



A focused review to determine how current business processes and systems can be aligned and enhanced to deliver a consistent multi-channel customer experience.

Multi-Channel Realisation

Overview

If your business is currently operating multiple channels rather than as a single cohesive multi-channel environment, then PMC can help. With our real life multi-channel experience we can help you realise the benefits of enterprise-wide stock management and a common approach to distribution and reverse logistics/returns.

Knowledge and Experience

Making the jump from operating multiple channels to a true multi-channel retail environment requires careful planning to ensure a common, well supported and viable customer experience.

PMC will apply its extensive retail and IT knowledge to assist the retailer in identifying streamlined business processes. Where appropriate, PMC will also consider system enhancements to enable the delivery of a common approach to cross channel marketing, selling, stock management, order fulfillment, returns and the management of customers data in a consistent and efficient manner.

PMC will take an objective view, providing advice and guidance, unencumbered by existing internal business or IT drivers and pre-conceived boundaries.

Our team

What distinguishes PMC is its access to a pool of people who have 'been there and done it' from inside and outside retail. With our wealth of retail experience, gained across many sectors, we are well positioned to support the achievement of a true multi-channel solution that will deliver significant benefits to your business.

Assignments

Multi-channel assignments include:

- Multi-channel strategy planning
- Identification of the Multi-channel business processes
- Analysing the customer journey
- System enhancement identification
- Roadmap development and subsequent System selection

Approach

Our approach differs by assignment, but typical process stages can include:

Stage One - Identification of the Retailer's Multi-channel goal

Through a carefully focused series of interviews, meetings and workshops, PMC establishes the business goals and multichannel objectives. This takes into account the current status of the business systems together with known issues, risks and constraints that may impact delivery of a true multi-channel environment.

Stage Two - Define the Customer Experience

PMC works with the retailer to define and map the customer journey, identifying for each sales channel the functionality that will be required to enable a true multi-channel operational environment.

Stage Three - Marketing approach

Identification of the marketing processes, together with the cross-channel strategies to be employed.

Stage Four - Business Process definition

PMC works with the retailer to define the process changes that will impact the operational areas of the business. The move to a true multi-channel operation is likely to involve stores, call centres, distribution centres, and the majority of head office departments.

Stage Five - Recommendations

Having completed detailed analysis, PMC deliver a list of recommendations, providing clear guidance on the way forward. They can include suggested changes to the infrastructure, technology and potentially organisational structure.

Stage Six - Action Planning

Action planning is the key output stage of the engagement, where all PMC's activities come to fruition. PMC deliver a Multi-channel Realisation Roadmap, with an associated Action and Compliance Plan. These deliverables provide a clearly defined sequence of events, identifying responsibilities and ensuring that the actions are executed to achieve the desired outcome.

→ Benefits

- ❖ Identification of true multi-channel processes
- ❖ Structured business driven approach
- ❖ Production of multi-channel roadmap
- ❖ Clear action plan and impact analysis