

# LET'S TALK ABOUT TOTAL EXPERIENCE



Deliver the best experience for  
your customers and employees

# Your customer sees you as one channel **and** company

## **Total Experience:**

A holistic experience that transcends traditional boundaries and delights customers at every touchpoint.

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If you look at your company, you probably see a kaleidoscope of channels, processes, and structures. Your customers see something much different and far more simple.

**They see a single channel.**

Your sales experience should mirror that simplicity. **Both for your customers and employees.**

It should be effortless and delightful for customers to engage with and return to your brand again and again. And it should be easy for employees to excel in their roles and transcend silos to support one unified vision.

In other words, you should strive to deliver a **Total Experience**.

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## **Omnichannel:**

The strategic approach to implement and maintain this consistent experience.

# What is a Total Experience and how does Omnichannel enable it?

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The **Total Experience framework** connects and streamlines all internal and external channels, enabled by a strategic approach we call **Omnichannel**.

When you think about what constitutes an organization (how it sells and provides service) and all its associated processes, you likely picture every entity (from individual teams to customer-facing interfaces) as a pillar. It's a strong image. Sturdy columns holding up a lasting structure. But don't pillars look a lot like silos?

Using **Omnichannel approaches and strategies**, you knock down pillars and coalesce as one organism (one channel).

Implementing such a lofty goal is easier said than done. That's why we're here: to guide you along the process and enable you to build a Total Experience that delights your customers and empowers your workforce.

But where do you start?

## Start with identifying what's holding you back

Your customer journey is fraught with potential reasons to churn. And internal processes most likely reflect these challenges.

Here are several things that cause friction in sales and service. You may recognise some (if not all) of them:

- Unclear sales targets and success benchmarking.
- Too many different channels and stories.
- Insufficient data and communication to manage inventory efficiently.
- Poor communication between physical and digital storefronts.
- Lack of customer data for better, more tailored experiences.
- Complicated processes that impede efficiency and leave little time for meaningful engagement.
- Overly long and complex onboarding processes for new employees.
- Too many manual procedures that cover gaps between digital and physical storefronts.

As you know, you can encounter many problems in selling and in providing stellar service. That's why our first step with you is to run an **Omnichannel Diagnostic Assessment** to identify the issues unique to your business.

# How our Omnichannel Diagnostic Assessment works

## Our step #1 in building your Total Experience

As said before, it's tricky to fix a problem (or many problems) when you don't know what they all are and how they possibly augment other issues.

That's why our first step is to run an Omnichannel Diagnostic Assessment, the first of three steps we use to help sales organizations understand and adopt Omnichannel, followed by **Design Framework and Execution**.

The diagnostic provides insight into the strategic and operational models to start working toward, including software optimizations for better automation and breaking down silos.

Of course, creating a **Total Experience** doesn't happen overnight. Diagnostics take a long time to complete, and then every change is implemented gradually so that everyone can get on board and understand its impact.

This being the case, the process can be rather daunting, even with a Bold Rethink expert guiding the way. So, we highlight a central question to ask every step of the way: is what you're doing helping the people who really matter, internally and externally? If not, then the simple answer is to change it. Think of this as a North Star.

## What comes after your Omnichannel Diagnostic Assessment?

The next phase after receiving your comprehensive diagnostic is to make an action plan of how to implement all the proposed improvements. The diagnostic includes actionable steps and concrete ideas for adapting your strategy and goals to these changes.

Of course, a good diagnostic will be extensive. So, you can work with Bold Rethink to prioritize which steps to take first, which to put a pin in, and how to test for effectiveness as you go. Our goal is to get you up and autonomously Omnichannel-enabled to synthesize your:

- E-commerce: Get more inventory insights in stores, seamless payments, better clienteling, and easier returns.
- Physical stores: Enable home delivery, digital empower store associates, digitalize the in-store experience, and optimize clienteling.
- Inventory management: Make more (if not all) inventory available to every sales channel.
- Customer experience: Empower service teams with sales skills and opportunities, and empower sales people with customer service tools for personalized service.

As you move forward, remember that your culture will be impacted, so you should leave space and allocate resources to tend to this often overlooked (or misunderstood) part of your organization.

It's paramount that you help everyone at your company understand what's happening across all teams and channels, internal and external. You're equipping your organization with better sales processes and tools; you want to equip people to wield them.

Bold Rethink can help with that aspect of the Total Experience transformation especially. We've been through this shift before, and can act as stewards to everyone feels empowered.



# Case study

## How we streamlined sales and service for a major shoe retailer

### The situation

With a global retailer, it's challenging to create a recognizable brand while localizing to individual markets. The client we worked with was an international shoe retailer with unique local challenges.

The brand's different management layers and local teams all operated in silos. This made it hard to balance global and local strategies. Local markets had unique customer and employee expectations and demands.

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### The pressing challenge

Most sales teams, managers, and departments had their own dedicated inventory that matched sales targets. Each inventory would "belong" to only one sales channel. This meant that inventories weren't optimized for their local markets or regions, and at the end of any sales cycle, there would be extra units sitting on pallets.

Many teams weren't able to hit their targets and unsold items would go through an additional, less profitable sales funnel.

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### How we helped

Using Omnichannel thinking, we untethered inventories from individual teams and channels. All inventory would belong to the company, mirroring the customer's perception that the retailer was a single, big channel.

Let's look at one specific example. In one local market (Australia), the retailer would send out more unique sizes and colors uniformly across its teams. Or, they'd send these rarer shoes to higher-traffic stores. Omnichannel gave us more visibility of where these products were going and where they should go instead based on customer data. We determined where there was more demand for these products, and distributed them more accordingly.

As it turned out, Center and West Coast Australia had a market for more unique sizes and colors of shoes. Omnichannel implementation helped us find cheaper and more flexible shipping options, such as shipping from multiple places and smarter redistribution. These tactics help to replenish brick-and-mortar stores in those markets and to have rare inventory reach homes.

We also helped the retailer onboard algorithms to bring more transparency and efficiency to its inventory management. This made it easier for the retailer to adopt in-store returns for online orders. Customers got better inventory transparency as well, which boosted in-store exchanges.

If something wasn't available in the store, it was now much less of a factor in customer churn. Customers could try on a model they liked in a color they didn't, and their desired pair would be waiting for them at home or in their preferred store in no time.

Here are a few major improvements we enabled:

- Rare shoes could be sold at full price instead of for reduced prices at outlets.
- Fewer sales were needed to clear inventory. The client reduced the number of annual sales from six to one, boosting revenues.
- In-store returns of online orders brought customers face to face with shoes they'd want instead (which they'd purchase after returning an order).

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### The outcome

Omnichannel strategies made it easier for the retailer to:

- Receive and refund payments across channels with less manual intervention;
- Track, monitor, and connect all orders, transactions, payments, and shipments;
- Save more than 25% on last-mile delivery costs;
- Collect and use data give customers what they wanted most based on their sales and service interactions across channels.
- And reduced the amount of stock needed while increasing sales by 10%

# Your next step with Bold Rethink

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Consumer habits are constantly evolving and competition is getting fiercer and less intuitive. Your sales funnels may be competing with each other! Now's the time to start the journey toward an Omnichannel-enabled Total Experience transformation.

We can help you craft an outstanding experience for your customers and employees, helping to boost your market excellence and overall improve the journeys you offer together. Contact us to schedule your Omnichannel Diagnostic Assessment. Let's get started.

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**TOGETHER WE GROW,  
TOTAL EXPERIENCE FUSED,  
OMNICHANNEL UNITES.**

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## **Contact us:**

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