



Boosting Loyalty And Customer Engagement In The Cloud

Combining The Strengths Of salesforce.com

Social Clienteling And Fujitsu In-Store Systems Integration

Today's consumers are in control of their retail environment. With mobile technology in hand and social media at the ready, consumers are able to let retailers know which products they want to buy, from which channel and how they would like to receive those products. They are increasingly using the Internet to research before buying. At least 70% of U.S. shoppers have researched products online, then purchased them offline, according to Forrester's U.S. Online Retail Forecast 2009–2014.

Despite consumers' increasing online, social and mobile engagement, the store is still the channel bringing in the greatest retail revenue, but it needs to grow and morph in order to offer shoppers the cross-channel engagement they are demanding. Shoppers want a store experience that provides knowledgeable store associates and up-to-date in-store technology, according to an April 2011 report from Gartner. Store associates must be armed with equally or better-performing technology than the personal devices shoppers are carrying with them.



Stores must become **social enterprises** — social , mobile and open — in order to connect with today's consumer and integrate information from all sources. In the best-case scenario, retail organizations will unify all the channels, using the strategy of **social clienteling**, and become fully networked.

Created effectively, social enterprises are fully networked enterprises — those that use collaborative Web 2.0 technologies intensively to connect the internal efforts of employees and to extend the organization's reach to customers, partners and suppliers. These fully networked enterprises “are not only more likely to be market leaders or to be gaining market share but also use management practices that lead to margins higher than those of companies using the Web in more limited ways,” reported the McKinsey Global Institute in its quarterly report titled *The Rise of the Networked Enterprise: Web 2.0 Finds Its Payday*.

This premise is supported by real results. Respondent companies using Web 2.0 to collaborate across organizational silos and to share information more broadly reported increases in market share. The partnership between salesforce.com and Fujitsu is designed to help retail organizations achieve this and other business goals. This joint venture highlights the importance of social clienteling as the key component of a social enterprise, and the integration of social clienteling with the in-store experience.

Together salesforce.com and Fujitsu can deliver vital services to both shoppers and store associates/employees through one unified, cloud-based solution to drive *both* **customer engagement** and **store operations**. With this unified solution, retail organizations will be able to cultivate successful customer relationships while increasing revenue and share of wallet.

This brief will shed light on the salesforce.com/Fujitsu partnership, delivered in three distinct sections:

I. **salesforce.com: The Social Clienteling Leader**

II. **Fujitsu: The Braun Behind Running A 360-Degree Store Operation**

III. **The Salesforce/Fujitsu Partnership**

Social clienteling allows retailers to recognize, uniquely serve and reward individual shoppers at every touch point in their shopping process.

I. salesforce.com: The Social Clienteling Leader

The key to any clienteling initiative is to have a complete profile of the customer, but times have changed and traditional clienteling with its store-centric view of the customer is no longer sufficient. Social clienteling allows retailers to recognize, uniquely serve and reward individual shoppers at every touch point in their shopping process. Social clienteling can only be achieved by creating a common social profile that captures a customer's cross-channel activity as well as his or her social and mobile engagement with your brand.

Customers are interacting with social media in various ways — through public forums, Twitter, Facebook, blogs and more. As mobile technology has become pervasive, shoppers are entering stores with smartphones in hand; and, when they opt in to a retailer's mobile application, they are asking to be acknowledged.

Retailers need to meet customers at as many of those touch points as possible. For example, by creating a Facebook presence, retailers have the opportunity to invite opt-in customers. Or, by offering informative and entertaining smartphone applications, retailers allow consumers to engage with their brand anytime, anywhere. Retailers then have more visibility into a shopper's behavior and are able to develop a personal relationship with that individual. This is the premise of **social clienteling** — having the ability to get to know the whole person when managing the customer relationship and, as a result, developing a richer relationship. With this richer relationship in place, a retailer can engender loyalty so shoppers will become loyal to the retail brand that knows them best.

Salesforce supports social clienteling by bringing all the data from the Internet, mobile devices and the POS into a cloud-based service accessible by associates, managers and even the customers themselves. With the ability to coordinate all incoming customer information, retailers can achieve the goal of *knowing and serving their best customers*.

To achieve the ultimate cross-channel customer engagement, merchants must empower their associates and organization with applications that are **social** — allowing collaboration inside and outside the enterprise — **mobile** — available anywhere on any device — and **open** — able to integrate with legacy and complementary applications with minimal effort.

As the leader in enterprise cloud computing, [salesforce.com](https://www.salesforce.com) can deliver the benefits of the social enterprise, whether it is establishing a common social profile of the customer, empowering employees to better engage customers in-store, online, on the phone, or listening and engaging consumers through social media or mobile devices.

