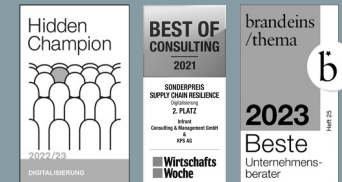


HAMBURG, 2023

# Strengthen customer experience and competitiveness with omnichannel excellence

Suggested procedure for designing an omnichannel strategy



We jointly design an effective omnichannel strategy!

We support our clients in **designing** their **omnichannel strategy in a customer-centric and effective way**, so that customers get the right products & services at the right place and at the right time - taking into account an optimal **customer experience** in combination with the best possible **profitability**.



CHAPTER

**01** INITIAL SITUATION

**02** OUR PROPOSAL

**03** INFRONT PROFILE

CHAPTER

# 01 INITIAL SITUATION

## 02 OUR PROPOSAL

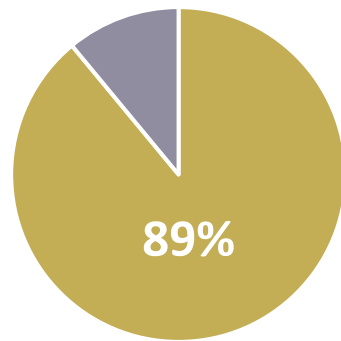
## 03 INFRONT PROFILE

## INITIAL SITUATION

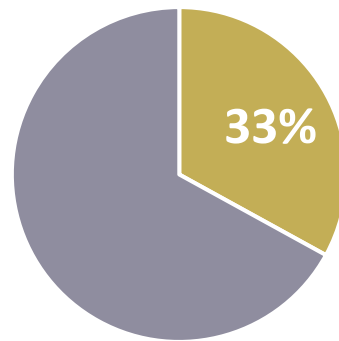
A first-class omnichannel experience offers measurable benefits – but few companies succeed in creating a seamless customer experience

### OMNICHANNEL PAYS OFF

Customer retention rate<sup>1</sup>



Companies with a **strong** omnichannel strategy



Companies with a **weak** omnichannel strategy

- ✓ Customers who shop online and offline have a **30% higher Customer Lifetime Value (CLV)**<sup>2</sup>
- ✓ More than **50%** of customers **look at a product online** and **buy** it in shop – and **vice versa**<sup>2</sup>
- ✓ Retailers who do **not** sell their products through **multiple channels miss out** up to **30% additional revenue**<sup>3</sup>

### CHALLENGES

- Companies have added individual omnichannel elements to the shopping experience in recent years – but often **inconsistently, without a solid foundation and without a real customer focus**
- **Only 8%** of retailers believe they have **effectively mastered omnichannel** – at the same time, **87%** of **customers say** companies need to put **more effort** into a **seamless customer experience**<sup>2</sup>
- **49%** of companies say that the biggest challenge is breaking down **organisational and information technology silos**<sup>2</sup>

### SUCCESS FACTORS

- **Holistic customer-focused omnichannel strategy** taking into account a **first-class customer experience**
- **Customer-centric optimisation of systems and processes** based on a **uniform data strategy** (= "Single View of Customer" and "Single View of Availability & Status")
- Targeted **promotion of the cultural/mind shift** and **development of the necessary omnichannel capabilities**

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## OUR SUGGESTED COURSE OF ACTION

Using our award-winning ecosystem methodology, we work with you to design a holistic and effective omnichannel strategy that proactively considers relevant interactions

