

salesforce

# SALESFORCE *for* FASHION

— VESTI LA TUA AZIENDA DIGITALE —





# Camera Nazionale della Moda Italiana

O U R P A T H F O R W A R D





# — Our Team



Federico Della Casa



Stefano Monaco



Letizia Tancredi



Maurizio Capobianco



Veronica Peraro



Paola Mazza



Mauro Tardito



Mattia Leopizzi



Vanessa Lucia



Claudio Cavacini



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# Our Agenda

1. Introductions & Intentions
2. Who We Are
3. Retail Trends
4. Our Vision
5. Value
6. Industry Experience
7. Q&A

# Forward-Looking Statement

## Statement under the Private Securities Litigation Reform Act of 1995

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This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

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# A Shopper Crisis

The growing divide between retailers and shoppers



**73%**  
will switch for a  
better  
experience



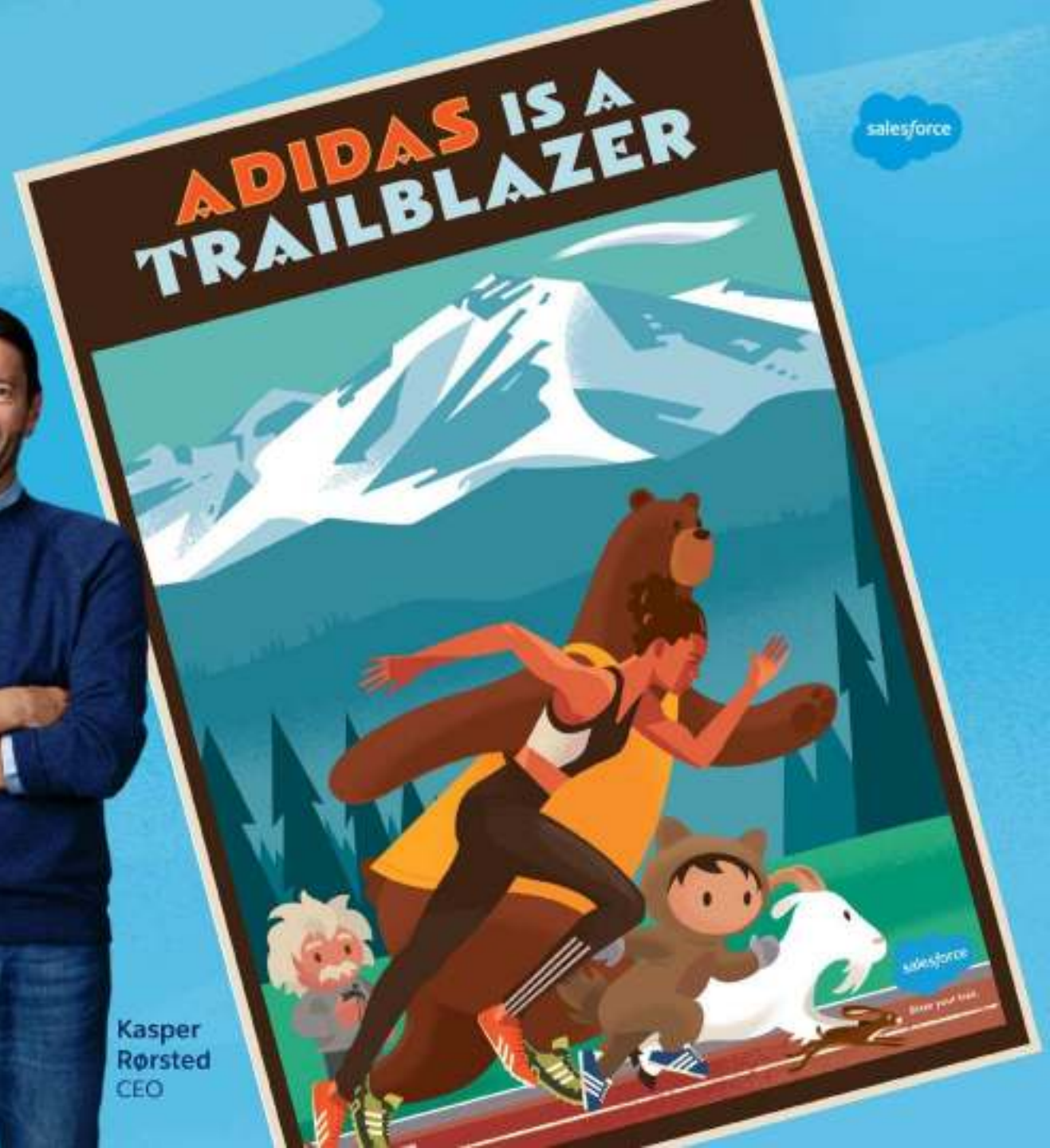
# adidas is a *Trailblazer*

Getting closer to their consumers  
in the Fourth Industrial Revolution

**Joseph Godsey**  
Head Digital Brand Commerce

**Jacqueline Smith-  
Dubendorfer**  
VP, Digital Experience Design

**Kasper  
Rørsted**  
CEO



salesforce





# Who We Are

O U R P A T H F O R W A R D

Maurizio Capobianco

# Salesforce Core Values

## Trust

Communicate openly and deliver the highest level of service.

## Growth

Focus on customer success to drive mutual growth.

## Innovation

Consistently deliver new technology that empowers Trailblazers to innovate.

## Equality

Respect and value a diversity of people.



# Doing Well and Doing Good



**\$12.5B**  
FY19 guidance<sup>‡</sup>

**FORTUNE  
FUTURE  
50**  
#1 The Future 50

**HUMAN  
RIGHTS  
CAMPAIGN**  
Best Places to Work  
for LGBTQ Equality

**FORTUNE**  
#1 The World's Best  
Workplaces  
#1 Workplace for  
Giving Back

**indeed**  
#1 Best Places to Work,  
San Francisco Bay Area

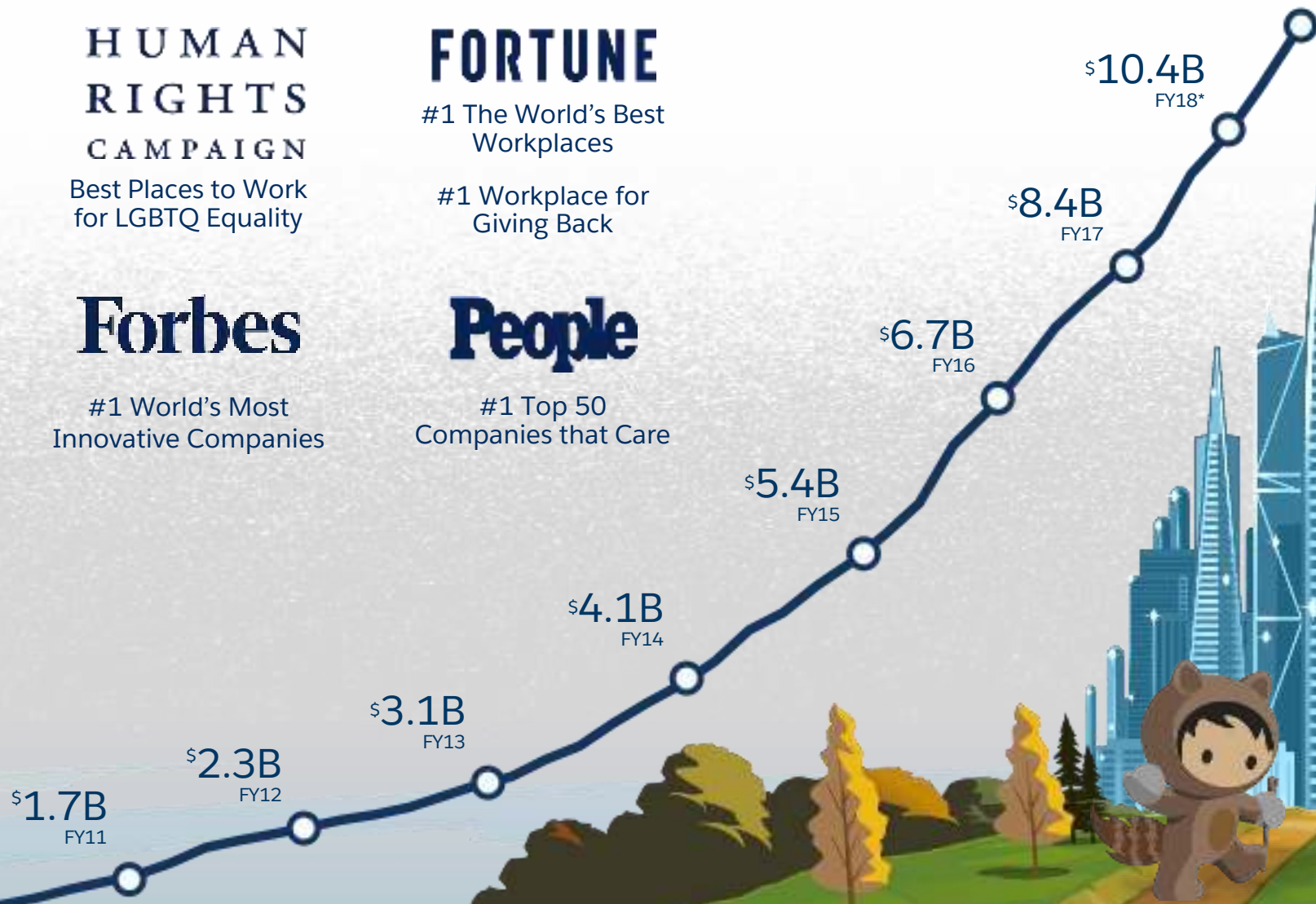
**Forbes**  
#1 World's Most  
Innovative Companies

**People**  
#1 Top 50  
Companies that Care

**FAST COMPANY**  
The World's Most  
Innovative Companies

\*High end of Salesforce FY2018 revenue guidance provided August 22, 2017. Revenue for Salesforce's full fiscal year 2018 is projected to be in the range of \$10.30 billion to \$10.40 billion.

<sup>‡</sup>Represents the high end of Salesforce FY2019 revenue guidance of \$12.45 billion to \$12.50 billion based on current US GAAP under ASC 605.





# The Salesforce Economy

Together, improving the state of our industry and the state of the world

## 1M+

retail jobs created by 2020<sup>1</sup>



## \$92B+

in retail revenue creation by 2022



## 2 of the Top 10

jobs in 2017 are Salesforce-specific



**Bethany Kemp**  
SVP, Operations  
Design Within Reach

**Phil Maier**  
Systems Manager  
Design Within Reach

**Lee Newell**  
VP Operations  
Design Within Reach

## \$1B+

Social impact

McPHERSON  
STRATEGIES

# Bringing Retailers Closer to Shoppers Since 1999



- DUNKIN' DONUTS
- PETSMART
- Fanatics
- Gap Inc.
- PartyCity
- EVERLANE
- TOMS
- ONE KINGS LANE
- Aritzia
- DESIGN WITH IN PAPER
- ebay
- NET-A-PORTER
- orsay
- patagonia
- BONOBOS
- DF
- vineyard vines
- Alibonbons
- The RealReal
- L'ORÉAL
- Casper
- ALDO
- Crate&Barrel
- Wooten
- Waitrose
- RALPH LAUREN
- Lids
- RODAN+FIELDS
- Target
- SUITSUPPLY
- ★macy's
- MATCHES FASHION.COM
- John Lewis
- JUMBO
- STANCE
- Walmart
- amazon.com
- SCOTCH & SODA
- adidas
- Room&Board
- BEST BUY
- RATNER
- Under Armour
- Walgreens
- bloomingdales
- Saje
- hallmark
- TED BAKER
- vibram
- SIMPSON'S
- gwynnie bee



