

Reimagining Retail in the Age of the Shopper

Vijay Iyer
Principal Solution Engineer, Asia Pacific

vijay.iyer@salesforce.com

@vijayviyer



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Three Megatrends are Reshaping Retail

Me2B

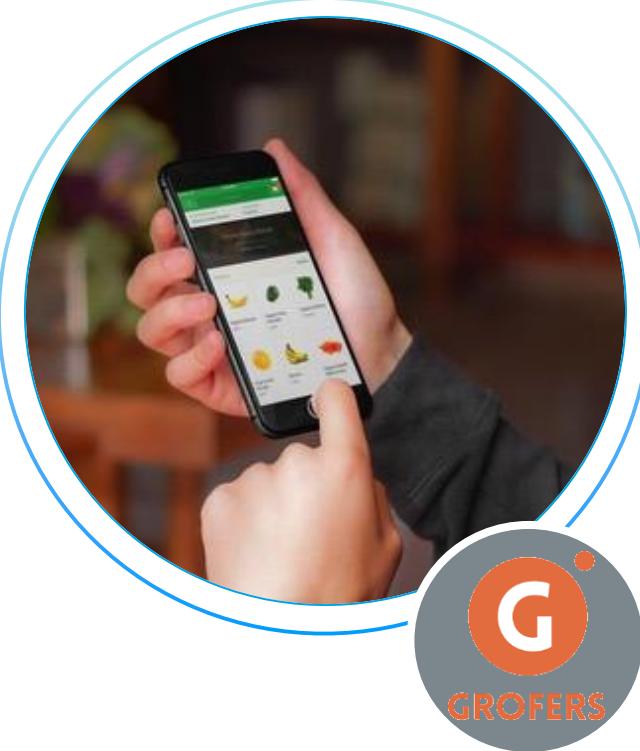


The Store
Strikes Back

Shopping Deconstructed



From B2C to Me2B: It's The Age of the Shopper



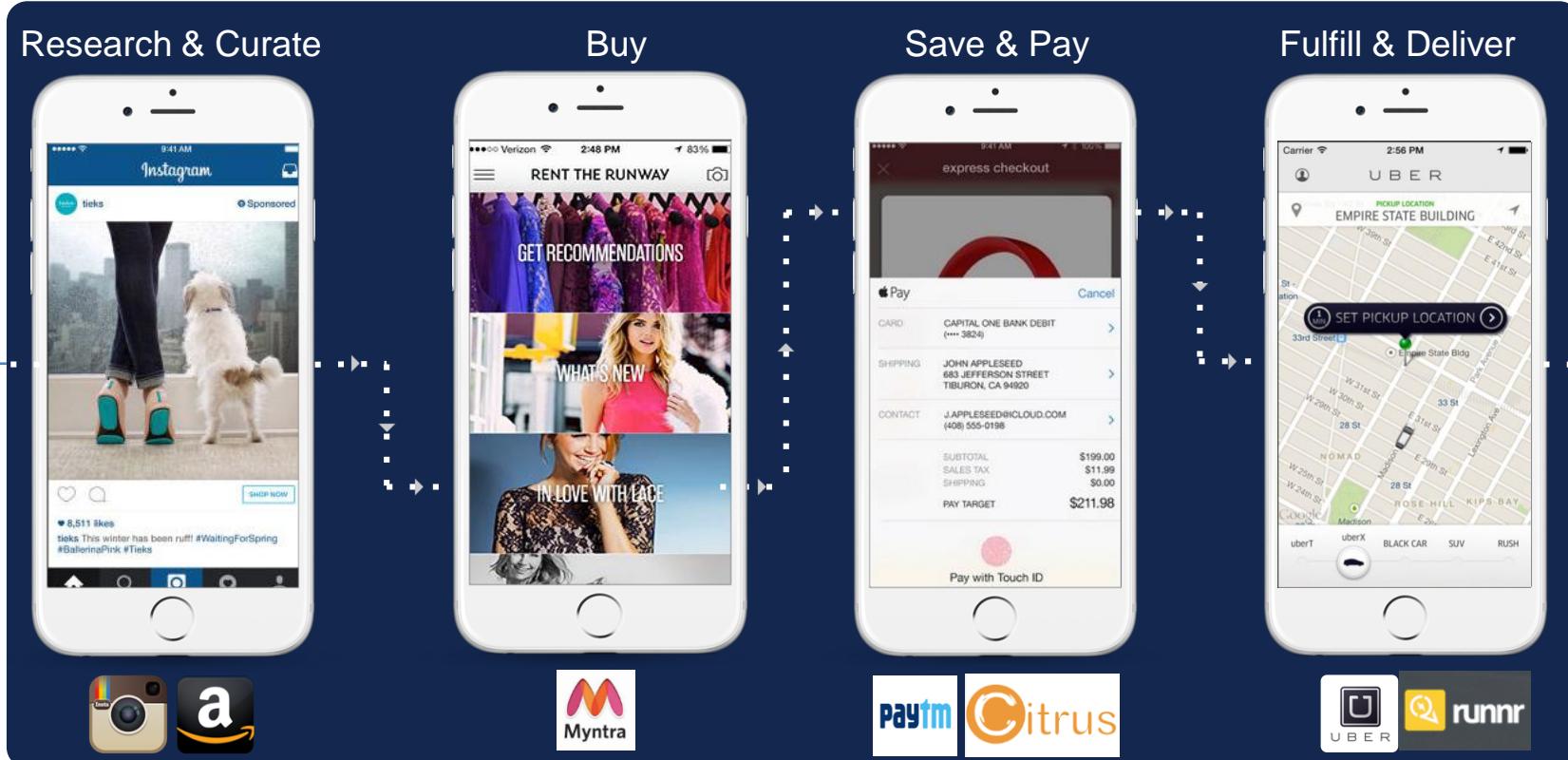
31 % of shoppers

61 % of millennials

Expect store associates to know purchase history across channels



Shopping Deconstructed: There's an App for That



81 % of shoppers
Research online prior to in-store purchase



SOURCE: Salesforce,
2015



The Store Strikes Back! Bricks and Mortar Enters a New Era

Experience Centers