## OUR METHOD

### Method "Infront Ecosystem"



### Excerpt from the method



Clear understanding  
of the market and  
strategic objectives



Prioritised and  
concretised options  
for action



Consolidated and  
formulated overall  
strategy



Strategic  
Roadmap for  
implementation

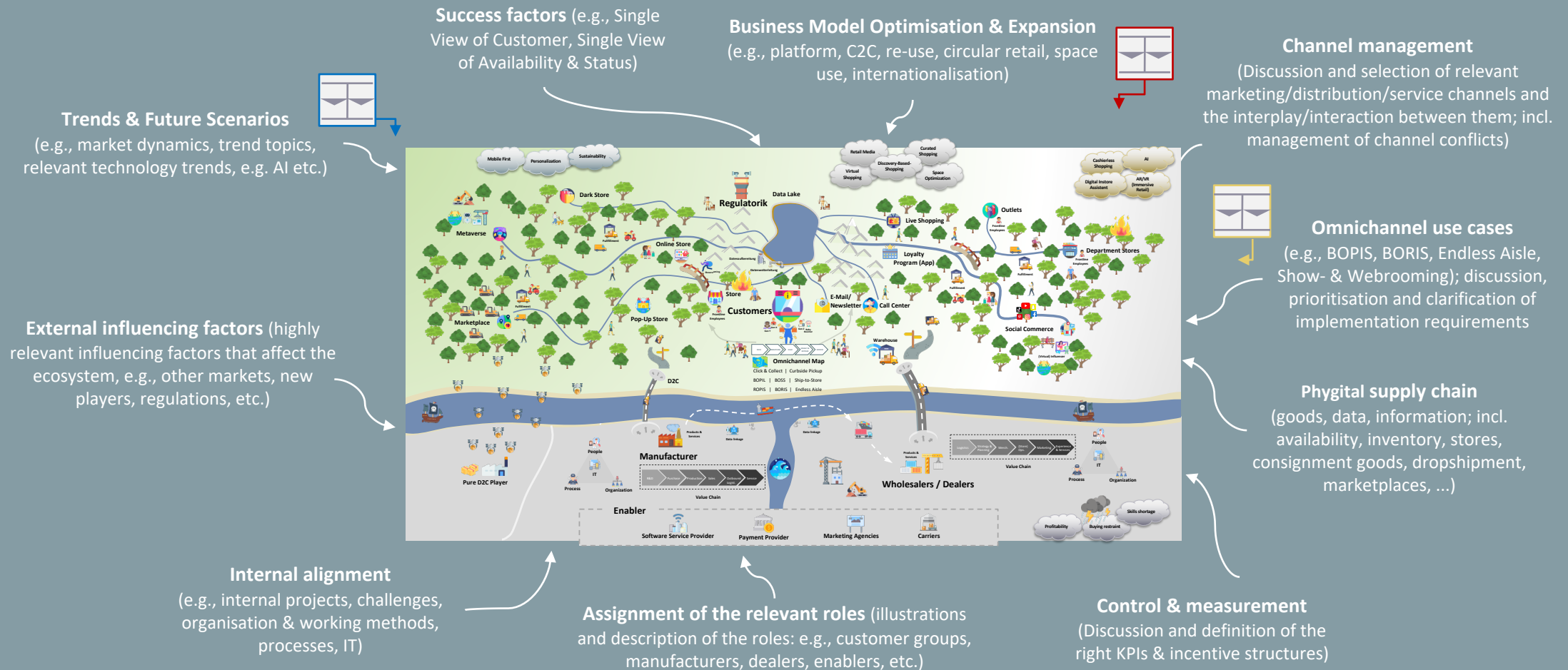
## PROCEDURE

1. **Interactive workshop(s)** to jointly derive an omnichannel strategy, taking into account market developments and scenarios as well as omnichannel interdependencies
2. **Use of Omnichannel Use Cases and Good Practice Blueprints**
3. **Deriving and prioritising** options for action and concrete measures according to potential, urgency and feasibility
4. **Deepening** of individual topics (e.g., channel management, fulfillment, etc.) in deep-dive workshops with experts as needed

## RESULTS

- ✓ **Transparency** regarding **market developments** and **omnichannel interdependencies** incl. their business implications
- ✓ **Clear prioritisation of effective and actionable omnichannel courses of action** for better customer experience and improved competitiveness
- ✓ Systematically derived **roadmap** for **effective implementation**
- ✓ **Buy-in from** all participants

# The ecosystem visualises market conditions and developments and serves as a starting point for further strategy discussions

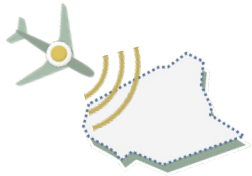




Together with your management team, we derive concrete options for action for a first-class omnichannel experience in a time-focused framework

## SCOPING & INTERVIEWS

### INTERVIEWS & RESEARCH



- Scope **setting** and **identification** of the **core elements** of the **omnichannel ecosystem** based on internal and external views:
  - **Internal:** current strategy, products & services, projects, culture, processes, ways of working, ...
  - **External:** influencing factors, trends, market dynamics, types of needs, ...

Preparation: 2-3 weeks

## ECOSYSTEM STATUS QUO & MARKET DEVELOPMENT

### TOP MANAGEMENT WORKSHOP, PART I



- **Verification** of the **status quo** (incl. challenges & success factors) by workshop participants and creation of a common understanding
- **Expansion** and **adaptation** of missing topics along def. dimensions (e.g., competition, technologies, trends, ...)
- Mapping of **future assumptions** and **scenarios** as a basis for discussion

Ecosystem Workshop: 1 day

## OPTIONS FOR ACTION & ROADMAP

### TOP MANAGEMENT WORKSHOP, PART II



- **Identification** and discussion of potential **options for action** (incl. opportunities and risks)
- Consideration of **interdependencies** and **interactions** between the **options for action** as well as the necessary **preconditions for implementation**
- Showing a **roadmap** with concrete next steps & goals

## DEEPENING & DOCUMENTATION

### IF NEC. FOLLOW UP WORKSHOP & DOCU



- **If necessary, sharpen or deepen** the workshop results (e.g., follow-up workshops, business case calculation, system evaluation, etc.).
- Written **preparation** of the **results**
- **Optional:** Development of a **strategy map** for the implementation of the key initiatives