# Unrivaled Scale in Retail CRM

Salesforce powers Cyber Week



17B

emails sent



344M

SMS and push notifications



62B

events captured



16M

commerce orders



3.8B

AI-powered product recommendations



430M

service cases

# Welcome to the Fourth Industrial Revolution





# The Path to Purchase Will Never Be the Same

AI and IoT powers shopper interactions everyday, everywhere

**81%** journeys span multiple channels

**75%** want personalized offers

**67%** will exchange data for faster service



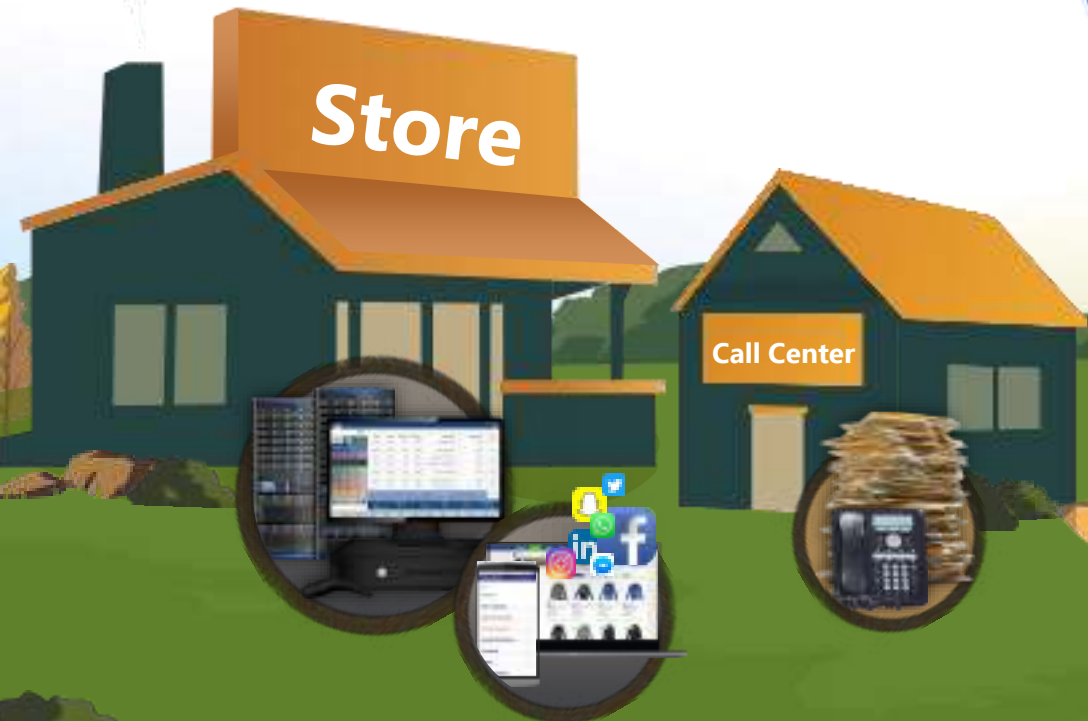


# A Shopper Crisis

The growing divide between retailers and shoppers



**73%**  
will switch for a  
better  
experience



# AI Can Bridge the Divide



Insights and automation to deliver intelligent shopping experiences at scale



**Connected**

1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> party data

360-degree view

Empowered associates & bots



**Personalized**

Product recommendations

Next best actions

Real-time orchestration



**Fast**

Mobile-first browse & buy

Predictive search

Buy in channel

# Introducing Salesforce for Retail

Connect to your shoppers in a whole new way



#1  
B2C & B2B  
Platform



Unified Commerce

Any Channel Service

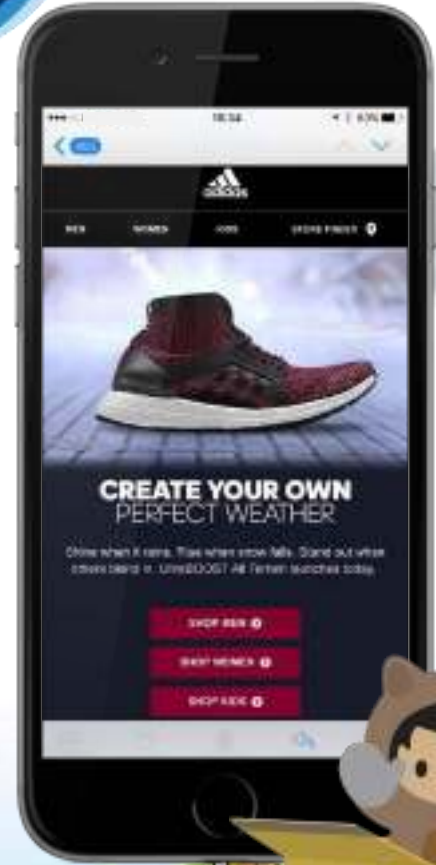
1-to-1 Marketing

Clienteling & Employee Apps

Intelligent Advertising

B2B CRM

Single view of the shopper



TRAILHEAD   EINSTEIN   LIGHTNING   IOT   HEROKU   ANALYTICS   APPEXCHANGE

SALESFORCE PLATFORM

# Einstein Makes Salesforce for Retail Smarter



## Optimize Commerce

- Einstein Recommendations
- Einstein Search Dictionaries
- Einstein Predictive Sort



## Assist Service Agents

- Einstein Agent Chatbots
- Einstein Case Management
- Einstein Vision for Field Service



## Guide Marketers

- Einstein Engagement Scoring
- Einstein Social Insights
- Einstein Vision for Social



## Empower Developers

- Einstein Prediction Builder
- Einstein Language & Vision
- Einstein Discovery



## Transform Advertisers

- Einstein Segmentation
- Einstein Lookalikes
- Einstein Journey Insights



## Coach Sales Reps

- Einstein Forecasting
- Einstein Lead & Opportunity Scoring
- Einstein Activity Capture



Smarter  
Retail





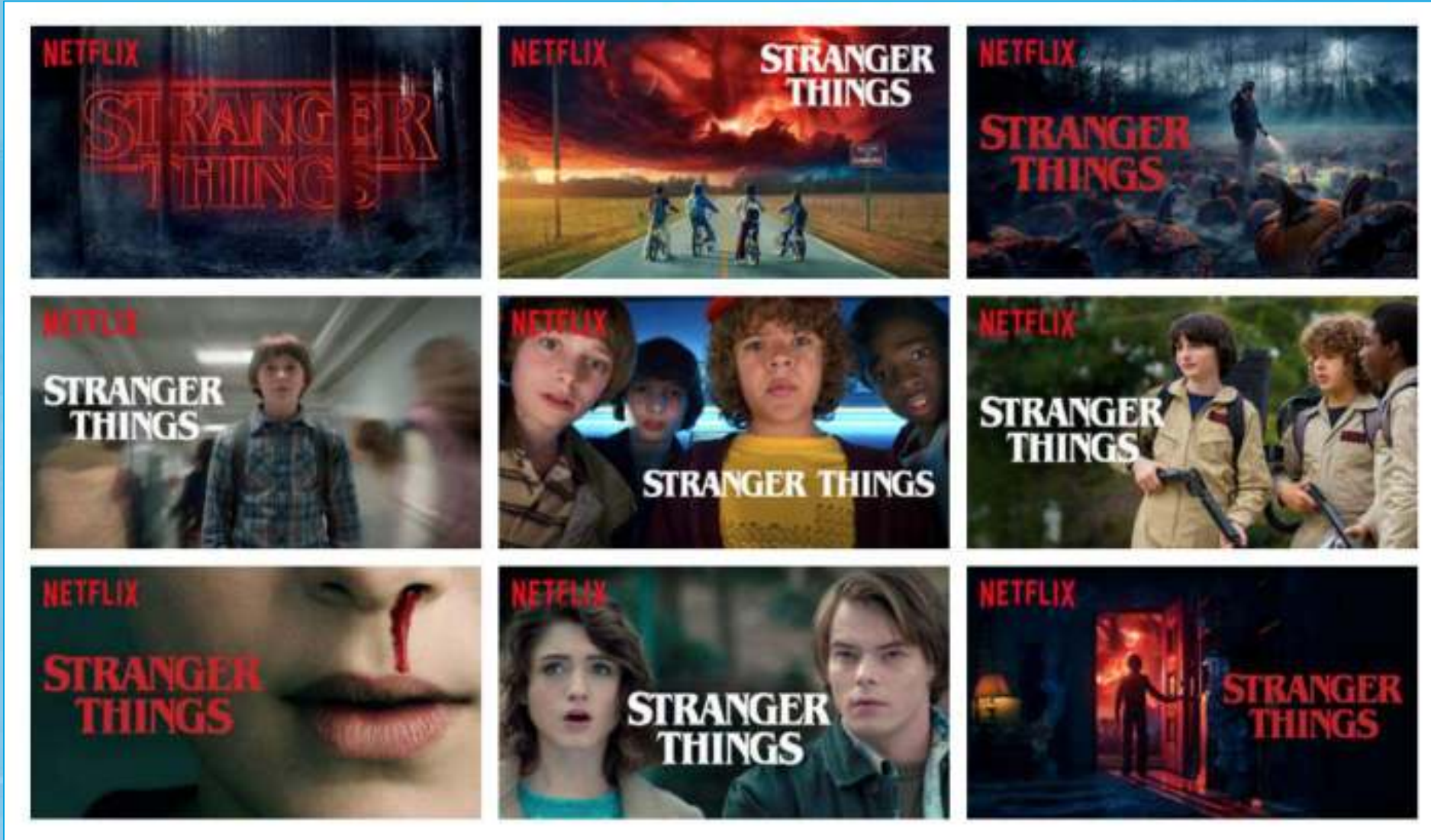
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# The Next Era of Customer Relationships

T H E P A T H T O S H O P P E R F I R S T

Claudio Cavacini

# Infusing Intelligence Everywhere





Viewers of Romance Movies  
Viewers of Comedies

Same Result!



# The Road to Connecting with Your Shoppers



Connected

1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> party data

360-degree view

Empowered associates & bots



Personalized

Product recommendations

Next best actions

Real-time orchestration



Fast

Mobile-first browse & buy

Predictive search

Buy in channel



# The True Voice of the Consumer – What They Do and Say



Shopping Activity of  
>500 Million Consumers

## Global Consumer Research





# Here's the proof.

We analyzed data from ...



**150 million shoppers**



**250 million visits**



**\$550 million worth of orders**



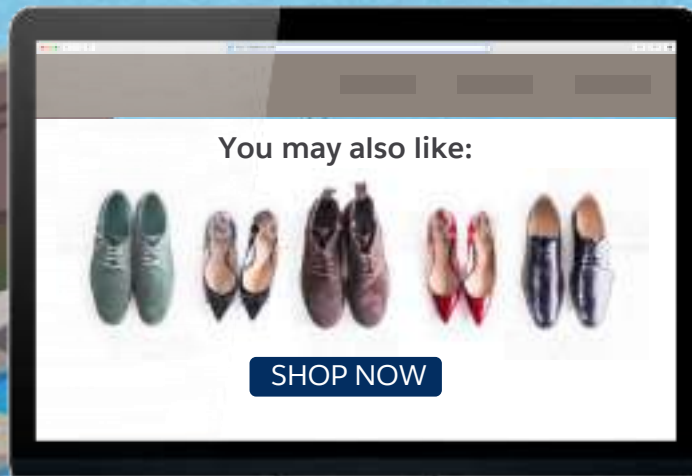
**320 million shopper clicks**

**to discover the impact of personalization.**



A small share of website visits include a recommendation click.

7% Visits



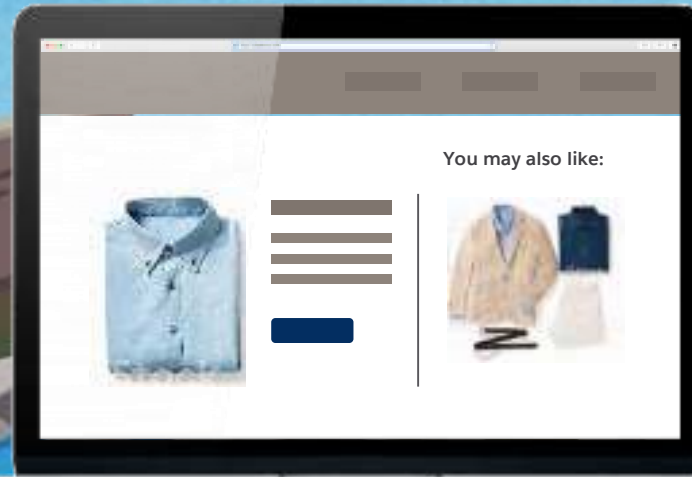


...but those visits with recommendation clicks are powerful.

7% Visits



24%  
Orders



26%  
Revenue

Reflects share of visits, orders, and revenue in which shoppers click or tap a recommendation.



Shoppers that click (or tap) a recommendation provide:

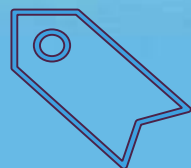
Recommendations create more engaged shoppers.



**4.5x** Higher Cart Rates



**4.8x** More Product Views Per Visit



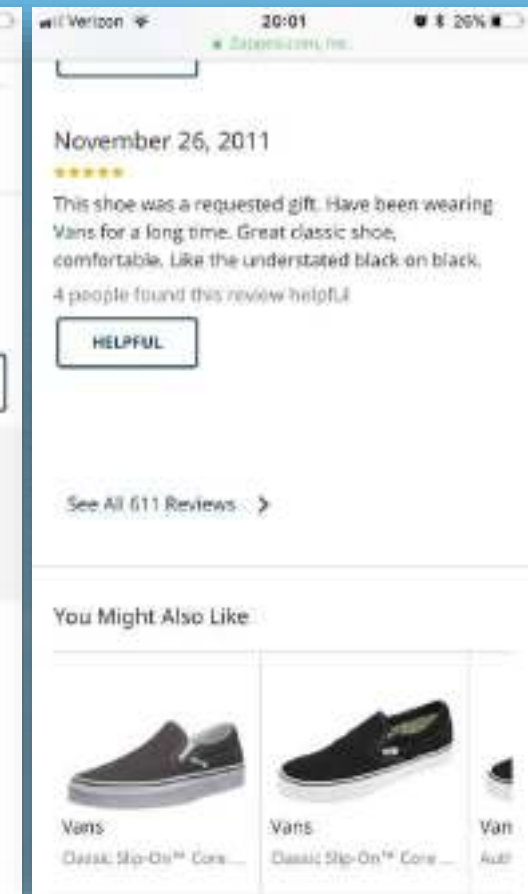
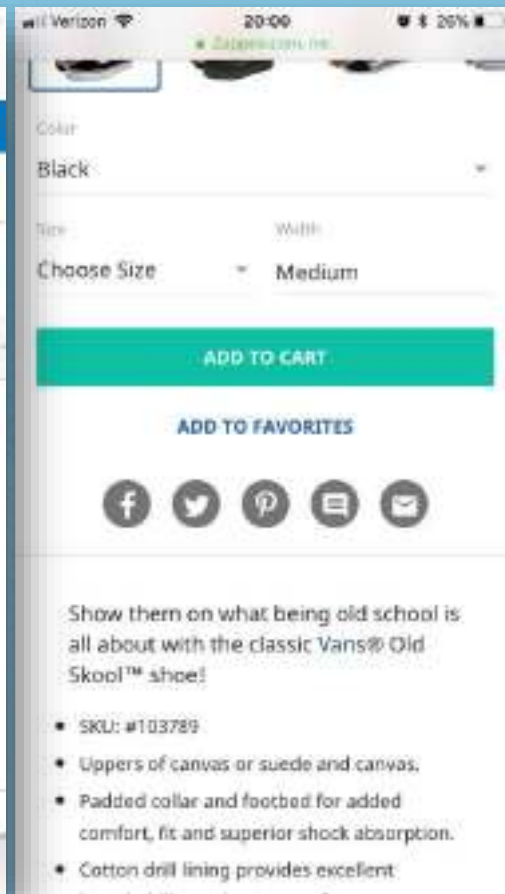
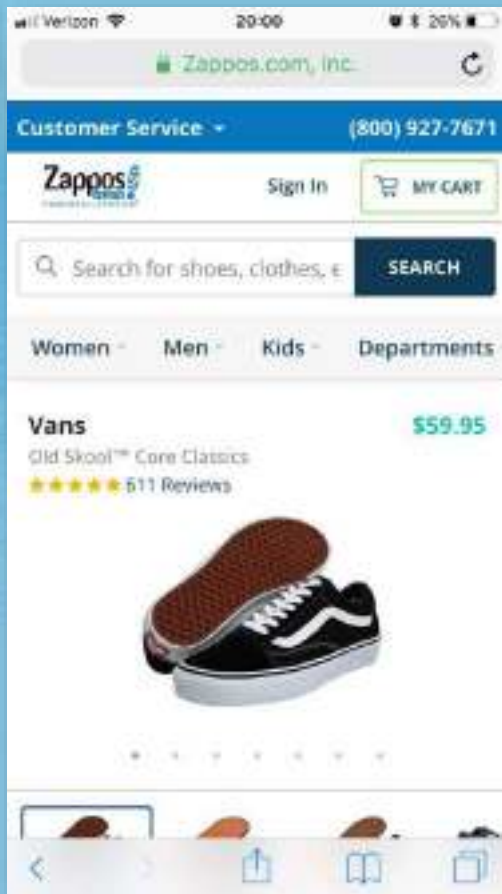
**5x** Higher Per-Visit Spend



Personalization is a brand's best friend,  
but...



