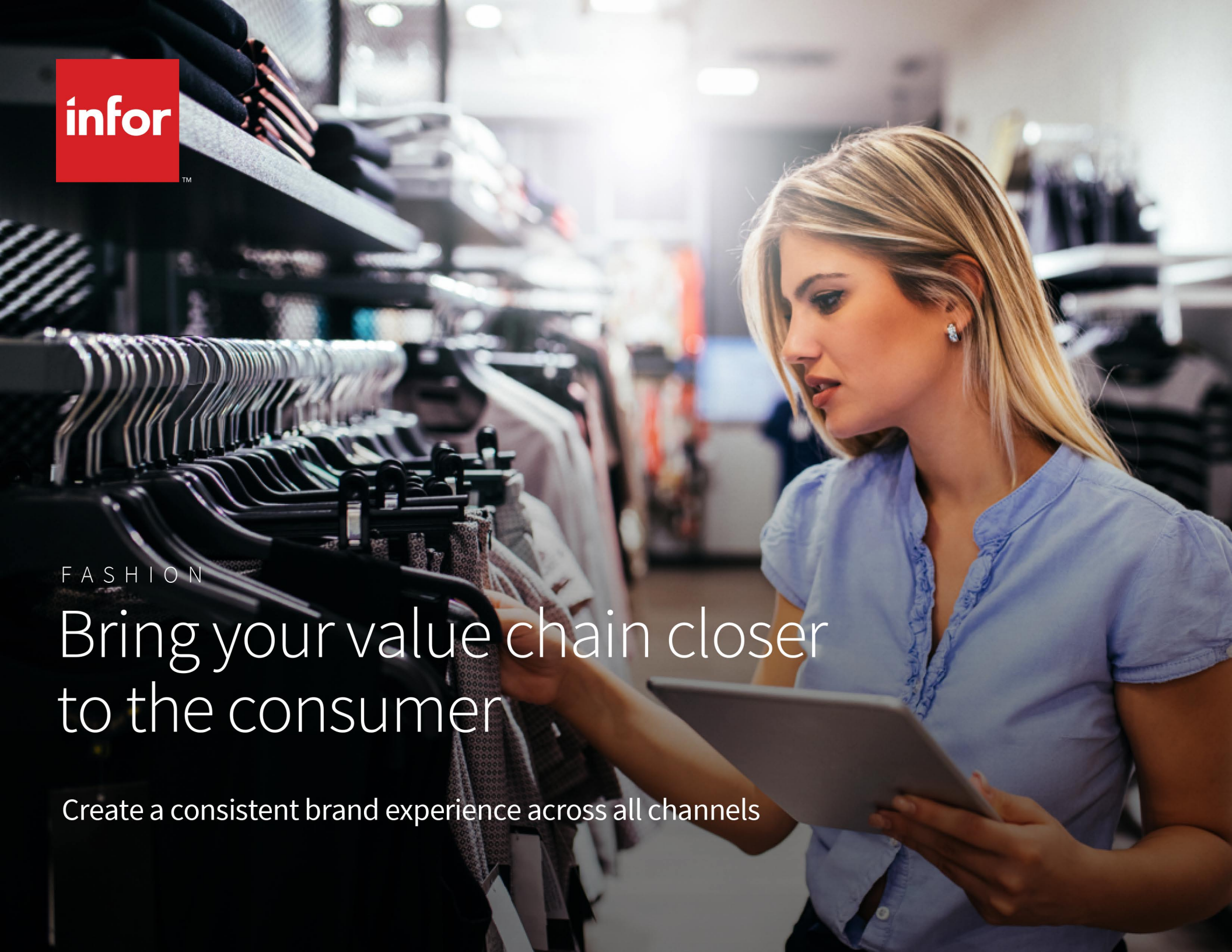




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FASHION

Bring your value chain closer
to the consumer

Create a consistent brand experience across all channels

Design your value chain for omni-channel

Today, customers expect to shop, compare, purchase, and consume on their own terms—on their own schedule, through a variety of channels, and on a variety of devices. For fashion companies, that means operating in a customer-driven economy. Not only should your marketing campaigns drive customers to the omni-channel outlets that you monitor, but your value chain should be ready to support these efforts. The omni-channel experience must be seamless and consistent, inspiring your customers to make purchases whether they're in a physical store or online.

