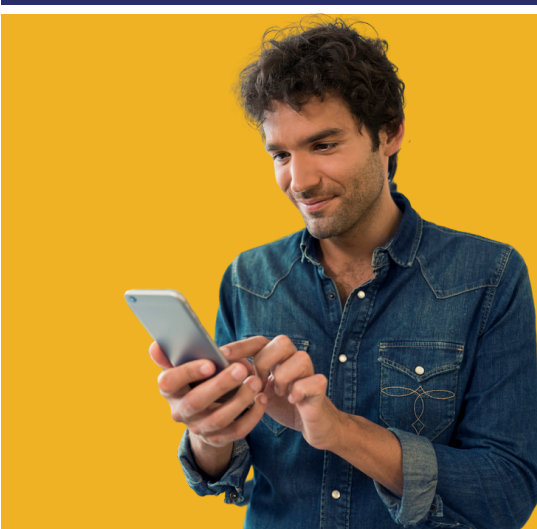![first hive logo]

The 'Phygital' way of Retail marketing

Five strategic solutions to tackle challenges of a retail marketer in the post-COVID era.

www.firsthive.com

Introduction

Not prepared yet?

"We're closed." This little note hung on the doorstep of every other offline retail store when the world locked down due to COVID. To push more inventory out of the shelf, more and more discounts and unlimited sales announcements were made. This hit the retail sales drastically.

Both big and small retailers emerged with new retail challenges that were triggered by:

- Lack of an innovative retail turnaround strategy
- Absence of know-how about new-age technologies and data-oriented practices
- Rise in e-commerce and other modes of digital commerce.
- New lifestyle patterns and preferences with social distancing and lockdown

This has challenged the way customer experience gets delivered by retail brands.

According to IDC Retail Insights' list of 10 retail predictions, 40% of retailers will adopt a customer experience architecture supported by artificial intelligence to increase personalization of advertisements and provide conversion and revenue increases.

More such trends emerged and the retail marketer has been troubled by 5 of these problems:

- No ready-to-use retail strategies to meet the digital consumer
- Reduced physical and in-store engagement
- Siloed marketing infrastructure
- Greater demand for multi-channel buying experiences
- Ineffective retail executions

In-store engagement with digital coupons

Background

Reduced physical and in-store engagement can be improved with consistent customer loyalty for retention. This helps increase the lifetime value of customers.

With changing lifestyle preferences such as social distancing, hygiene care, and curfew hours, shoppers' have limited the number of visits to physical stores.

Challenge #1

Reduced physical and in-store engagement

Solution

Digital coupons that can be tied to the customer ID.

Top Tactics

Some of the top tactics that we were able to implement for our retail customers have been:

- Assign coupons to individual customer IDs
- Leverage existing customer buying patterns to new products and plans to promote coupons
- Run a loyalty program for long term retention and member acquisition
- Cross-sell/Upsell to existing customers
- Incentivize in-store managers to flash coupons at the billing counter or a self-servicing kiosk.

Customer Impact

Consistent customer loyalty which results in better retention and increased lifetime value.

Treat Visitor's layout movement like a Science
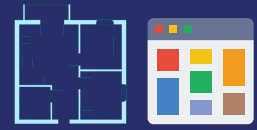
Background

Offline to online transition turned out to be hard luck with a lockdown. And, that's because retail marketers left the online-offline alignment to the universe of choice. Tracking visitor movement enabled by sensors, heatmaps, and physical touchpoints, provides deep behavior insights.

Ingest data from these sources to build a comprehensive customer view.

Challenge #2

No ready-to-use retail strategies to meet the digital consumer.

Solution

Offline data source integration with a digital platform.

How-to

Visitors can be retained and made to stay longer by leveraging:
- Online virtual store maps and shelves
- Create prospect-specific Exit Intent pop-ups
- Pursue customers with personalization to complete transaction and avoid cart abandonments
- Real-time call or chatbot engagement from Customer Care to increase conversions

Customer Delight

Unified customer experience driven by better Visitor retention and customer conversion.