# Looking for Recommendations? Scroll Five Folds Down!



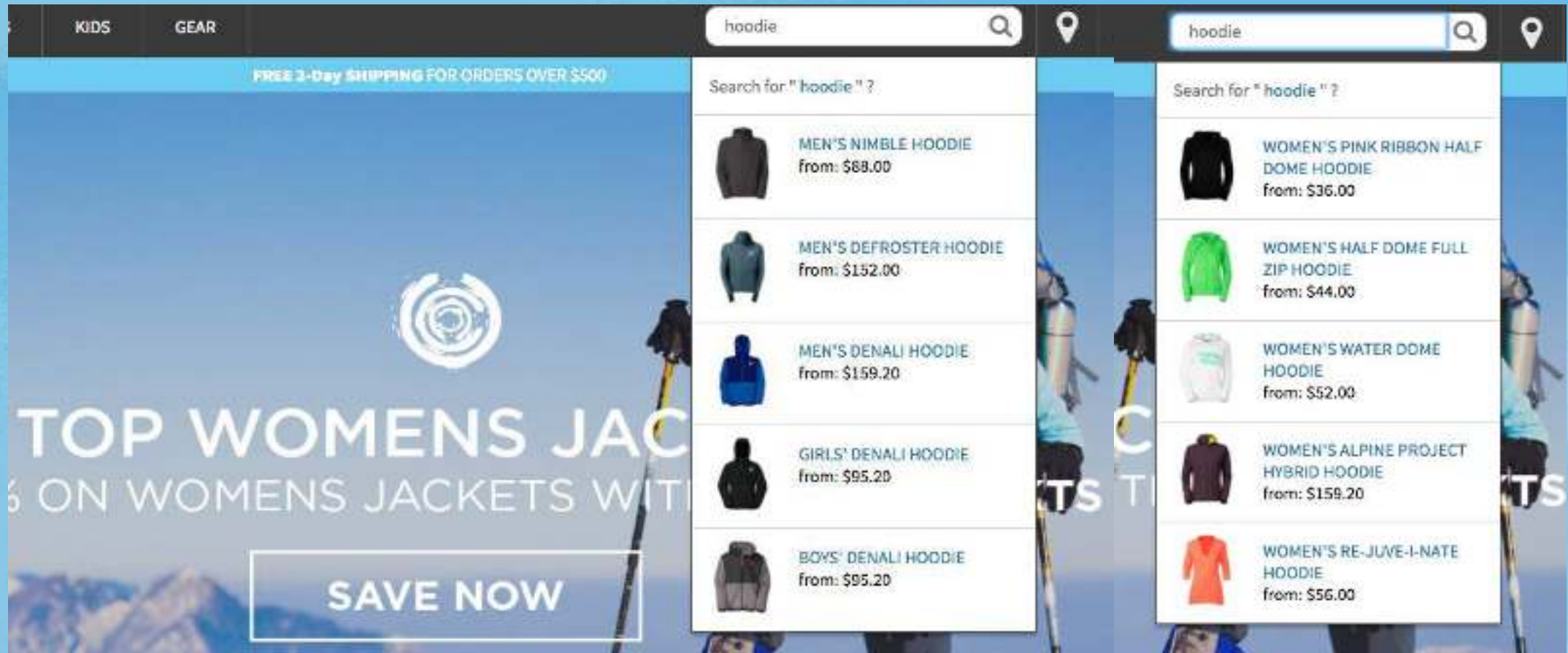
**Don't play  
Hide & Seek with  
your shoppers**