For your omni-channel management efforts and value chain to be in sync, you must move toward new business models that are far more collaborative, consumer driven, responsive, and quick. But how do you design a value chain so you can get closer to your customers and quickly deliver on their needs? And how do you get your value chain partners aligned to get the right products to where consumers want them—as quickly and efficiently as possible? This eBook will answer these questions and more.

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Reach more consumers with an omni-channel strategy

Thanks to the digital nature of today's shopping channels and the prevalence of social media, the fashion world has access to a wealth of customer data that can be captured and acted on in order to provide those customers a more positive experience.

All parties along the value chain need access to the same information across every interaction touch point—from browsing and shopping online and off; to making purchases at retail outlets, web storefronts, and vending machines, to the delivery of goods. With an omni-channel presence, you can dramatically improve the speed of delivery, demand planning, stock replenishment, and price competitiveness.



Browse

Internet search,
social media,
in-store, catalogs



Purchase

Retail outlets (stores, outlets, store-in-store,
franchise, pop-up store), web storefronts, mobile
devices, kiosks, wholesale, vending machines,
vendor-managed inventory



Delivery

Purchase in-store, click-and-collect in-store,
click-and-collect at drop-off-point, home
delivery, drop-ship by supplier

Anticipate the desires of today's shoppers

By creating a more collaborative value chain network that uses the real-time information you gain from the omni-channel and information technology, you can anticipate the desires of today's shoppers and make more cost-effective decisions about trends, demand, and your inventory.

The idea is to get to know your customers, segment them, consolidate the data you gain, and share relevant data with relevant parties throughout the value chain. The kind of information that is relevant to your value chain varies from business to business; but some examples could include demographics, transactional behavior, preferred channels, campaign history, model scores, and date-relative filters.

With this data, you can create customized, consistent experiences for your customers, while preparing the value chain—and infrastructure—to deliver the goods. For example, you could match inventory supply with demand and create a common inventory system across all the channels you monitor.

Customers who respond better to email than social media or direct mail should be handled differently—perhaps by reaching out to them with more email touch points. With this information being collected and shared across relevant teams and value chain partners, you can deliver an improved customer experience in the fewest number of steps.



Deliver the right inventory to the right channels

What if shipping an online order means limiting the supply that a retail store has? Shifting inventory from one channel to another is a complex challenge to manage efficiently. To supply the right channels with the right inventory, you must look beyond the traditional notions of fulfillment. Make-to-stock or make-to-forecast won't cut it when consumers want so much more. To make inventory flexible, you need to factor in fulfillment rates, service levels, delivery costs, and more.

When faced with increased omni-channel inventory demands, you must also decide which channel takes the highest priority for fulfillment. Your business is unique from other businesses—and so is your inventory. When you can track and analyze the trends in your omni-channel fulfillment needs, your marketing team can learn how to focus on the channels your customers actually use.

With an omni-channel presence, you can optimize the connection of demand to supply by using customer data to inform your manufacturing processes. This pipeline data can offer up-to-the-minute inventory accuracy and help speed up virtually every process that impacts fulfillment.



Create a more collaborative value chain network

Success in an omni-channel environment requires the creation of a collaborative value-chain network that works together on one common platform. In such a network, you'll be able to exchange information in near-real-time about the desires of today's shoppers, and make more cost-effective decisions about trends and demands to prepare for the needs of not only physical retail stores, but also the diversity of online and other sales channels.

As marketing and operations tap into big data to drive customers to the omni-channel, all players along the value chain must be prepared to deliver. Through co-innovation, an interconnected global commerce network, and collaboration, you can share your mission with every business along your value chain network. That means sharing the benefits—and the losses—and improving the incentive for each player in your network to strive for excellence.

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Gold Channel Partner

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