eRetail Outposts



Fulfillment Centers



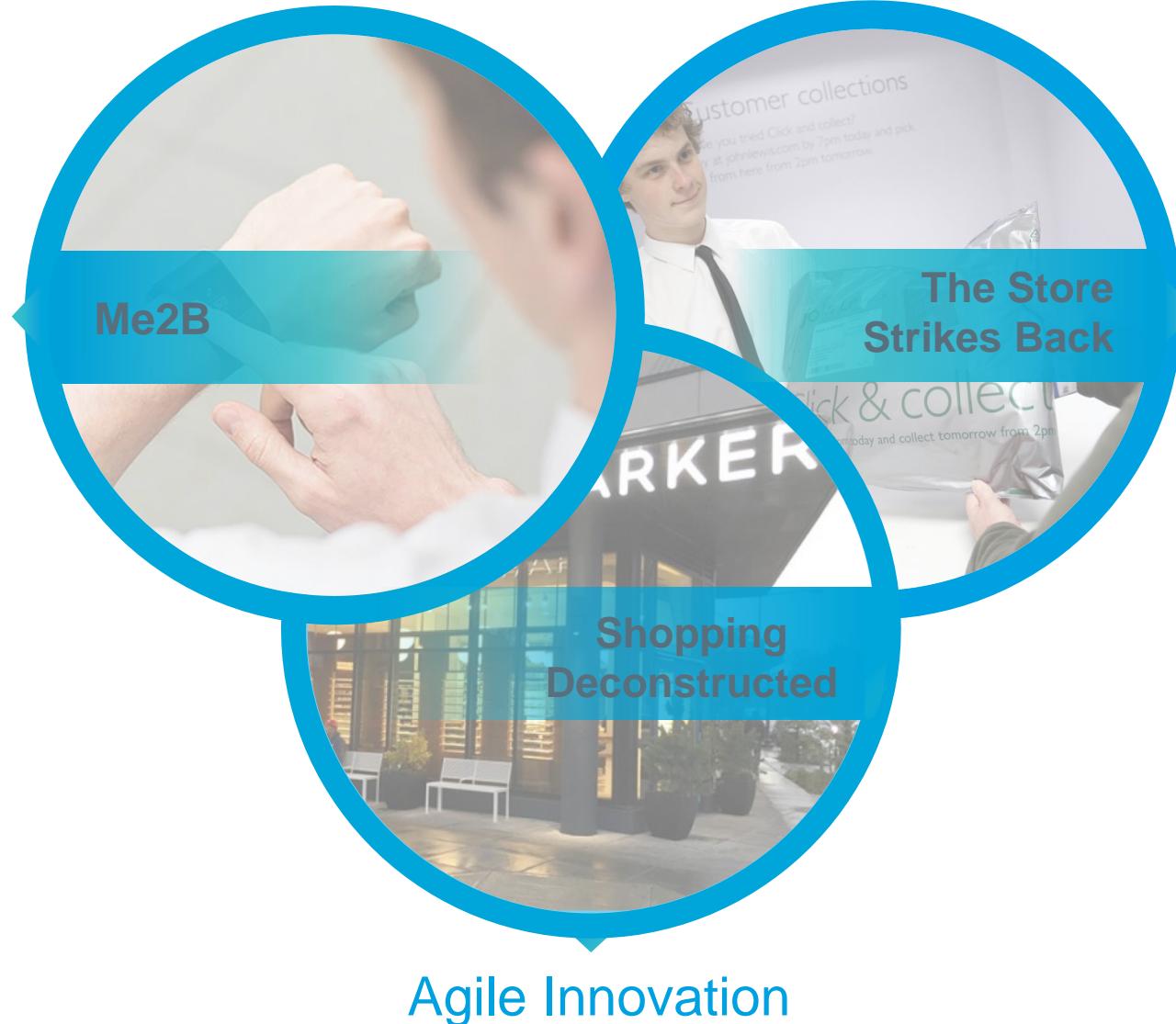
49 % of shoppers

Buy online & pick up in-store



It's Time to Reimagine Retail

Personalization
Everywhere



Supercharge
Employees



Welcome to the Shopper Success Platform

Connected Shoppers

Personalize everywhere to drive shopper acquisition, engagement and loyalty

Connected Stores

Supercharge associates to delight shoppers in-store



Connected Service

Supercharge agents to support shoppers anytime, anywhere



Agility & Innovation
Innovate at the speed of the shopper



Salesforce Shopper Success Platform

Unified Consumer Experience For Modern Retail

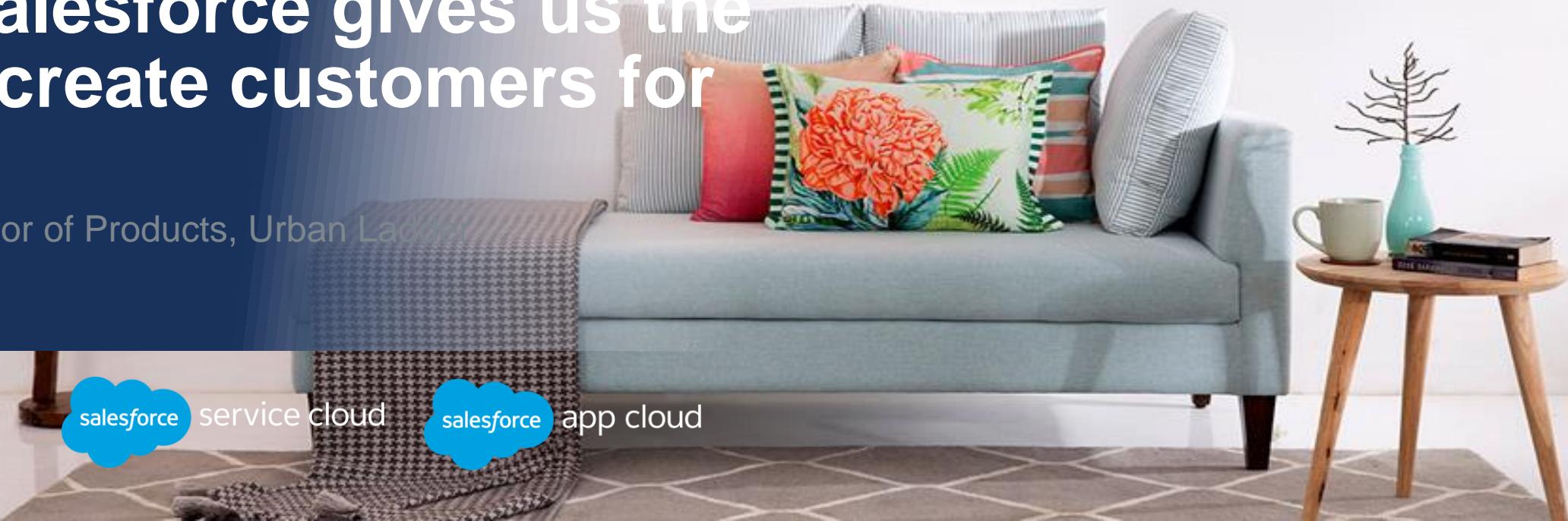


*Powered by Salesforce Commerce Cloud – Coming Soon



“Our customer loyalty is already strong. Salesforce gives us the ability to create customers for life.”

•Vipin Jawaria, Director of Products, Urban Ladder



India's leading online furniture retailer creates customers for life

Omni-channel support including social media and chat on Service Cloud, deployed in 8 weeks

Lightning Connect surfaces data agents need to be proactive and nurture customer relationships

Employees collaborate around customer needs faster with via Chatter - anytime, anywhere



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Complete the survey
& win an Apple
Watch.

surveymonkey.com/r/RetailIndia



*The survey must be completed by 31st Dec 2014.



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