# Infuse Personalization at Every Turn – Including Search Results

The same search term yields different results based on the shopper



Claudio's Results

Letizia's Results

# Jack Wolfskin is a Trailblazer

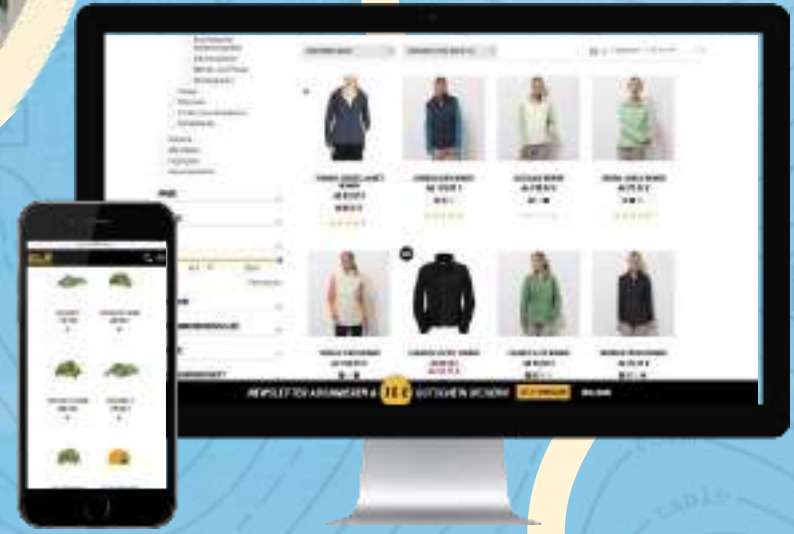
Jack Wolfskin + 

**9.1%**  
higher revenue per visitor

**3.8%**  
higher conversion

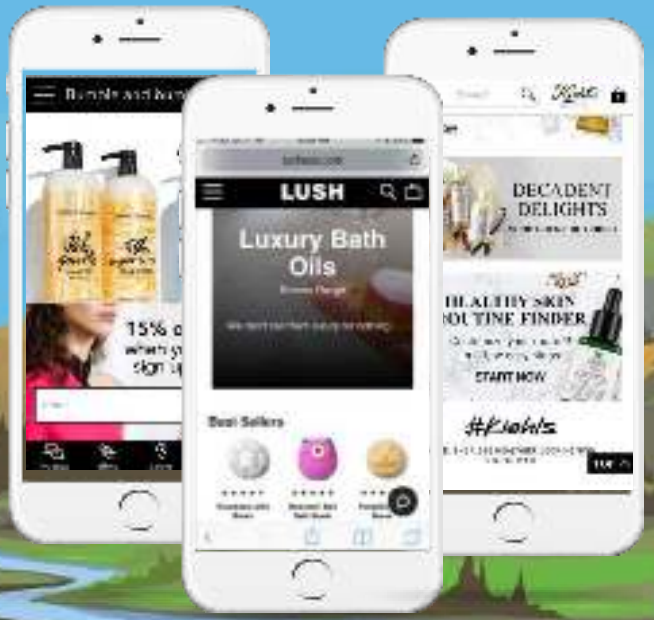


**Unified Commerce**

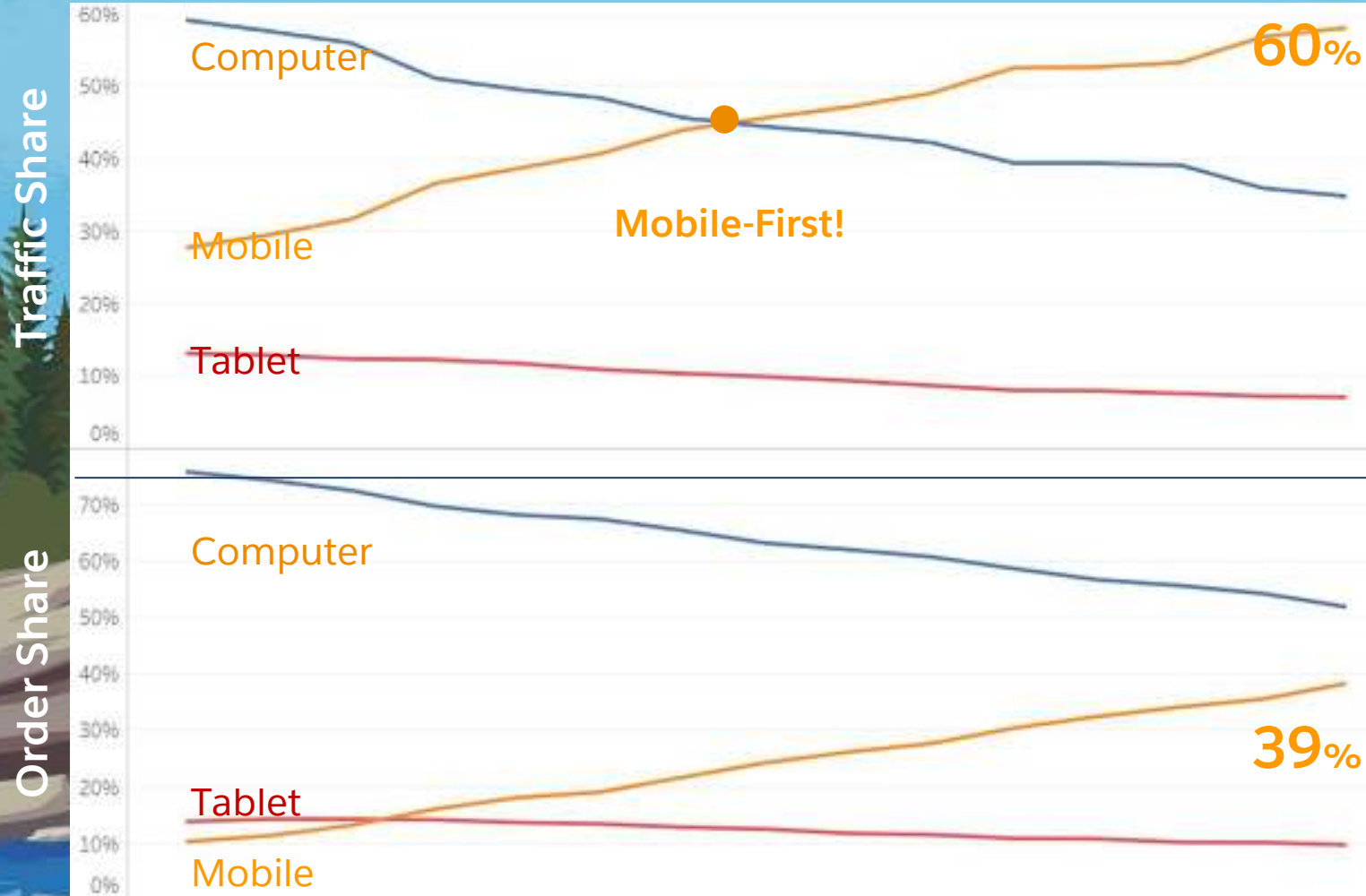


# Mobile

## The Most Disruptive Force in Retail Since eCommerce

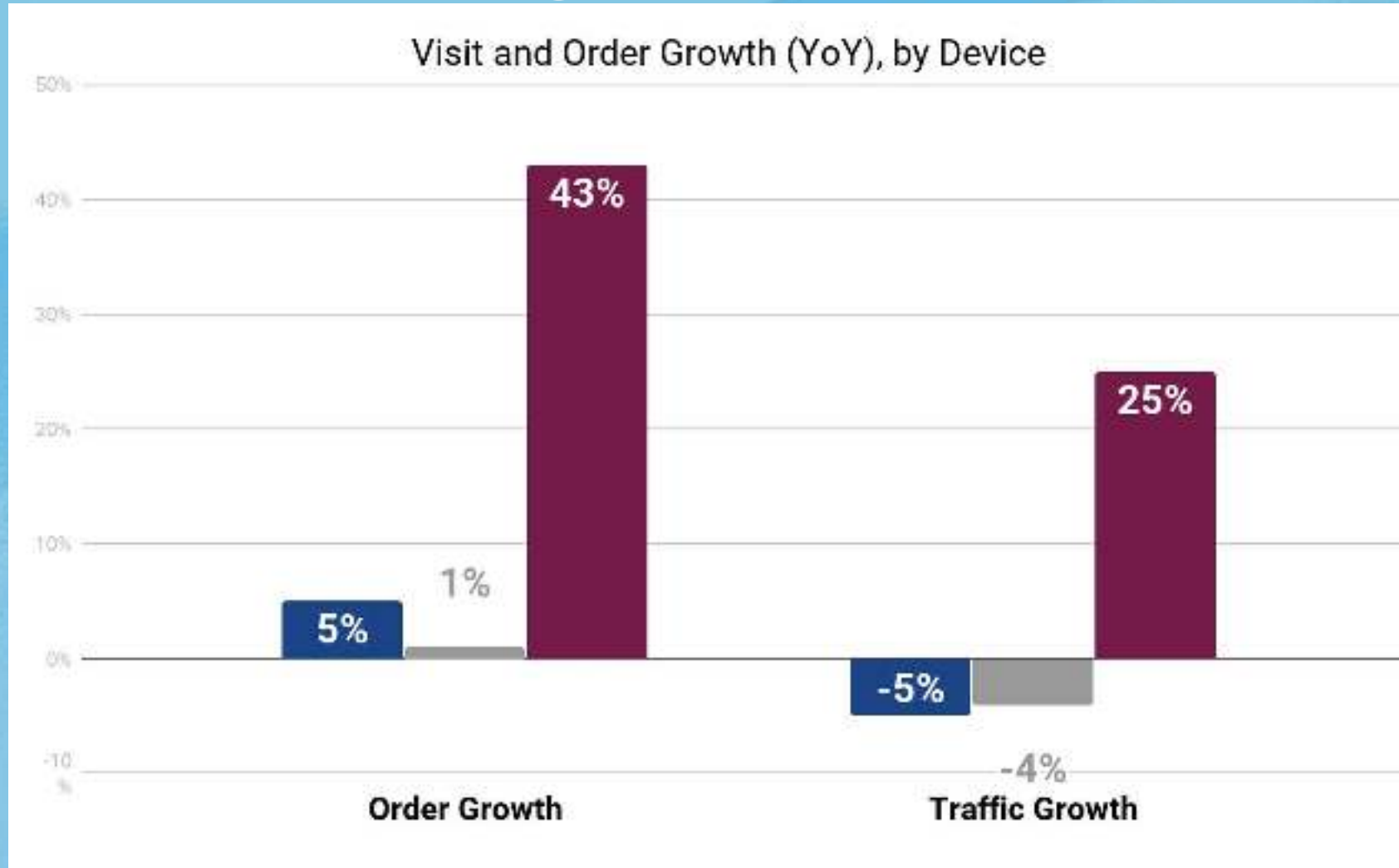


# The Mobile Migration Continues



#1  
traffic driver

# Mobile is the Source of Digital Growth

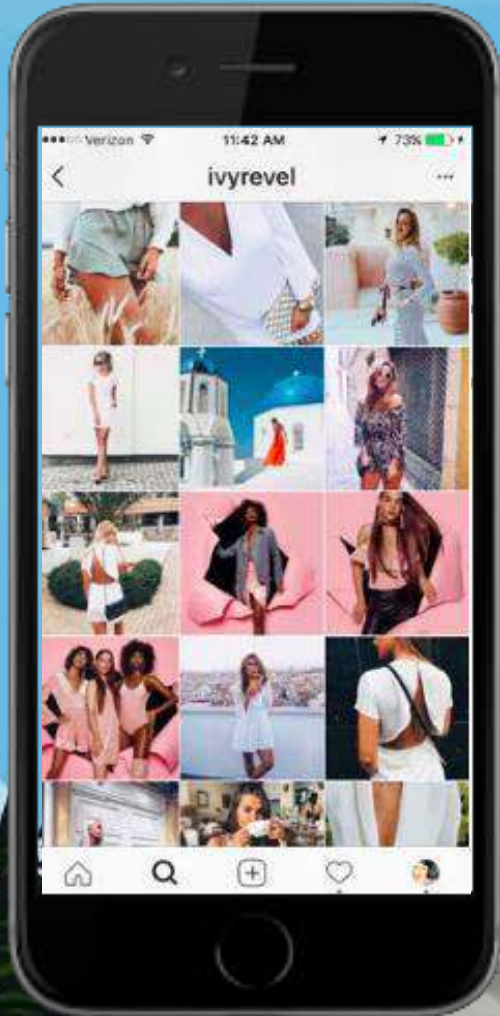


Computers | Tablets | Phones

Analysis reflects Q4 2017 / Q4 2016, same-site activity

# Ivyrevel's Shoppers Are Highly Mobile

IVYREVEL



70%

Traffic from mobile

50%

Sales from mobile



# Used Mobile In-Store

(age 18-44, over the last 3 months)



**59%**  
Compare Prices



**47%**  
Research



**27%**  
Buy

**72%**



Some shoppers conduct more than one above activity, thus sum of activities is higher than the whole.  
Age group: 18-44

Shopping is fast.

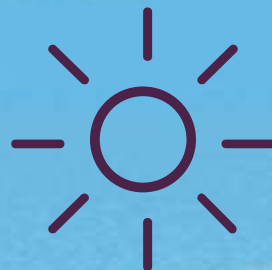




# Three Elements of Fast



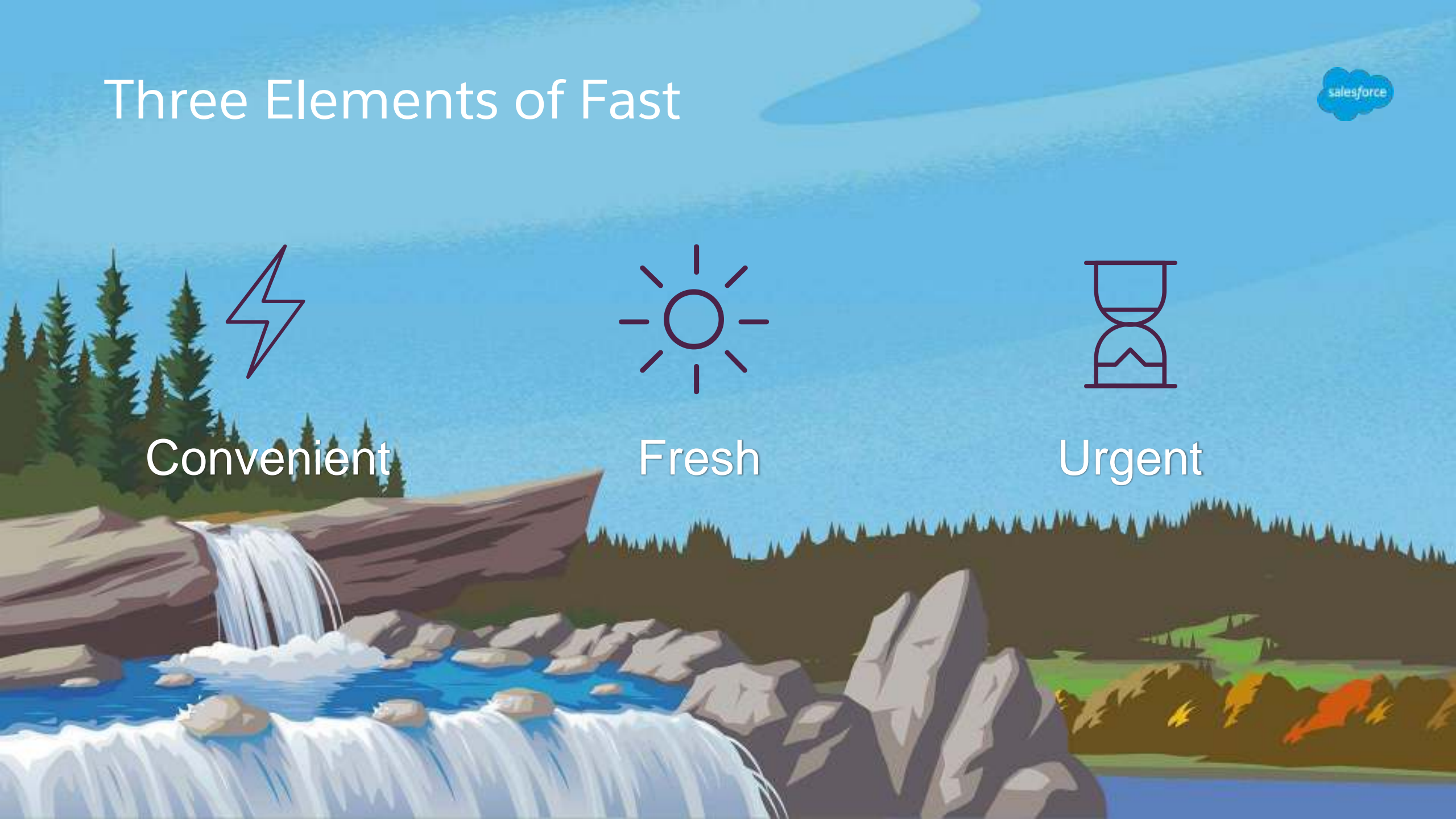
Convenient



Fresh



Urgent

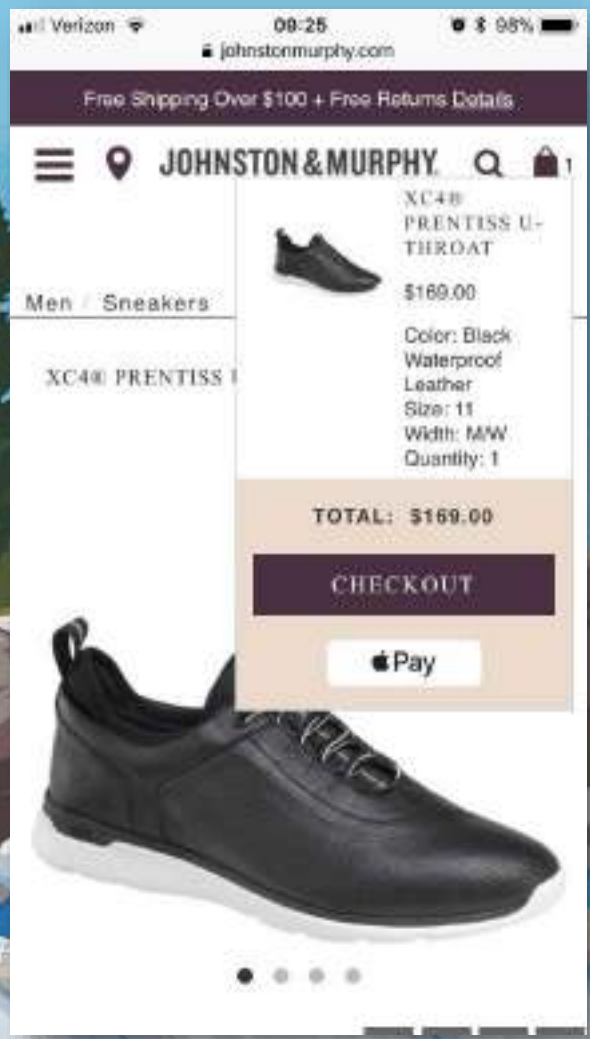


Convenient for the Shopper





# Apple Pay Conversions are Faster



Apple Pay Buyers spend

**90** seconds

fewer than other buyers



# Mobile Shoppers Turn to Mobile Payment Solutions

salesforce

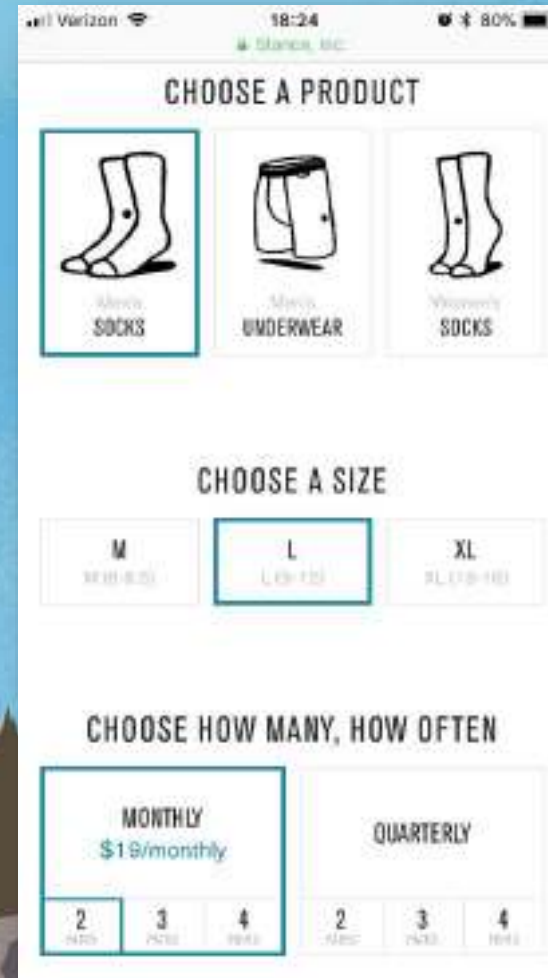
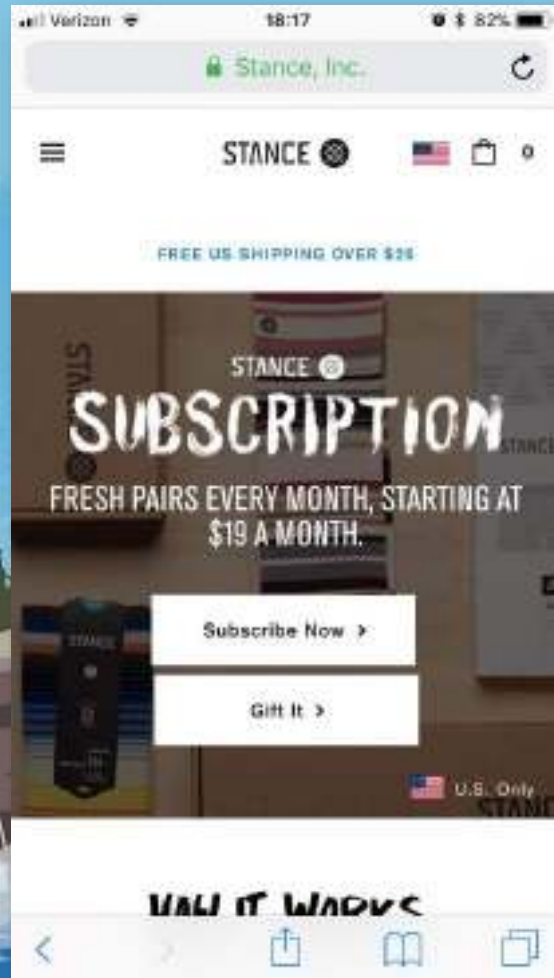
30%

