their businesses.

We’ve brought the same approach to multi-channel retailing. Our store, mail order, e-commerce, head office and fulfilment solutions are powered by the same proven Microsoft Dynamics technology. The big benefits to our customers are:

- Rich customer experiences driven through the use of the latest technology
- All data is held once reducing duplication and errors
- One familiar Microsoft skill set is required across the channels
- The system is integrated in real time allowing powerful reporting and cross channel processes

## Putting the customer first

This means whichever channel your customer chooses, they benefit from information about their interactions through other channels. Whether it’s a purchase and returns history that makes it easy to place repeat orders, the ability to reserve on-line and collect in-store, or the ability to arrange a collection and return at a time and place that suits the customer, K3’s multi-channel solutions are about understanding your customers as individuals and giving them the convenience of choosing when and where to deal with you.

It’s that level of detail that makes customers feel special and builds long term loyalty.

The following pages give a flavour of how the liberation concept works in practice.

The modern retailer has long understood the benefits of an integrated retail solution to tie in-store and back office processes together.

At K3 we believe close integration across every channel is needed to give the customer the single consistent experience that encourages cross channel purchasing and greater loyalty.

### New Customer Registration

Central to every new relationship is the gathering of a few pieces of essential information that will allow you to identify the customer on future visits and communicate relevant offers.

On-line registration is a well tried process that will be very familiar to most internet shoppers. Gathering data in-store can be a harder process, but the use of postcode lookup and rapid data entry means that essential information can be gathered at the POS. This information is then available for use on-line, by the call centre or direct marketers from the central CRM system.

### E-Marketing

Every time we communicate with our customers through email, text, or social networking websites it's important that we keep it personal and relevant.

New customers via any channel receive a "Thank You" e-mail, driving them to the website where they can see their purchasing history together with new online offers designed to encourage cross channel purchasing.

Focussed marketing campaigns can be created to target specific groups. Marketers will appreciate the availability of high quality information on purchasing recency, frequency and monetary value, combined with web analytics, demographics and cross channel sales analysis in a single CRM solution.

Serialized offers and timely emails will help boost shopping frequency and create that multi-channel experience that builds loyalty and customer lifetime value.

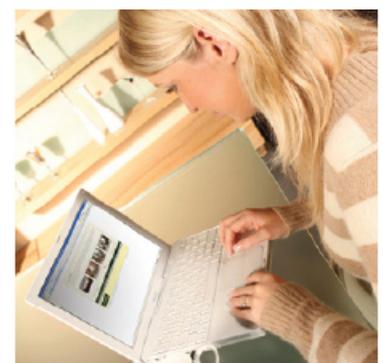
### eCommerce

K3 works hard with your own design partners to build eCommerce solutions that combine a secure and functionally rich environment that communicates your fascia identity and brand values. This makes sure the on-line experience your customer receives is a positive one, consistent with the in-store experience.

Once again K3's emphasis on close integration of the multiple channels ensures customers understand from the outset that the experience on-line is part of the larger relationship with the retailer. Sales and returns history can be presented alongside lists of favourites items so that customers can re-order purchases, check stock or arrange instore reservation of an item at the click of a button.

New trends and ways of communicating with customers are developing every month. K3's team can help extend your customers on-line experience into new channels such as social networking websites (Facebook, etc).

The image displays a software interface for customer registration with fields for name, address, phone, and email, and a 'CRM' button. Below it is a receipt for 'PLUM' with a total of 6.50. The email template features a '20% off your first web purchase' offer, a 'Thank you' message, and a photo of a woman in a coat.





### Store

The in-store experience is central to every retailer's mission.

In an integrated multi-channel world, customers can be encouraged to identify themselves through loyalty cards, or their postcode. Store staff can then see a complete sales and returns history and be alerted to customer service issues that have arisen through different channels.

Select and collect reservations are supported by direct communication from other channels like callcentres or websites.

The objective of every visit is to provide the same individual service that customers experience on-line while they're in-store.



### Catalogues

Catalogues are an excellent vehicle for communicating with customers. The convenience and tactile nature of a well produced catalogue will encourage sales on-line as well as through the call centre.

By carefully integrating products listed in the catalogue alongside other stock, on-line customers can be encouraged to "flick and click" their way through a greater range of stock to mix and match catalogue classics and mid-season alternatives.

By simplifying the administration of product descriptions and imagery for each channel in a single central database, K3's multi-channel solutions ensure descriptions, pricing and promotional offers are fully synchronised across every channel.



### Call Centres

Whether used as a direct sales mechanism, or a point of service, call centres need access to the latest information about a customer's sales and returns history to be able to offer the best service.

If a customer calls in response to a catalogue drop, the integrated multichannel retailer needs to know which version of the catalogue is being used and where products are featured on each page. K3 solutions give call centre staff a virtual version of the catalogue so that customers can identify precisely the item they want.

Direct access to customer sales and return histories allow call centre staff to suggest alternative ways of fulfilling the order or return. This could be through a local store collection, or by post.



Microsoft has invested significant sums to make its Dynamics software a truly global leading enterprise wide business solution.

The Dynamics software is extremely flexible and offers a high degree of user acceptance due to its familiarity with other popular Microsoft products.

The solution is backed up by high quality service and support directly from Microsoft and its mature international partner network.



### **Kiosks**

Self service kiosks are a great way to extend your on-line range to in-store customers. Add to this the ability to identify customers by their loyalty card and the kiosk can become an interactive tool that delivers money off coupons or explains to customers where in the store they'll find the items they added to their on-line wish list.



### **OrderPad**

The OrderPad is a mobile solution that releases your staff from the sales counter, and is most appropriate for those one-to-one selling opportunities commonly found in the home retailing and personal shopping sector.

As a multi-channel sales tool it provides an invaluable tool for working alongside customers; capturing product options and personal information while involving the customer in the sales process.

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### **About K3 Landsteinar**

K3 Landsteinar provides software solutions to organizations in retail, hospitality and supply chain. We focus on simplifying processes and improving business efficiency for retailers across the supply chain, head office, in-store, on-line and mail-order using a suite of applications built around Microsoft Dynamics.

K3 Landsteinar provides market-leading, Microsoft-based software solutions to mid-tier retailers. The Retail Software Division of K3 is the world largest reseller of LS Retail and Microsoft's leading reseller of Dynamics (formerly Navision) software. We are a Microsoft Gold Certified Partner and a member of Microsoft's Inner Circle, which is reserved for Microsoft's top 60 sales partners worldwide.