Online-merge-offline (OMO) model continues
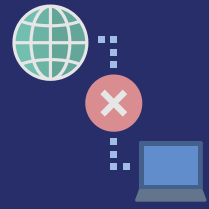
Background

Greater demand for multi-channel buying experiences has pushed retail marketers to provide a 'Phygital customer experience' across retail units.

Phygital is the way forward where both physical and virtual shopping worlds talk to each other, creating a unified experience.

Challenge #3

Greater demand for multi-channel buying experiences.

Solution

Aligning offline touchpoints with online touchpoints.

Process

For a physical global apparel brand, FirstHive has driven this process. Here is the step-by-step approach to the same:

- Spot existing customers and invite them to the digital store.
- Segment them based on their online browser behavior.
- Leverage existing customer buying patterns to new products and plans.
- Run a loyalty program for long term retention and member acquisition
- Cross-sell/Upsell to existing customers

Customer Delight

Unified customer persona with central and single customer view across the organization.

Personalization at Scale for effective retail execution

Background

Emotional bonding between the customer and the store increases engagement and stickiness. For this, every shopper has be made to feel unique. Campaigns for repeat purchase can be triggered based on Product type and showcased to those with high buyer intent.

Challenge #4

Ineffective retail executions due lack of personal connect.

Solution

Personalize shopping experience at scale.

Next Steps

Activate customer response with real-time processing by applying the following practices:
- In-store Customer Targeting via Geo-fencing
- Leverage offline behavior to targeting online
- Online notification on product availability
- Induce offline customer to purchase online
- Customer one view at all check-out points – Online & Offline

A central system of intelligence such as a Customer Data Platform can help in tracking and activating the data collected via these sources.

Customer Delight

Better brand-customer relationship with an enhanced shopping experience.

RETAIL MARKETING GUIDE

Turn unknown into known and real customers

Background

Siloed marketing infrastructure has challenged tracking online customer behavior and anonymous visitor management. Leveraging AI enables marketers to explore facial recognition, image processing, image search, voice search, and identity mapping with the underlying practice of customer identity unification.

Challenge #5

Siloed marketing infrastructure limits visibility

Solution

Data unification and customer identity resolution

Next Steps

The data from across different sources is brought into a single view such as a Customer Data Platform. Turn unknown and anonymous visitors into known identities using this process.

- Identify different data types and formats that need to be collected.
- Unlock and identify data sources to be integrated
- Unify data to create unique customer identities
- Customized experience to an anonymous prospect aligned by the unique customer identity
- Retargeting anonymous website visitors using the behavioral, demographic and other data points tied to the customer identity.

Customer Delight

Better visitor management and insights into Online customer behavior by demystifying anonymity.

GO PHYGITAL WITH

For more retail marketing insights, talk to our experts. Send us a request to marketing@firsthive.com

FirstHive is the world's first Full Stack CDP to apply Machine Learning for building unified customer identities.

FirstHive is an industry leading Intelligent Customer Data Platform. FirstHive helps enterprises take control of their customer data and provide marketing organizations with a suite of tools that enable them to execute highly personalized campaigns that achieve exponentially higher ROIs.

This is accomplished by bringing together data from every customer touch point, including Websites, Bots, Social Presence, Mobile Apps, etc. FirstHive has 100+ product integrations today across CRM, Mobile analytics, Web re-targeting, Voice/ Customer care, Cloud Telephony, CMS, Ad networks, Programmatic Ad tools, Social, etc. As an enterprise connects all its digital channels & marketing tools to their FirstHive account, a proprietary Machine Learning algorithm is then used to rapidly build unified customer identities. With these data rich unified identities, brands are able to optimize marketing choices around - content affinity, audience selection, channel preference & time of nudge.

Today 30+ large global enterprises including some of Asia's Top 10 Banks, world's largest pet food company, world's leading FMCG company, world's leading Fund Management companies, world's leading Beauty company, world's leading Eye Care company, among others leverage FirstHive to drive their marketing objectives.