Mobile Wallet Usage  
January 2018

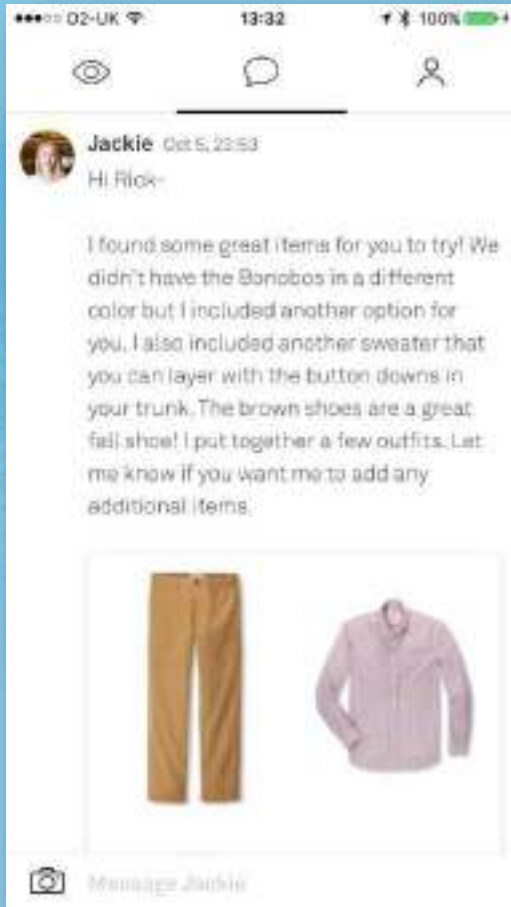


US and Canada brands, mobile transactions only

# Apparel Brands are Turning to Subscriptions



# Convenience, Personalized and Premium Priced Nordstrom's Trunk Club



# Engaging without leaving the Inbox



Gmail

COMPOSE

Looking for a booking?  Inbox

**Booking.com** 10:12 AM (1 hour ago)

to me

See a new deal from **€30**

See all deals

See a new deal from **€16**

See all deals



# Shoppers Prefer Self-Service



81%

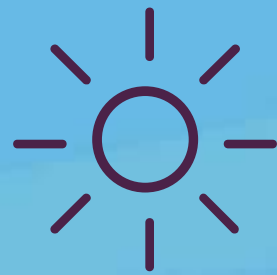
of customers attempt self-service before reaching out to a live representative



**Self-Service**

Always On – Mobile – Easy to Use

Provide Fresh Product



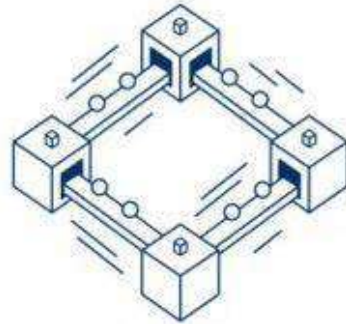
# Fast fashion's speedy supply chain quickly caters to new trends

Fast fashion retailer Zara, owned by Spain-based Inditex, can get a piece of apparel from a design workshop in Spain to a display rack in a Manhattan store in **25 days**.

**Day 1:** A designer in Spain sketches a new piece of clothing, with input from store managers on the latest trends.



**Day 6-21:** Fabric is cut, 8,000 new pieces (coats, dresses, etc.) are sewn together at a nearby factory, and are made ready for shipment.



**Day 25:** New items arrive in Manhattan and are put on display before opening.



**Day 2-5:** A pattern maker creates a prototype.



**Day 21-24:** Apparel is driven to a distribution center, before heading to Barcelona to be flown to Zara stores around the world.

# Is All Shopping Fast?

Shoppers show preference for new products



- Online shoppers
- In-store shoppers



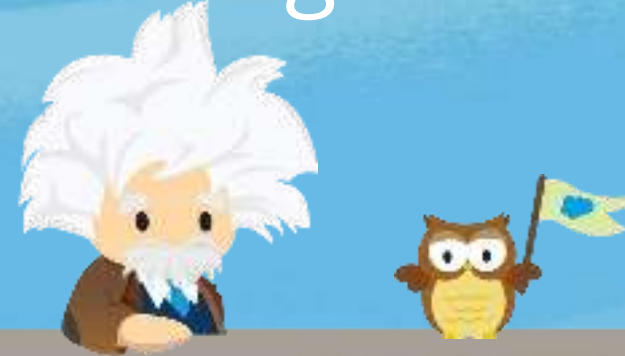
\*'Shopper-First Retailing' SapientRazorfish and Salesforce Commerce Cloud

# Online Product Catalogs are Expanding



15%

Increase in unique products sold over the last 2 years



# Order Frequency is Increasing

14%

Increase in purchase frequency  
over the last year



2016

2017

# Emphasize Urgency



# YEEZY BOOST 350 MADE BY KANYE WEST

SOLD OUT!

GET UPDATES ↻



INFLUENCERS ▶ SNEAKERS

FEB 16, 2018 1:44PM PT

## People Are Trying to Sell Kanye West's Sold-Out Yeezy 500 Shoes for up to \$3,000



NEW



**SOLD OUT**



PUMA BY RIHANNA WOMEN'S CAMO  
CREEPER  
\$140.00

NEW



**SOLD OUT**



PUMA BY RIHANNA MEN'S CAMO  
CREEPER  
\$140.00



**SOLD OUT**



PUMA BY RIHANNA WOMEN'S CREEPER  
\$120.00  
★★★★★



**SOLD OUT**



PUMA BY RIHANNA WOMEN'S CREEPER  
\$120.00  
★★★★★

# NB X STANCE



Sold Out →

## ALL DAY

The Stance x New Balance "ALL DAY" 247 kit is inspired by the gradient sunrise and utilizes an engineered knit for a sporty, more breathable, day time design. Paired with the reflective speckle athletic tab sock.

Sold Out →

## ALL NIGHT

The Stance x New Balance "ALL NIGHT" 247 kit is inspired by the night sky and offers a luxe black leather and suede upper. Paired with the reflective speckle athletic tab sock.

Sold Out →





Shop with Confidence - Free Shipping + Returns



RUN *Wicked* HAPPY

For those who train in nautical miles

High tide meets high performance. The fast and springy feel of the Launch 5 will energize your runs. And the limited-edition design might just buy you some extra harbor cred.

Catch yours today



ADIZERO BOSTON 7 LIMITED EDITION

Craftsmanship, consistency and credibility hone what is already a legend, rather than rebuilding it. Upgrade your game this Marathon season. This limited edition won't last long.

SHOP MEN

SHOP WOMEN

THE WORLD OF ADIDAS APPS DISCOVER

# The Road to Connecting with Your Shoppers



Connected

Phones =  
60% of traffic



Personalized

Recommendations drive  
26% of revenue



Fast

74% of in-store shoppers  
expect to see what's new

# Resources to Learn More



Personalization in Shopping Report

[sfdc.co/PersonalizeShop](https://www.salesforce.com/resources/research-reports/personalization-in-shopping)



Shopping Index  
[sfdc.co/Shopping](https://www.salesforce.com/resources/research-reports/shopping-index)



State of the Connected Customer

[sfdc.co/Connected](https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer)

THANK YOU





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# Our Vision

T H E P A T H T O S H O P P E R F I R S T

Letizia Tancredi & Mattia Leopizzi



# Omni Fashion

O U R P A T H F O R W A R D



# HOLISTIC CUSTOMER JOURNEY

## XIU & MAURIZIO

CUSTOMER



## MARIO & ANDY

STORE ASSOCIATE



## ALYSSA

CUSTOMER SERVICE AGENT



UNAWARE

AWARENESS

PURCHASE ONLINE

IN STORE  
EXPERIENCE

SERVICE

ADVOCACY



# Meet Xiu

“

Xiu, 29, is a Chinese Millennial. She was born in China to her Chinese mother and Italian father.

She was raised in Milan where she now works for the Chinese Embassy.

Her name means “beautiful & elegant”. Xiu’s biggest passions are global travelling, her family and fashion.





# Meet Xiu

“

Some of her favorite brands are Armani, Gianni Versace, Prada & Valentino.

Xiu often complains that she never has enough space for her shoe and bag collection at home.

Previously, she has bought an Omni Fashion bag a couple of years ago. But since then, nothing else has happened.





# Meet The Family

“

Xiu recently got married to her wonderful husband, Maurizio, who is a stock broker. They are a high net worth couple who enjoy skiing, haute cuisine & adventure holidays.

They also have a lovely daughter, Yu, who is aged just 4 years old.





# Meet Maurizio

“

Maurizio, 30, is Italian, husband and father. He works in finance as a stock broker.

He shops at Ermenegildo Zegna, Loropiana, Trussardi bespoke suits and clothing. Although he dresses well, he is not interested in fashion per se; he's naturally stylish and not brand-dependent.

He loves to go to the gym and uses an app to book sessions with his trainer at the gym - but he also has a personal stylist visit him at the gym as it's convenient for this schedule.



**New York City,  
Here we come!**

350 ← 336  
**Fifth Ave**

1 → 67  
**West 33rd St**

**ONE WAY**

**ONE WAY**



# Always on the go

Lately, Maurizio has been travelling for work a lot. His CEO has asked him to go to NYC for a week.

He loves business, but he's concerned about spending time away from his family.

This time, he's going to bring his family with him!

Powered by Salesforce for Retail



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# Xiu needs a new dress

She is always excited when it comes to travelling & NYC is a place that's close to her heart.

There is a Gala Dinner planned for when the family are over there. For this reason, she wants to get a new dress to wear for when she arrives to NYC.

Powered by Salesforce for Retail



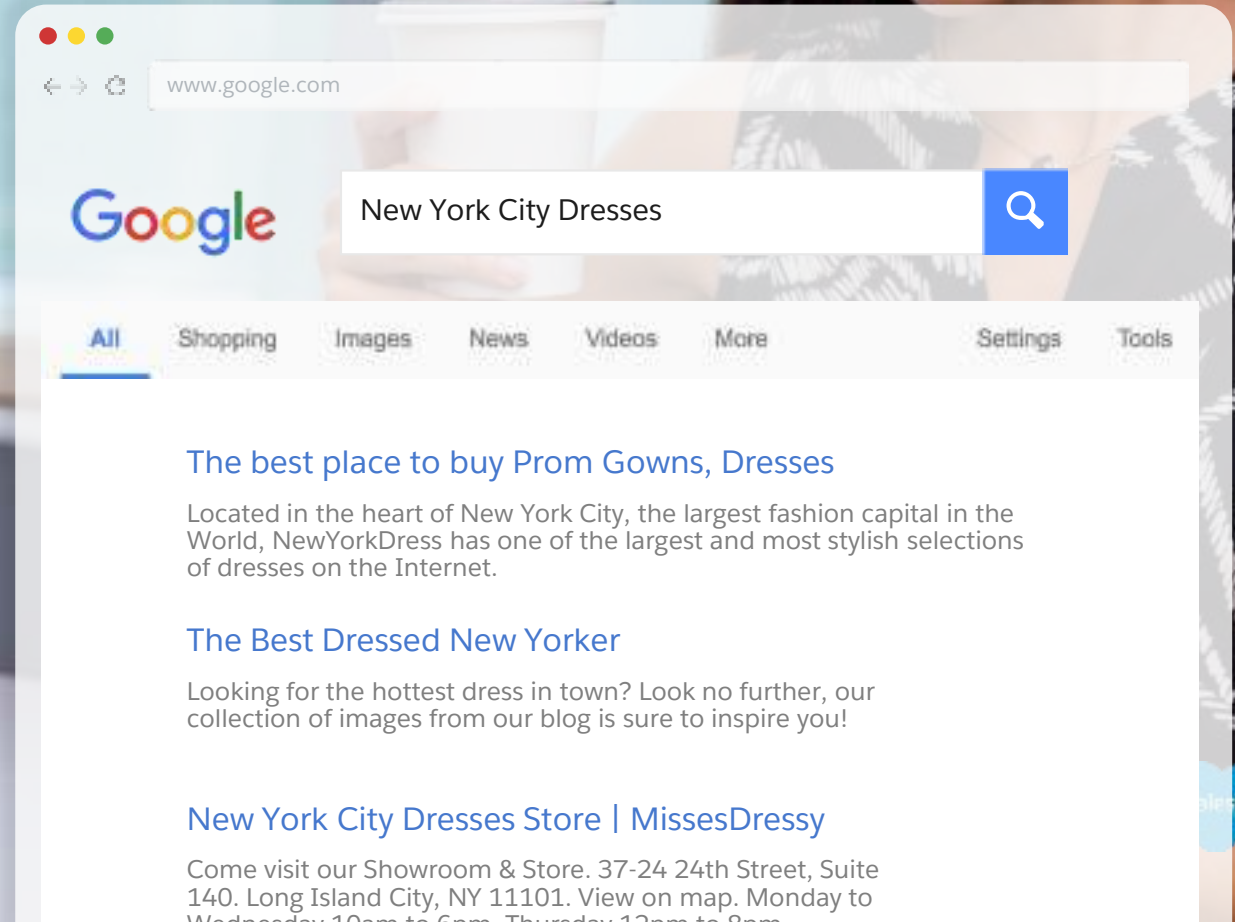


# Xiu needs a new dress

She starts googling “New York City dresses”.

Part of the results are relevant blogs, websites, influencers & social media accounts.

Powered by Salesforce for Retail



# Xiu needs a new dress

She ends up on vogue where she starts to read a nice article talking about what to wear for a fancy night out in New York City!



Powered by Salesforce for Retail



# Xiu needs a new dress

Finally, Xiu decides to take to social media.

She asks her followers and friends if they have any suggestions with regards to dresses.



Powered by Salesforce for Retail



salesforce

# Later in the office

On her lunch break, Xiu decides to visit the same blog post again on her mobile.

This time she notices a sponsored advertisement with a beautiful black tulle dress with bow.

For now she decides not to click, but goes back to social media to see if anyone has replied to her post

Powered by Salesforce for Retail



# Later in the office

Back on twitter, Xiu notices another ad for Omni Fashion. This time she takes a proper look at the dress and she likes what she sees.

At this point, she clicks on the ad.