Follow-up: 2-3 weeks



## IMPRESSIONS ECOSYSTEM WORKSHOP

Our highly collaborative methodologies allows for the active participation of all workshop participants



CHAPTER

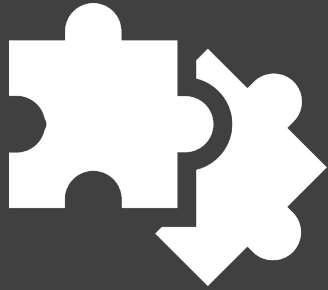
**01** INITIAL SITUATION

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## YOUR ADVANTAGES

As a leading strategy and management consultancy, we help you develop effective and sustainable strategies for the future and implement them in a technologically business-effective manner



### EXPERIENCE

#### Extensive consulting and practical experience

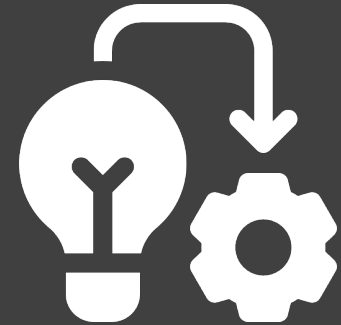
- Combination of high-quality strategy consulting expertise and many years of top management implementation experience
- Consultancy at eye level with hands-on mentality as well as visible, directly implementable and above all effective results based on our practical expertise



### METHODOLOGY

#### Multiple award-winning methods

- Excellent method portfolio - implementation-oriented, haptic, involving and tailor-made
- Use of a unique good practice blueprint collection of business model strategies and profitability measures
- High "buy-in" from stakeholders through collaborative eye-to-eye cooperation



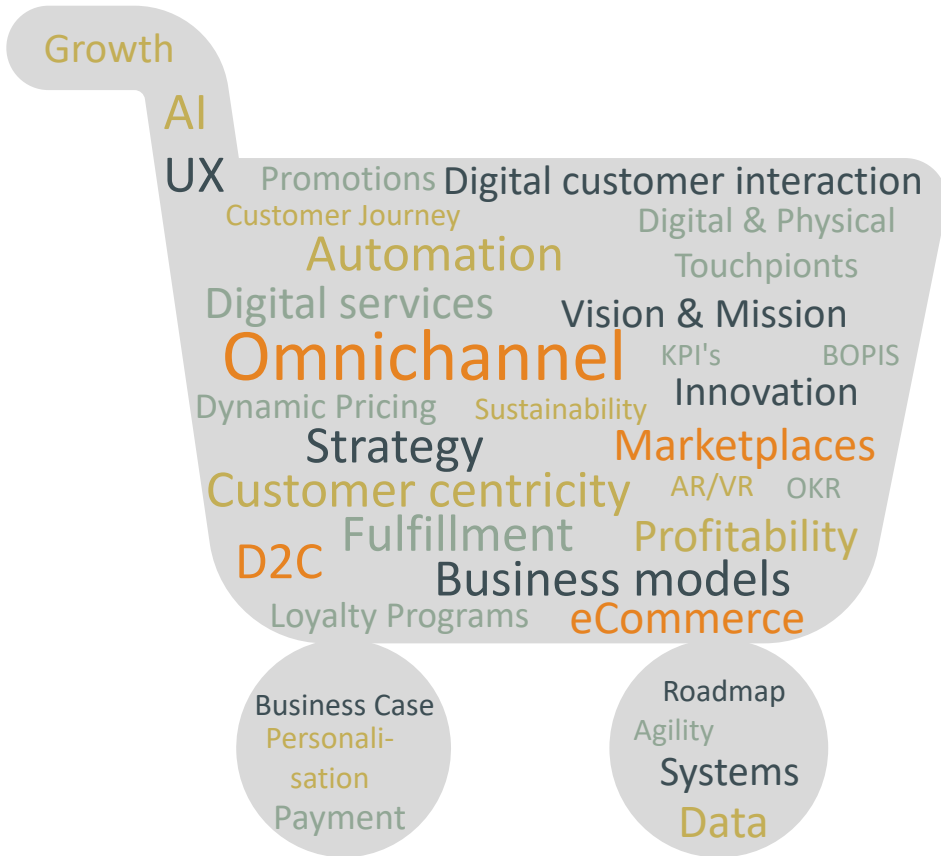
### IMPLEMENTATION

#### E2E implementation competence

- Implementation-oriented concept development right from the start coupled with actual operational business and IT delivery capability
- Broad domain knowledge and partner network for a solution from a single source – right up to independent operational management



Our focus in Retail & Brands is on profitable business and operating model design and the development of a first-class omnichannel experience based on a resilient organisation



