shaping tomorrow with you

FUJITSU

GLOVIA® OM for Retail

Bridging the customer experience gap

Customer Experience (CX)

The new front in the battle for unified commerce, competitive differentiation, revenue growth and higher profitability.

81%
of companies expect
to compete mostly
or completely on the
basis of **CX** in 2019

Gartner, 2017

Experience-drive businesses grew revenue
1.4 x *faster*
and increased customer lifetime value
1.6 x *more*
than other companies

Forrester, 2018

Increasing customer
retention rates by **5%**
increases profits anywhere from
25% *to* **95%**

Bain, 2014

GLOVIA OM

GLOVIA OM is a Salesforce®-native, fully-customizable order and inventory management solution that connects sales, service, analytics and financial modules to deliver an integrated, transparent and seamless omni-channel business experience.

The CX gap is bridged by business processes that are integrated, from sales to fulfilment, with unmatched transparency and efficiency.

GLOVIA OM helps retailers integrate all business processes, from sales to fulfillment and improves the Customer Experience (CX) by:

Simplifying
Simplifying your organizations complex business process

Modernizing
Delivering a state-of-the-art platform by modernizing existing vendor channels

Growing
Uncovering new revenue streams by connecting direct to consumers

Benefits

Leverage investments in legacy system

Empower employees to deliver the best customer experience

Innovate

Improve Productivity

Best customer experience for employees

Improve customer insight

Improve brand loyalty

Integrate systems to gain 360 view of customer

Improve operational efficiency

Reduce Cost

Gather intelligence to innovate

Simplifying
the connection between

Retailers and **Customers**

and **masking** the complexity
of internal processes and systems.

Maximizing
the potential of
existing **vendor
channels**

by delivering
a **modern partner
experience platform**

Uncovering *new revenue streams*

by connecting
**directly to
consumers**

and delivering
**value added
services**

Use Cases

Canon

The leading manufacturer of imaging and optical products leveraged *GLOVIA OM* to launch a marketplace for its dealers and drive value-added services.

This end-to-end, user-friendly, automated portal enabled Canon to extend benefits such as the ability to *drive software sales more effectively* and *manage licenses and subscriptions, to hundreds of channel partners*.

Clothing Retailer

A large clothing retailer deployed *GLOVIA OM* to be quick and efficient with changes and be responsive to customer and market needs.

They were able to streamline sales orders from all channels (phone, web, EDI and corporate procurement systems) and focus on building customer relationships, pursuing new sales opportunities and managing cases with increased effectiveness.