Solution Series: Retail

CUSTOMER JOURNEY
DESIGN

Contour your processes to mirror the customer's journey

Your problem: A retail customer's journey used to be simple: Customers browsed, bought and took possession of an item in a store. They came back to the store if they needed to return an item or have it repaired. Today, though, the journey is more complex. The customer may buy online and pick up in the store—a trend known among retailers as "BOPIS." Add in still more channel options—a mobile app, a call center and more—and your customer's journey can become quite complicated. Unless your processes and channels are optimized to support your customers as they leap between channels on that journey, you cannot create the frictionless experience that will make customers want to continue to journey with you in the future.

Software AG solution: Software AG's Customer Journey Design is a digital transformation tool that can help you contour your processes and coordinate your channels to support your customers along the entire length of their journey. Where disconnects become evident, Customer Journey Design can help you drive the transformations required of a customer-centric 21st century retailer. You can deliver a frictionless customer experience and enjoy a mutually beneficial, long-lasting relationship.

Problem details

Once there was, effectively, a single door through which your customers journeyed—to browse for and select products, to pay for and take possession of them, even bring them back for return or repair. Today, though, the character of that journey is very different. Your customers may buy online and pick up in a store; they may return an unwanted item via a third-party shipper. Or, they may browse in the store, buy via a mobile app and have the product shipped—only to return it at a nearby store. The underlying journey remains the same, but how a customer moves from browse to buy to return or repair has more in common with the plot of a Quentin Tarantino film than it does with any traditional notion of a retail process.

Customers will engage with you via whatever channel is most convenient to them at the moment, and that poses a real challenge for retailers. The processes supporting your customer's journey must be agile enough to pivot without pause whenever the customers change the channel of engagement. If your processes are supporting them as they search for products on the Web, the history and decisions associated with that search should be handed off to the person or systems supporting them as they purchase a product (whether that purchase takes place in a store, via your call center or through a mobile Web app).

What's the Software AG difference?

An approach to digital transformation that enables you to operationalize the retail journeys that your customers want to take. Customer Journey Design can help you design the technical and organizational transformations required to create a frictionless customer experience in support of those journeys:

- Create detailed maps describing the nature of different customer journeys
- Understand how your existing processes, channels and organizations support those journeys
- Design and manage the transformations required to provide a superior experience on each journey

Software AG's solution

Map the customer journeys

- Describe real-world customer journeys in detail
- Discover where journeys overlap and diverge
- Understand the experiences that customers want

Understand your existing business processes

- Catalog and model existing business processes
- Map processes against customer journeys
- Identify opportunities for improvement

Transform for a better customer experience

- Model improved business processes
- Manage digital transformations
- Monitor transformations for ongoing insights

Your processes should make it easy for your customers to take possession of their purchase whenever and however they'd like—at a store, shipped to the office or even to a vacation home. And if customers need to return a product? The processes and systems supporting their journey must make it easy for them to make that return—through a local store, through an affiliate or through a shipper.

Software AG's Customer Journey Design, built on the Digital Business Platform, is a digital transformation tool that can help you connect and coordinate, across all channels, the stages and events that comprise a retail customer's journey. You can map that journey against your existing channels, touchpoints, IT processes— even your departmental structures and organization. You can see where your processes and channels are interacting efficiently and effectively in support of that journey and which conflict or compromise the experience you want to create. You gain insight across all your channels, across all your products, across all your processes, departments and engagement strategies.

Value doesn't stop at insight. You also gain the tools you need to model and transform your processes, infrastructures and engagement strategies so you can support your customers more effectively at every stage of their journey. Your models can be used to inform automation, orchestration and monitoring efforts to create a customer journey that is as friction-free as possible. In turn, you can become known a retailer that is fully in sync with today's connected customer.

The net effect? Software AG's Customer Journey Design provides the tools you need to drive the digital transformation of your institution. You can reshape and refine your processes, touchpoints, even the KPIs that drive action so that they support the journeys that your customers want to take. You can use Customer Journey Design to create a frictionless experience for your customers—across any and all of your channels—and that creates the conditions required for a relationship that will yield long-term benefits for all.

Critical aspects of a customer journey design solution

1 Facilitates insight into the nature of today's real-world customer journeys

2 Provides resources to understand how effectively you support these journeys today

3 Maps a comprehensive path for digital transformation

4 Improves the customer's experience across all channels and touchpoints

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