## TOPICS

Our Retail & Brand Practice advises you on different topics

### PROFITABLE GROWTH

Deriving a holistic strategy for generating top- and bottom-line potentials, as well as adapting the business and operating model to sustainably secure competitive advantages

### OMNICHANNEL EXPERIENCE

Development of approaches to optimise the omnichannel experience, incl. assortment, price, fulfilment, channel selection, linking and design, customer approach, services

### RESILIENT ORGANISATION

Testing and adapting organisational requirements: Strategy, organisation, processes, personnel, culture, technology and systems

In recent years we have successfully worked on several projects with leading retail & brand companies

Design of a D2C business model



OBJECTIVE

Developing and adopting a centralised **D2C business model approach** and design the relevant **D2C processes**

METHOD

- ☐ **Conception of D2C approaches** – in connection with the **stationary specialised trade** and the **responsible country organisations**
- ☐ Derivation of a **target operating model** incl. description of the **detailed processes**
- ☐ Calculation of a **business case** incl. revenue roadmap

RESULT

**Elaborated D2C business and operating model** for an omnichannel market approach

Development of a marketplace strategy



OBJECTIVE

Conception of a **strategy** for the **marketplace business** and **entrepreneurial evaluation** through a business case

METHOD

- ☐ **Strategy development** for the marketplace business
- ☐ **Description of the concept** on the most important dimensions
- ☐ Designing **differentiating business models** using the **Infront blueprint collection**
- ☐ Evaluation of the business model in a **business case**

RESULT

**Marketplace strategy** defined, **entrepreneurial perspective** assessed and **implementation roadmap** derived

Conception and scaling of digital commerce



OBJECTIVE

**Development of digital business opportunities** under the MediaMarkt and Saturn brands in **Europe**

METHOD

- ☐ Strategy development for digital commerce ("**omnichannel**")
- ☐ International **Trail Fast, Fail Fast, Learn Fast** approach for the right concept
- ☐ Intensive active **change management**
- ☐ Concept consisting of **Pure Play, Web2Store and Store2Web**

RESULT

**Scaling of digital commerce** to approx. 15 % (approx. 3 billion euros) of total turnover

Optimisation of logistics processes



OBJECTIVE

Consistent **optimisation of logistics processes** with regard to transparency and increased efficiency

METHOD

- ☐ **End-2-End logistics process analysis** using the Customer & Goods Flow Journey
- ☐ Evaluation of growth areas with the help of the **Infront position table**
- ☐ Development and implementation of a new **Target Operating Model**

RESULT

Implementation of a **4PL solution**, cost minimisation of the "**first-reverse-mile**" and introduction of a new **KPI-driven organisational structure**

Infront combines implementation-oriented management consulting with the necessary IT and process expertise

### **Infront Consulting & Management** Focused business solutions



Infront is a leading strategy and management consultancy specialising in the following areas:

- Business model strategies
- Innovation ecosystems
- Renewal of the core business

### **KPS AG** Immediate effect



KPS is one of the European market leaders for transformation programmes at process, application and technology level for retail, logistics and industry

**740**  
Employees

**14**  
International  
offices

**180 mio.**  
Euro turnover

## OUR SUCCESSES

Infront is your award-winning consulting partner for strategy, innovation and business renewal

### OUR EXPERIENCE

#### Strategy:

**100+** developed ecosystems for future industries

**100+** situation table strategies

**1,200+** developed business model ideas

#### Innovation:

**8+** built innovation labs

**100+** ideas tested in the market

**3** built and sold own start-ups

#### Renewal:

**30+** Change Programmes: People, Organisation, Processes, IT

**100+** Complex ERP implementations

**100+** eBusiness systems implementations

### OUR AWARDS



### OUR STUDIES



### SELECTED CLIENTS

#### Manufacturing industry:



#### Retail & Brands:



#### Logistics:



#### Service:



#### Devices/ Machines/ Plants/ Components:





CONTACT NOW

## OUR DISCUSSION OFFER:

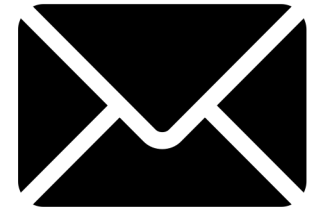
What opportunities and threats does D2C present for your business?



**TOBIAS KINDLER**

PARTNER AND RETAIL & BRANDS LEAD

- Many years of top management and consulting experience
- 10 years (co-)responsible for the international digitalisation of sales in the MediaMarktSaturn Group, including as VP Omnichannel & Pricing and as Country Manager and COO/CDO
- Deep understanding of structures and processes in the retail & brand environment
- Experience in the development and implementation of hybrid and digital business models as well as in the transformation of business units and entire companies



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CONTACT

THANK YOU VERY MUCH!

# We look forward to working together with you!

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