**Omni Fashion**  
@omnifashion

Our brand new S/S 18-19 is a comprehensive collection beautiful dresses. Shop now: <https://store.omnifashion.com>

STRIPED DRESS  
€350

Promoted

Powered by Salesforce for Retail



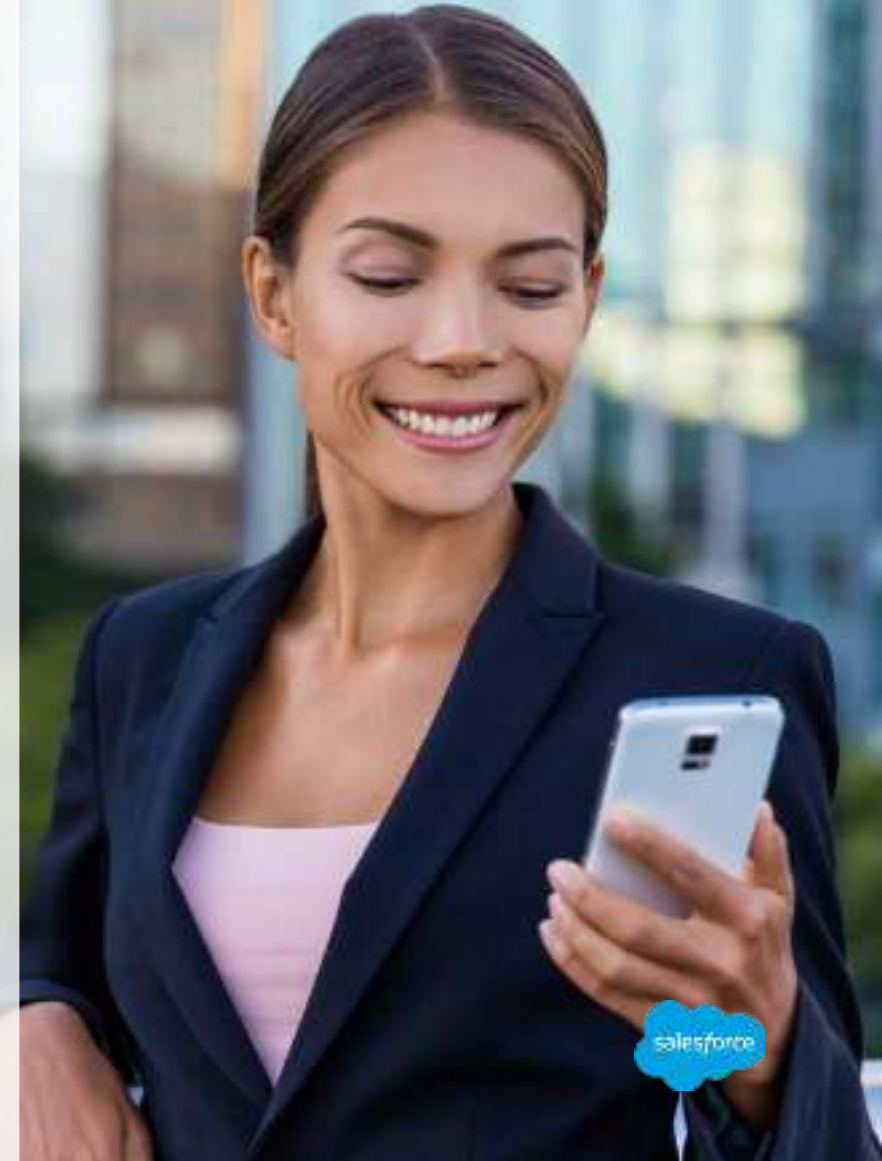
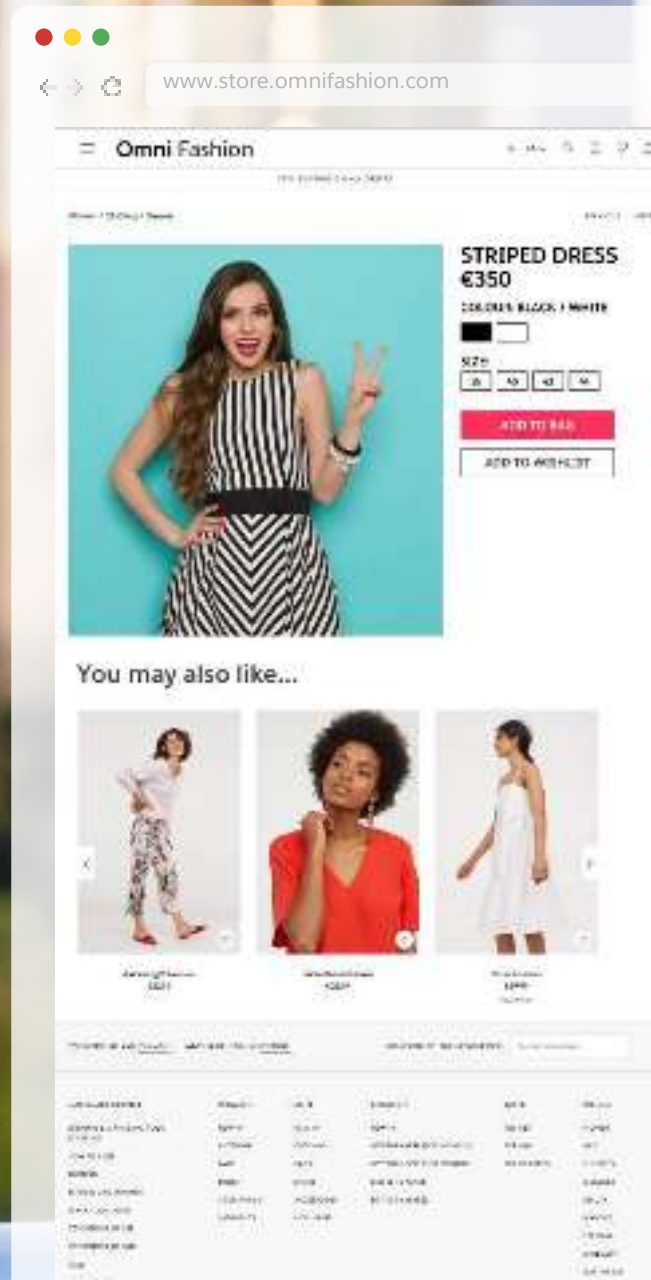
salesforce

# Not your average site

After clicking on the ad, Xiu lands on a website that not just a normal site.

This is a smart website that knows exactly where she has come from and as a result of this, it's able to serve tailored content to suit what she is looking for.

Powered by Salesforce for Retail





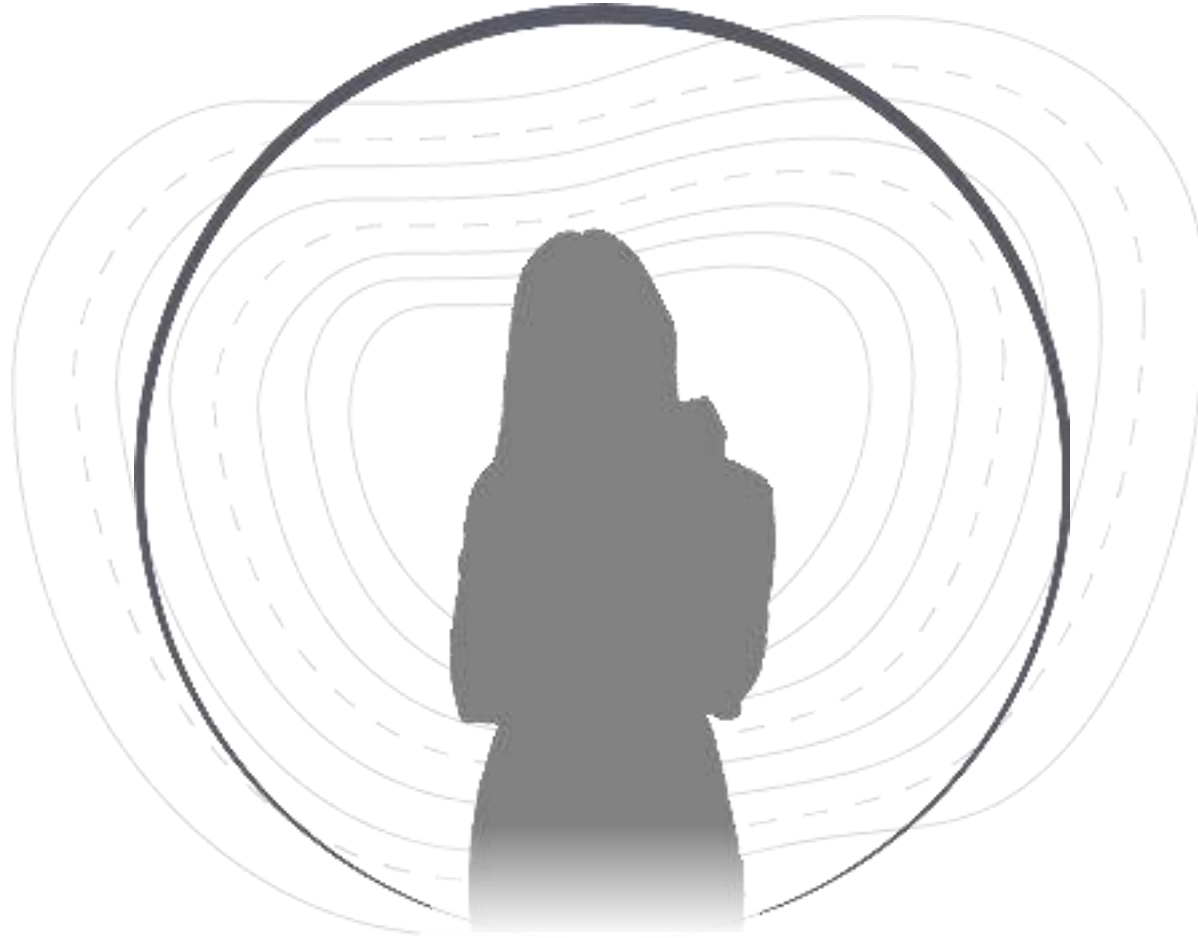
*Time to discuss.*

*How was possible for Omni Fashion to get Xiu on its  
ecommerce website?*

OMNIFASHION & SALESFORCE

# PERSONA UNKNOWN

---

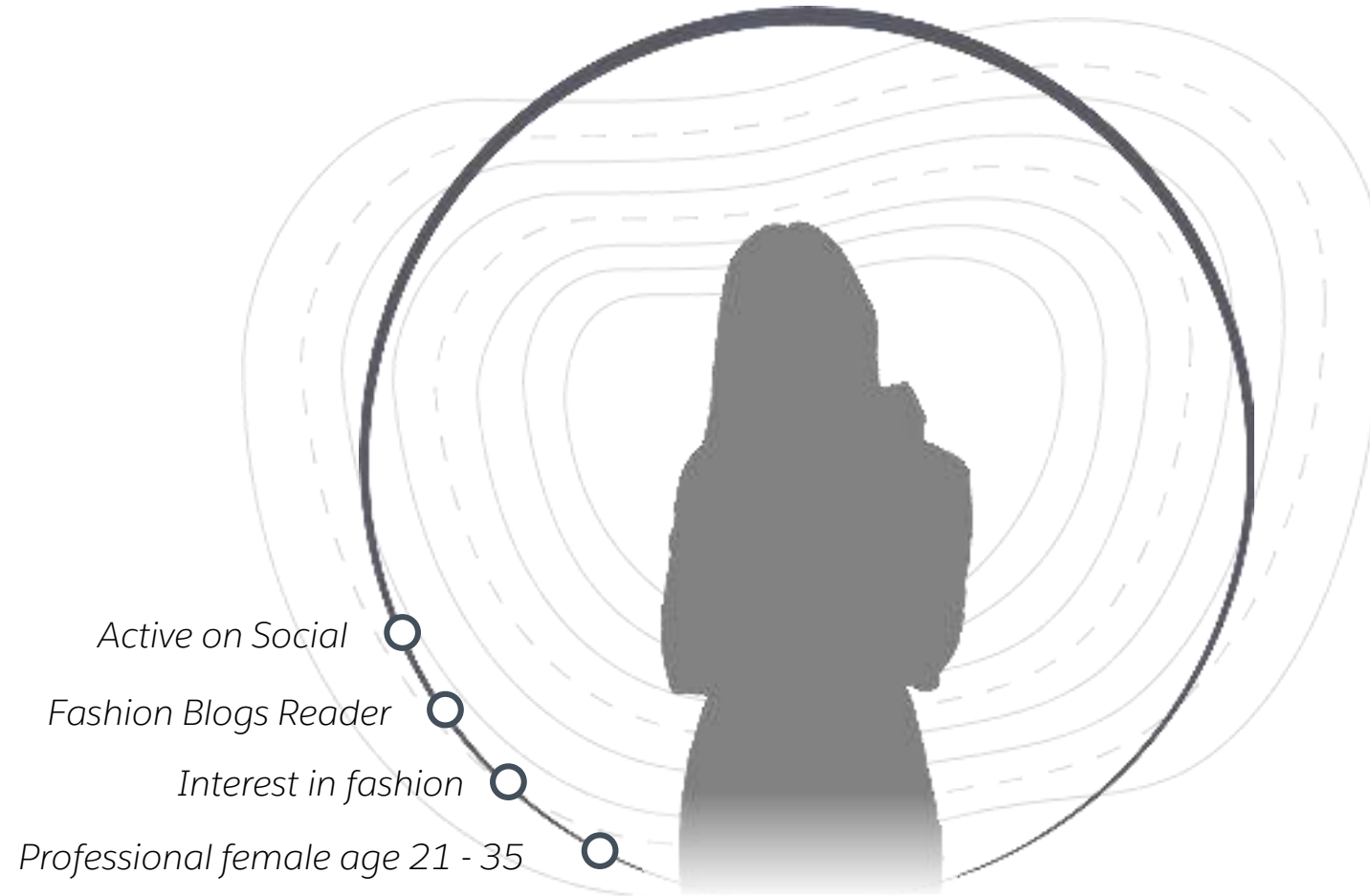




OMNIFASHION & SALESFORCE

# ANONYMOUS INTENDER

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## Segment Summary

Standard Segment / ID: rta0jw9a

Insights ▾

Activation ▾



## Hiking Audience

73.9M

25.2M

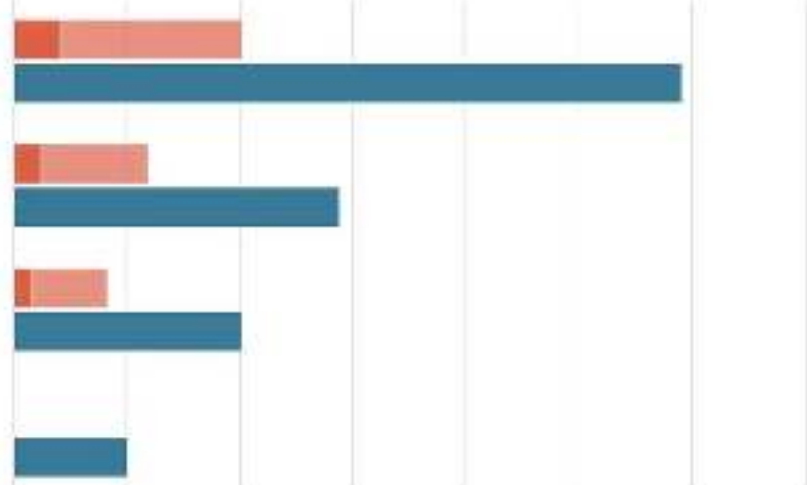
Created May 17, 2017  
By -Type  
ClustersCategory  
PersonaSub-Category  
Primary

