



Transforming Retail with Social Clienteling



shaping tomorrow with you



While brick-and-mortar stores still drive the lion's share of shopping revenue, their influence on consumer behavior is diminishing. The digital revolution has reshaped how consumers access information, and today's shoppers now use mobile and online tools for product research and price comparisons, and increasingly consult with their peers before purchasing. Smart retailers are joining these fast-moving conversations and strengthening relationships with customers.

The static, uncoordinated customer data that has been collected by retailers in the past is no longer sufficient to establish and maintain meaningful relationships with customers. In order to succeed today, retailers need to have rich insight into customers—including their likes, dislikes, and preferences—in order to know and serve their unique needs. The key to success is the adoption of Social Clienteling, which helps retailers analyze their customers' social media, online shopping, and in-store behaviors. By gaining a complete view of customer preferences, retailers can surprise and delight them across channels.

Opening a window into the customer

The best way to connect with today's tech-savvy consumers and deliver a consistent brand promise is to cultivate successful, learning relationships with each customer—in real-time—via Social Clienteling.

Consumers participate in multiple forms of social media (including Facebook, Twitter, and blogs) so retailers need to listen at multiple touch-points. By integrating information from social media, online shopping, and in-store transactions, it is possible to build a complete, dynamic profile of every shopper, with real-time insight into his or her behavior.

Social media tools that let consumers interact with brands anywhere, at any time, can also help retailers build personal relationships with their customers. Using Facebook, Twitter, and mobile apps, retailers can create connected, cross-channel experiences that are consistent in stores, at home, and beyond. By engaging in conversation with customers—wherever they are—retailers can forge closer relationships, and optimize offerings to increase wallet share.

When retailers listen to what people are saying about their brand and their competition, they can uncover key influencers, benchmark the competition, and initiate proactive responses from customer service teams. Participating in social media is a key component of the journey to becoming a Social Enterprise, connecting the internal efforts of employees, and extending outreach to customers, partners, and suppliers.

The new reality – social clienteling in practice

Madison Price is a marketing manager at Bangles, a specialty retailer of women's apparel. She is working on a summer trunk show, a component of her customer appreciation campaign, and is using Social Clienteling to identify and reach out to the best customers.

Lisa Miller is a social shopper who loves Bangles' clothes and follows the retailer on Facebook. Madison takes note of this and sends Lisa an invitation to the trunk show. Lisa excitedly RSVPs, then immediately comments about the event for her Facebook friends to see. Lisa also visits Bangles' Facebook page to browse the catalog. She looks at her personal wish list and again checks out a blue dress she really, really wants.

Meanwhile, Bangles' store employee Liz Richie is using Social Clienteling to monitor her high-value customers in real-time via their individual profiles, preferences, and purchase histories; she also tracks available inventory. When Liz meets customers on the floor, she can confidently make recommendations that she knows they will love and buy.

Liz receives an alert that that her VIP customer has responded to the trunk show invitation. By accessing Lisa's account, Liz can see what's on Lisa's wish list as well as recommendations that have been generated by a sophisticated engine – for example, concerning that blue dress. Liz sends Lisa a Facebook message: "That blue dress you like so much? It's on sale and waiting at the store for you, with some earrings to match."

At work, Lisa receives the message and tweets the great news for all her friends and coworkers to see. She feels appreciated and special, happy that Bangles is interested in earning her business. Meanwhile, Liz can see that her business managers care about the success of their employees, giving them the information they need to satisfy customers. And Madison has a complete picture of employee and campaign performance.

With Social Clienteling, retailers can bank on improved customer loyalty and grow promoters for the long term, which translates directly to increased sales.

Social Clienteling provides retailers with a range of benefits:

- Increased loyalty from better customer service
- Improved customer satisfaction from more relevant recommendations
- Improved employee satisfaction
- Higher average tickets from cross-sell opportunities
- Improved manager visibility into the performance of associates



Fujitsu cloud solutions

- Drive topline revenue at the store level
- Combine Cloud, Mobility and the Social Media
- Include process visualization and workflows that continue outside salesforce.com
- Leverage powerful applications such as business intelligence (BI), business process management (BPM), predictive analysis, and marketing analytics that increases overall marketing and sales effectiveness
- Integrate to all data-points
- Include custom app development

Fujitsu and salesforce.com®

Fujitsu and salesforce.com provide solutions designed to create a fully-networked, cloud-based enterprise that can understand and engage customers, and address their needs in real-time.

Salesforce.com is the enterprise cloud computing leader and serves retailers worldwide, bringing customer-centricity to retail stores via Social Clienteling applications that deliver services rapidly, conveniently, and cost-effectively. For example, data can be collected from the Internet, mobile point of sale (POS) devices, and loyalty applications, then fed via the cloud to store managers, associates, and even customers.

Fujitsu enhances social retailing through POS devices, kiosks, tablets, and business software applications. Advanced offerings from Fujitsu drive higher revenue and customer satisfaction through best-of-breed store operations: pricing, promotions, shipping, back orders, loyalty, returns and POS – all delivered via mobile technologies.

Deploying salesforce.com apps in conjunction with Fujitsu industry-leading in-store expertise around customer loyalty, retailers can create unified, cloud-based solutions that support both customer engagement and store operations, put a retailer's finger on the pulse of customer loyalty, and help foster promoters.

Clienteling in The Cloud

Combining the strengths of the leading enterprise cloud computing company with premier in-store domain application, hardware and expertise, salesforce.com and Fujitsu deliver Social Clienteling in the cloud, driving increased wallet share and long-term customer loyalty.

Retailers need to change the way they engage today's tech-savvy customers, eliminate traditional channel silos, and become fully integrated. By developing into a Social Enterprise, retailers can become truly mobile, social, and open, delivering a cohesive, comprehensive message across the business and throughout the customer base.

About salesforce.com

Salesforce.com is the enterprise cloud computing company that is leading the shift to the Social Enterprise. Social Enterprises leverage social, mobile, and open cloud technologies to put customers at the heart of their business. With 100,000+ customers, salesforce.com works with industry leaders including Avon, Burberry, Boots, Fast Retailing and Starbucks.

Why Fujitsu?

- World's third-largest IT services provider, with approximately \$50 billion in revenue
 - Clients include more than 50% of the Fortune Global 500
- In business for 75 years (30+ in North America)
- Established leader in software-as-a-service (SaaS) consulting and systems integration, with a focus on business value and time to market
- 7+ years experience as a premier salesforce.com Consulting Partner
 - Fujitsu is a Platinum level salesforce.com global systems integrator (GSI) partner
 - Certified administrators, consultants, developers, and advanced developers
- Unique value add in business process management (BPM), business intelligence (BI), and enterprise resource planning (ERP)
- Proven experience and value add in the retail market, with 900+ customers
 - Retail application suite
 - Producer of mobile computers – notebooks, convertibles, and slates
- Global footprint, with SaaS expertise in Australia, Canada, China, India, Indonesia, Japan, Malaysia, Singapore, South Korea, the United Kingdom, and the United States

About Fujitsu America

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.

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