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II. Fujitsu: The Braun Behind Running A 360-Degree Store Operation

Fujitsu's industry-leading in-store domain expertise around the point of sale (POS) allows retail organizations to put their finger on the pulse of revenue and customer loyalty. Customer-centricity is now where it needs to be: in the hands of the store managers and store associates. Fujitsu is able to deliver specific Software as a Service (SaaS) business processes and solutions in order to provide customized services based on individual merchant needs and preferences.

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Retailers will be able to manage business optimization, such as Business Process Management (BPM), Enterprise Resource Planning (ERP), Customer Engagement Management (CEM) and more — all delivered through mobile technology so store associates and managers can access the information anyplace, anytime. Store operators now can manage the business at the store, from the car, or from home — using one device. By driving revenue to the store, retailers can achieve the goal of increasing wallet share for the long term.

In addition to providing industry-leading POS hardware, peripherals and mobile devices, Fujitsu customers have the option of adopting the Fujitsu Retail Suite (FRS) of software solutions. The FRS provides the essential applications for running the store — including GlobalSTORE POS — and includes the infrastructure to integrate the GlobalSTORE application set with other applications in the store, in the enterprise, or on the web into the current retail environment with minimum disruption to the ongoing operation. FRS is open and can be used to integrate applications and functions from other vendors. It allows multiple functions in the store and across the enterprise to work together at a granular level in real time. Other components of FRS include StoreCENTER for reporting and executing system changes; CustomerCENTER to deliver customer marketing programs; ReturnCENTER to facilitate a seamless returns process; and ValueCENTER to manage gift card programs.

III. The Salesforce/Fujitsu Partnership

By establishing a common social profile for each customer and combining it with real-time insight on shopping behavior, retail leaders will be positioned to create and implement best-in-class marketing and social clienteling strategies. The salesforce.com/Fujitsu partnership offers retailers best-in-class cross-channel and cloud-based solutions and services covering both sides of the coin: store operations and customer engagement. An important example of this is **social clienteling**.

In one POS or mobile unit, store associates can use cloud computing to access customer data from social media, email and other channels, as well as store information such as prices, promotions, deals, shipping, back orders, loyalty stores, returns and POS information. In the past, store management was forced to disseminate mass marketing messages that met *some* shoppers' needs mostly by chance. Now, with store-level information in hand, store management can reach out to local consumers and conduct their own targeted micro-marketing.

Salesforce brings the customer-centric information into the stores and Fujitsu facilitates the appropriate customer engagement and marketing operations. From point-of-sale devices to kiosks and business software application, Fujitsu has the store covered. More specifically, store management can receive real-time information on items sold by SKU, in-stock and out-of-stock scenarios, promotion performance and the efficiency of employee allocation.

By offering the full range of store services on the Q550 Fujitsu tablet device, store operators now have a mobile office manager work station, freeing them from the back office. Additionally, all the information that previously came in through different sources — such as email, POS and the office PC — are now delivered to one device.

For day-to-day operations efficiency, store operators can access salesforce.com Chatter, an internal collaboration tool. With immediate access to store associates, managers in other locations and company executives, store operators are able to more easily define specific business processes that can be facilitated using social clienteling in the cloud. And through kiosks and associate devices, shoppers can access their individual salesforce.com CRM-powered customer portals while in the store.

Fujitsu services, combined with the salesforce.com social clienteling applications, convert the entire retail operation into a social enterprise.

Conclusion

Combining the strengths of the leading enterprise cloud computing company with the best in-store domain expert, salesforce.com and Fujitsu are offering a solution that delivers **social clienteling** in the cloud, driving increased wallet share and long-term customer loyalty.

Retailers can no longer function in channel silos. They must become fully integrated in order to meet the needs of today's technologically advanced consumers. By developing into a **social enterprise**, retail organizations will deliver the trifecta of retail success: they will be mobile, social and open — delivering a cohesive and comprehensive message across the business and throughout the customer base.

About salesforce.com

Salesforce.com is the enterprise cloud computing company that has transformed the way companies collaborate and communicate. Salesforce.com is leading the effort to accelerate the enterprise shift to the next generation of cloud computing by offering its customers the social collaboration, mobility and openness that are the hallmark of this new world. As of April 30, 2011, salesforce.com manages customer information for 97,700 customers, including Avon, Boots, Fast Retailing and Starbucks.

About Fujitsu

Fujitsu America, Inc. is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: <http://solutions.us.fujitsu.com/> and <http://twitter.com/fujitsuamerica>.

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