## Insights

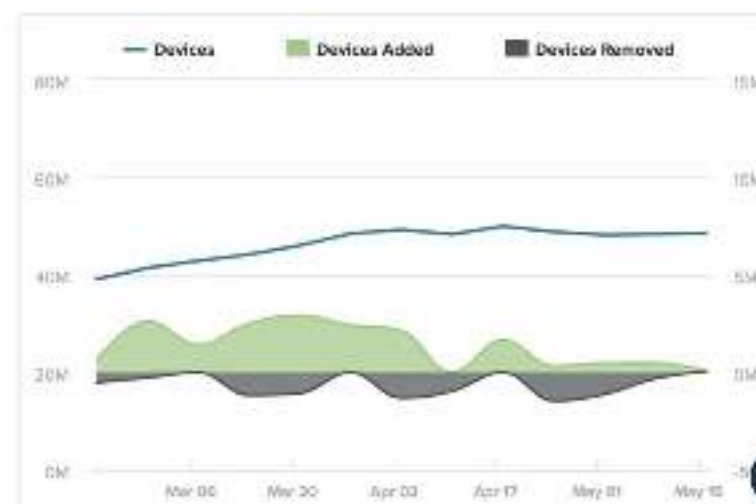
Grow My Population ▾

## People &amp; Devices

0K 100K 200K 300K 400K 500K 600K 700K



## Device Population Trend



Help

# Customer Acquisition

**9x RETURN ON AD SPEND**  
seen by a Salesforce Customer using CRM data to find new customers using Facebook Lookalike Audiences.

**47% HIGHER ENGAGEMENT RATES**  
seen by customers using Advertising Studio

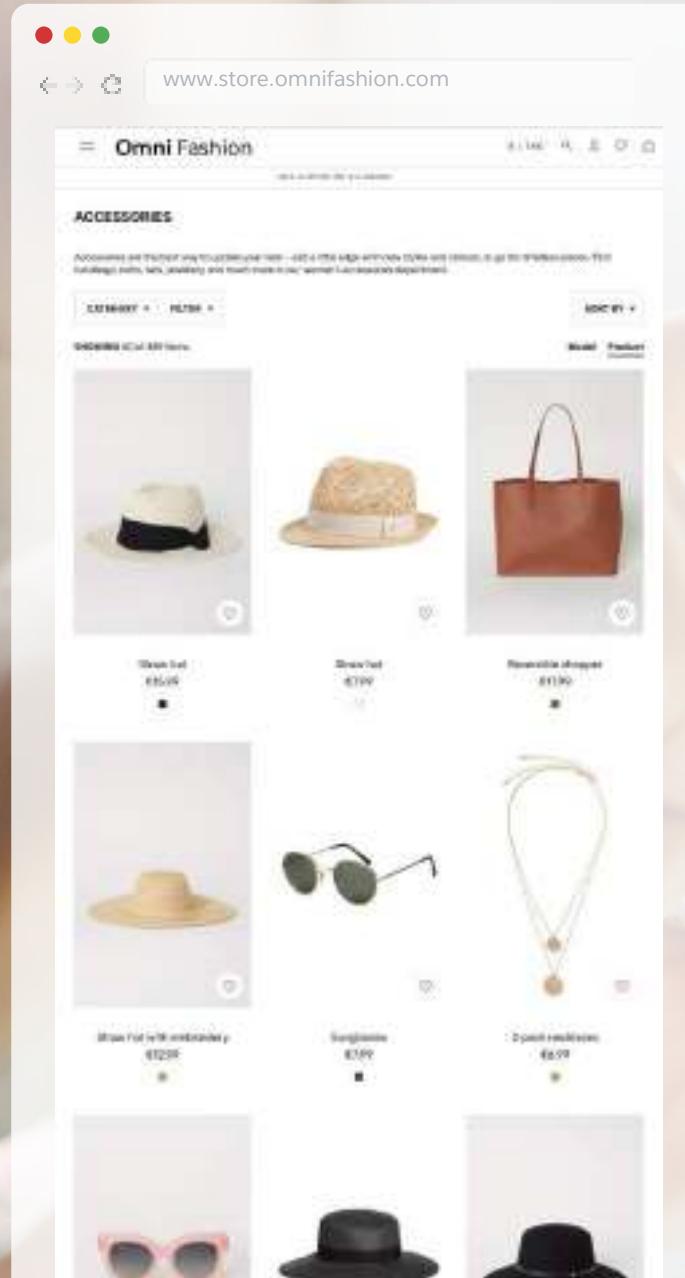
- ▲ Addressable/Realized Reach
- ▲ Customer Database Growth
- ▼ Cost Per Acquisition



# Xiu searches the site

Although she's mostly interested in dresses, Xiu browses other product pages to get a feel for what Omni Fashion has to offer.

She checks out bags, wallets and shoes.



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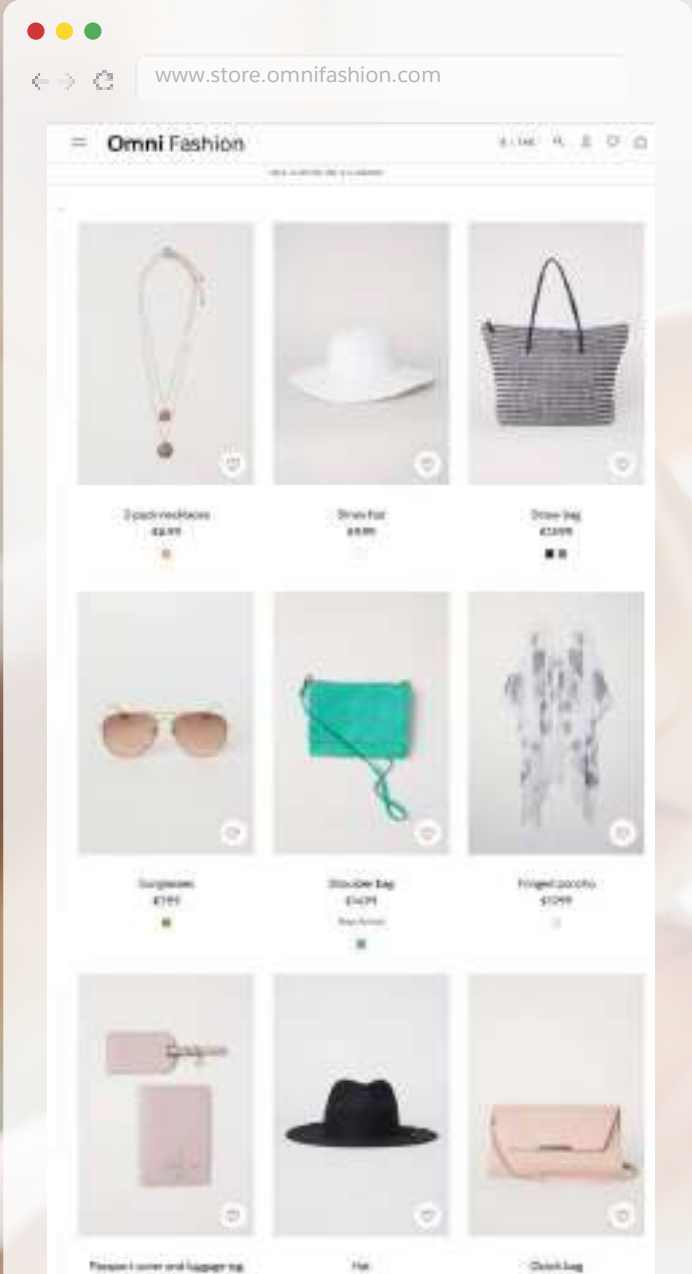


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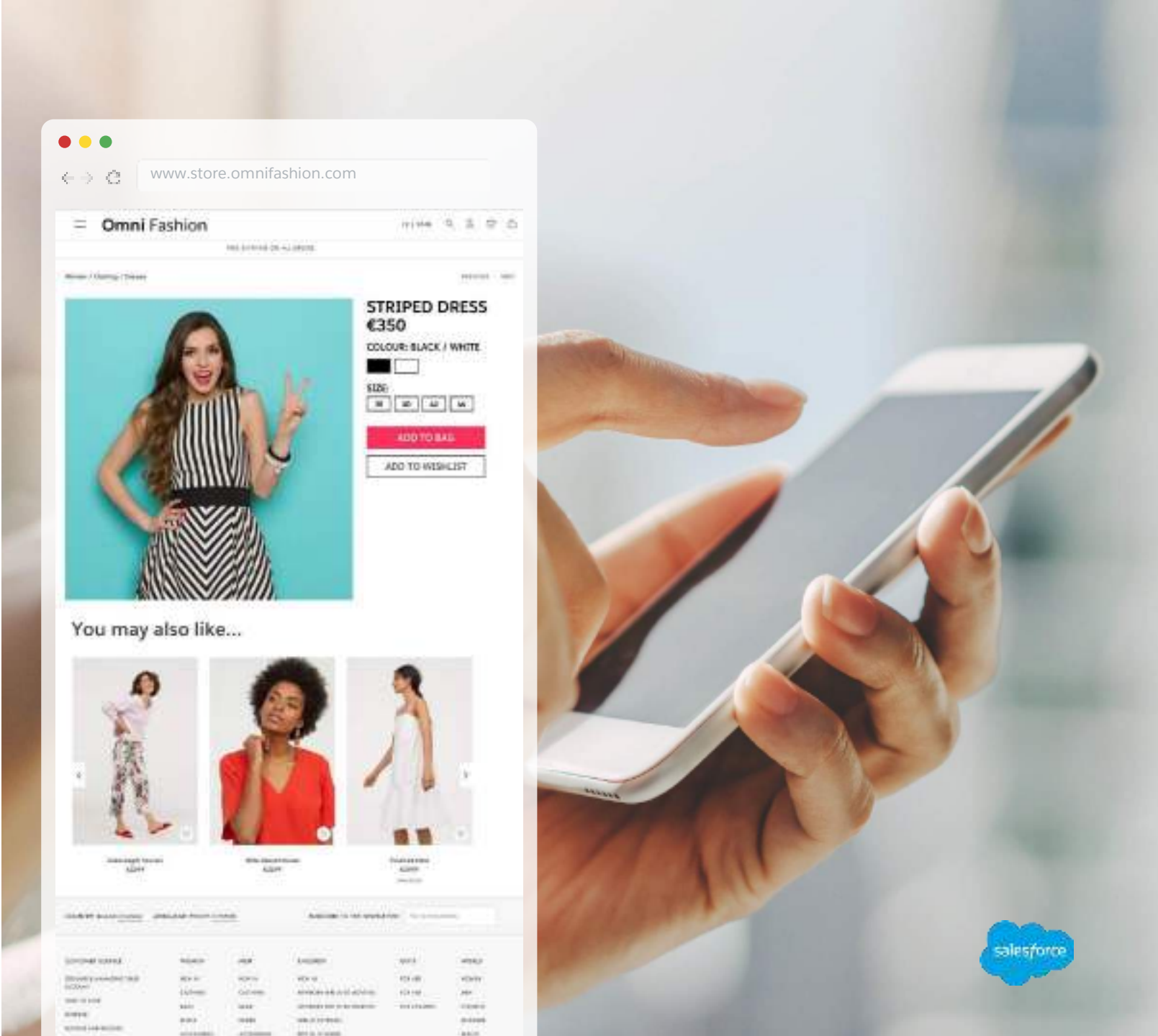
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# Xiu searches the site

Xiu ends up back on the Women's Dresses product page and thinks she's ready to make her choice.

She likes the Striped Dress here and is about to add to her shopping cart.



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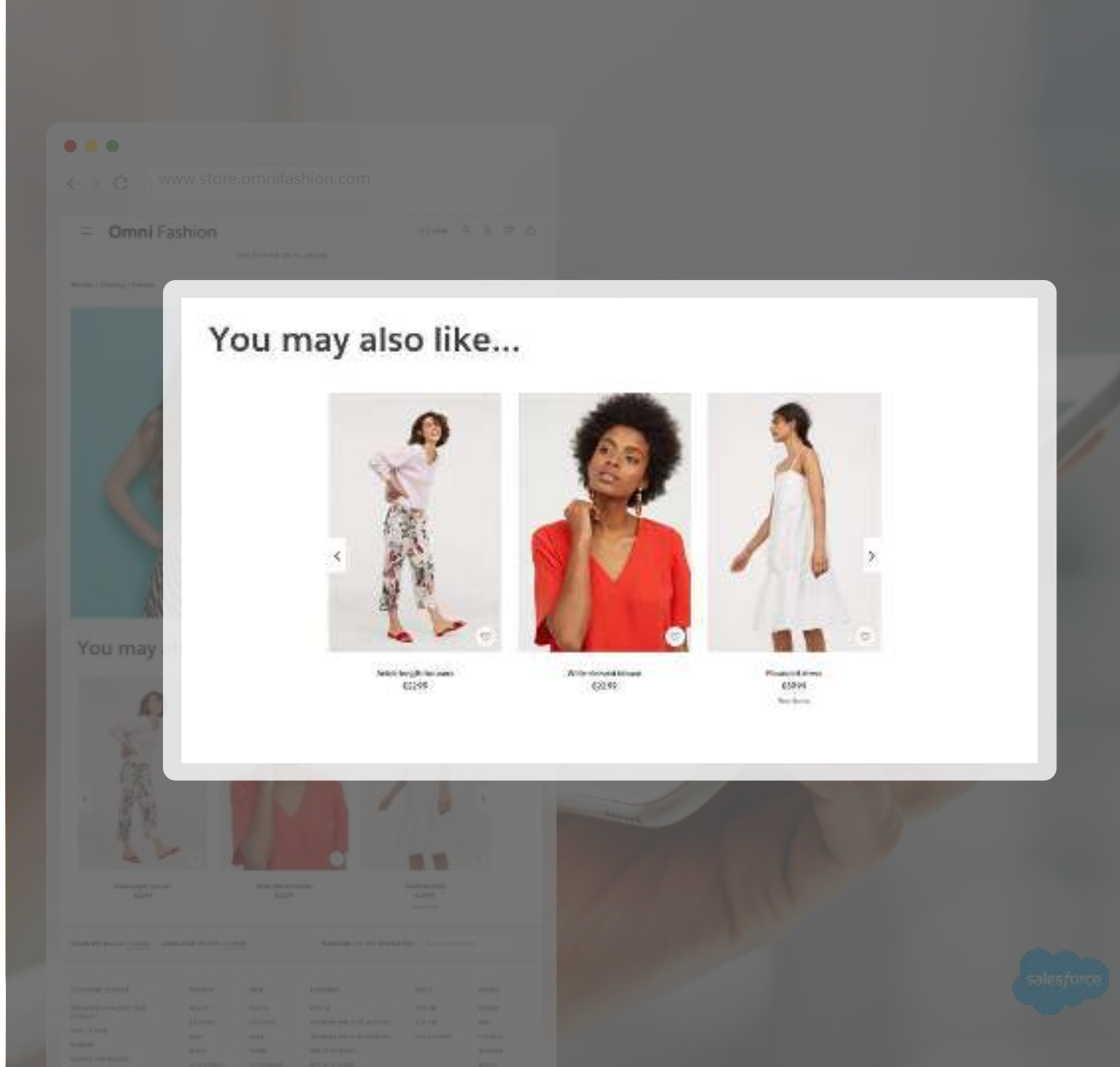


# Xiu searches the site

Xiu ends up back on the Women's Dresses product page and thinks she's ready to make her choice.

She likes the Striped Silk Dress here and is about to add to her shopping cart.

Xiu sees a personalised product recommendation for other items she might like



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# Xiu searches the site

The “Striped Dress” really catches her eye, so this time, she chooses her size and adds it to her shopping cart.

Powered by Salesforce for Retail



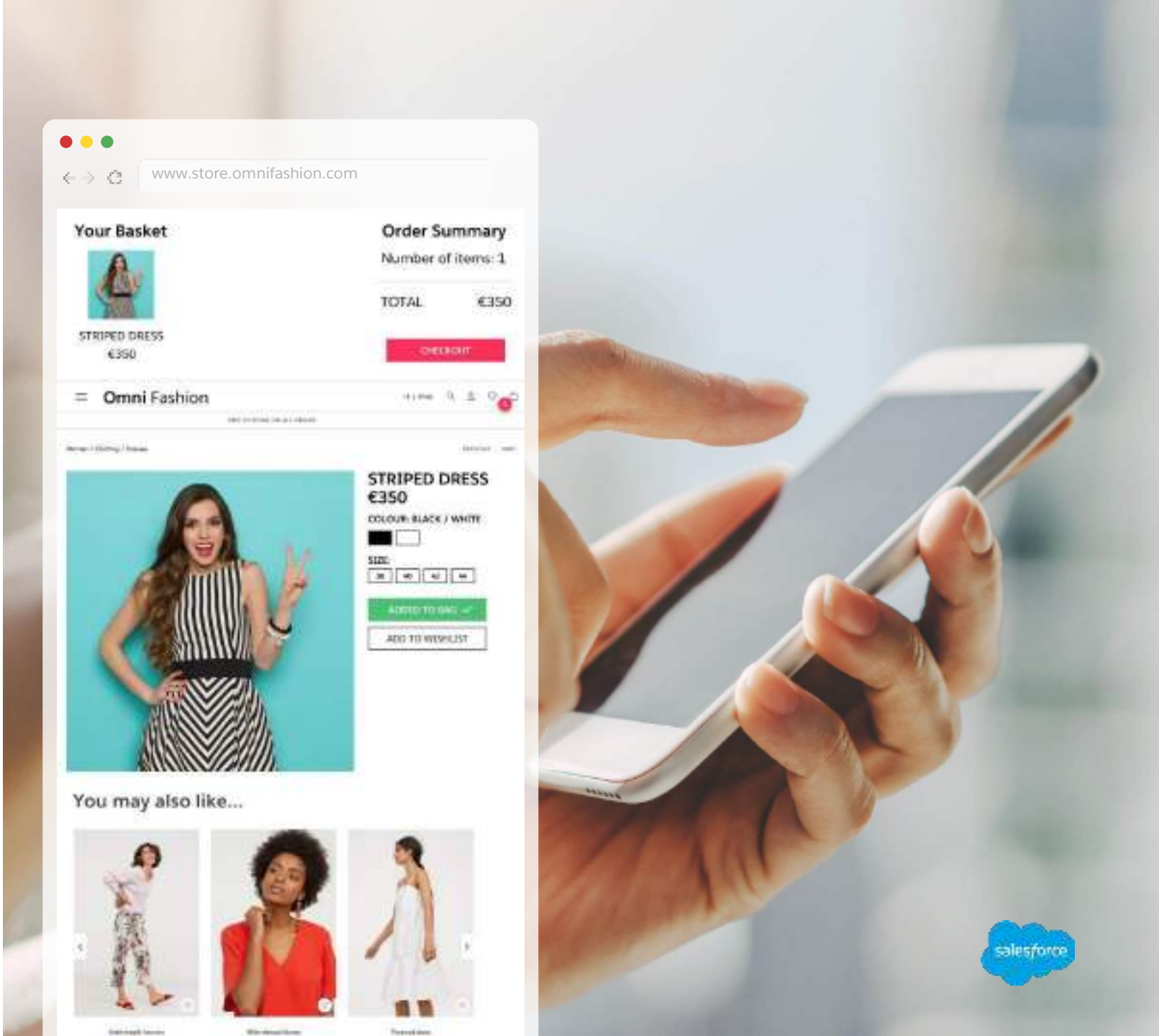


# Xiu searches the site

Xiu has added her dress to the cart and decides to proceed to check out.

As she is about to checkout, she is prompted to log in with her Facebook account.

Powered by Salesforce for Retail



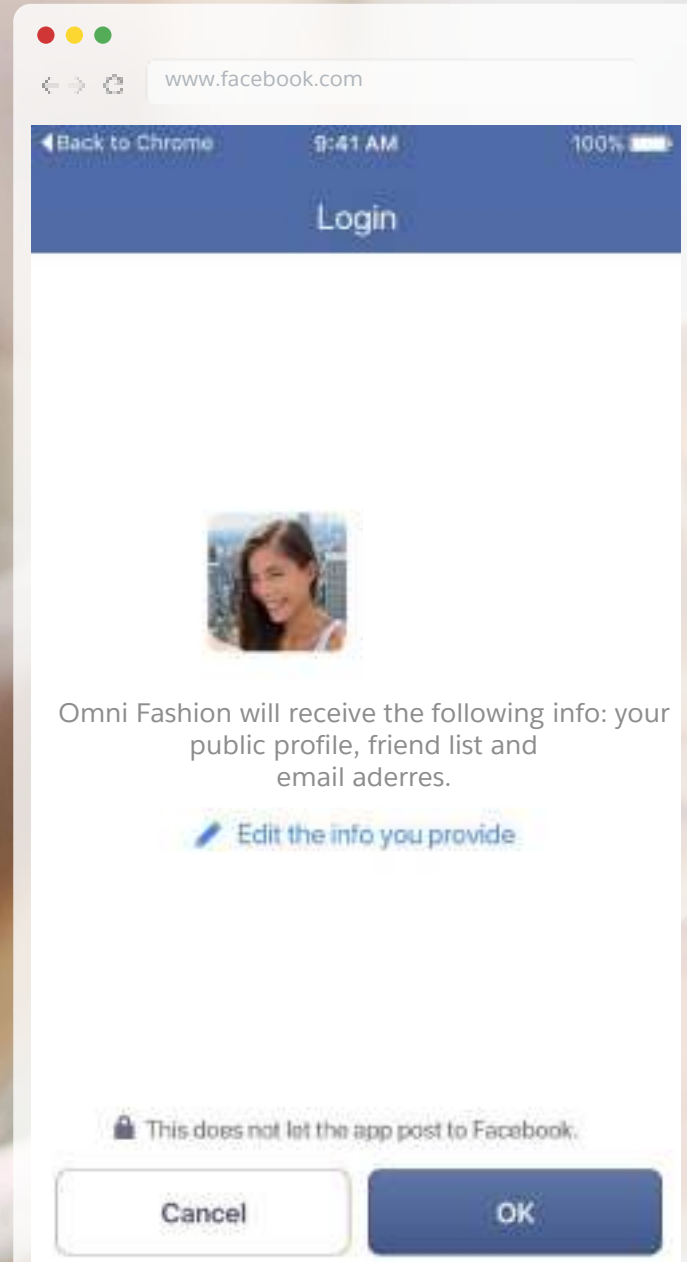
# Xiu searches the site

Xiu has added her dress to the cart and decides to proceed to check out.

As she is about to checkout, she is prompted to log in with her Facebook account.

Turns out she was already a customer!

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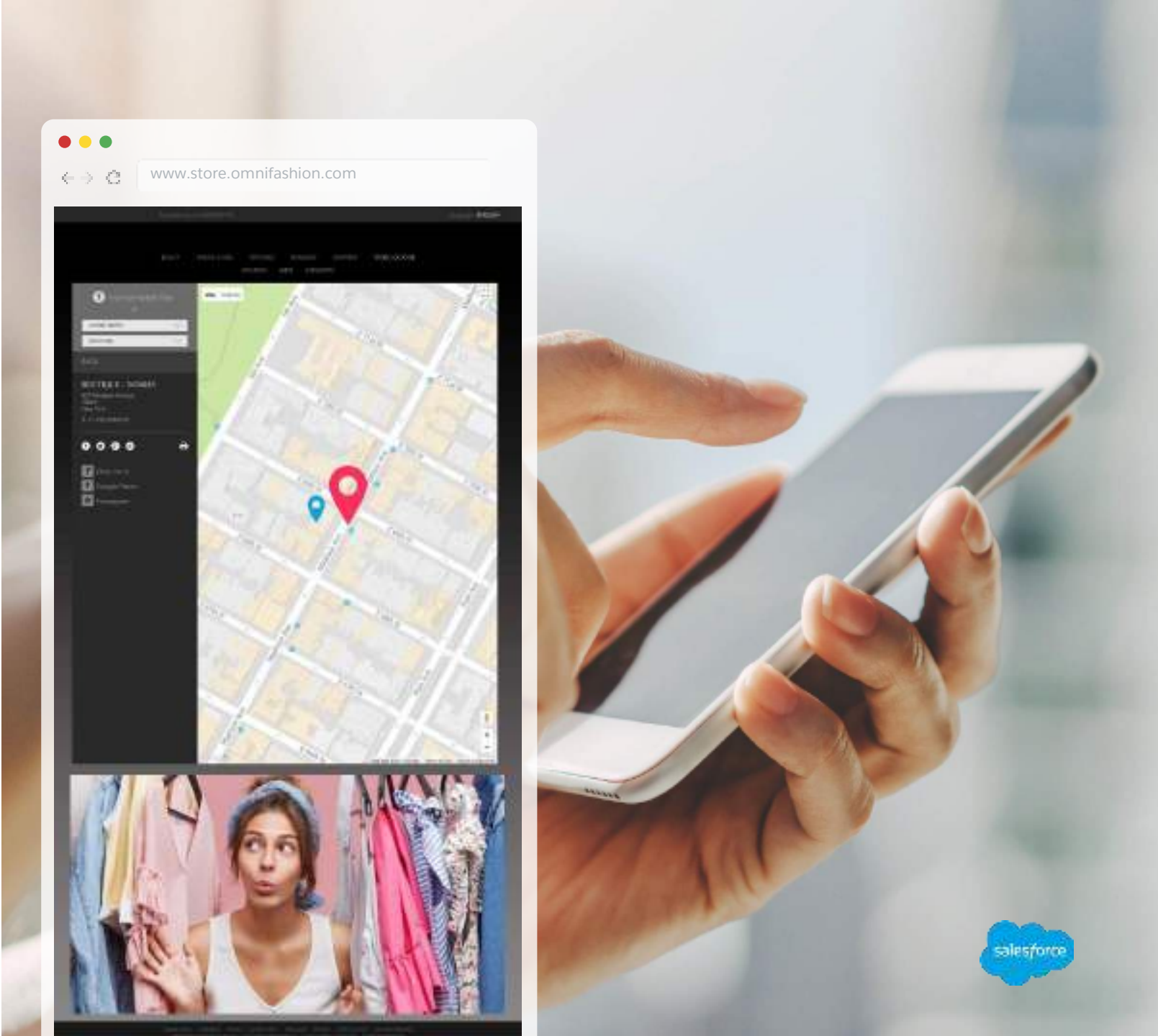


# Xiu searches the site

Xiu's luggage will be most certainly full, therefore she decides to take the option of Pick up in store.

She selects the boutique on Madison Avenue, conveniently located near her hotel

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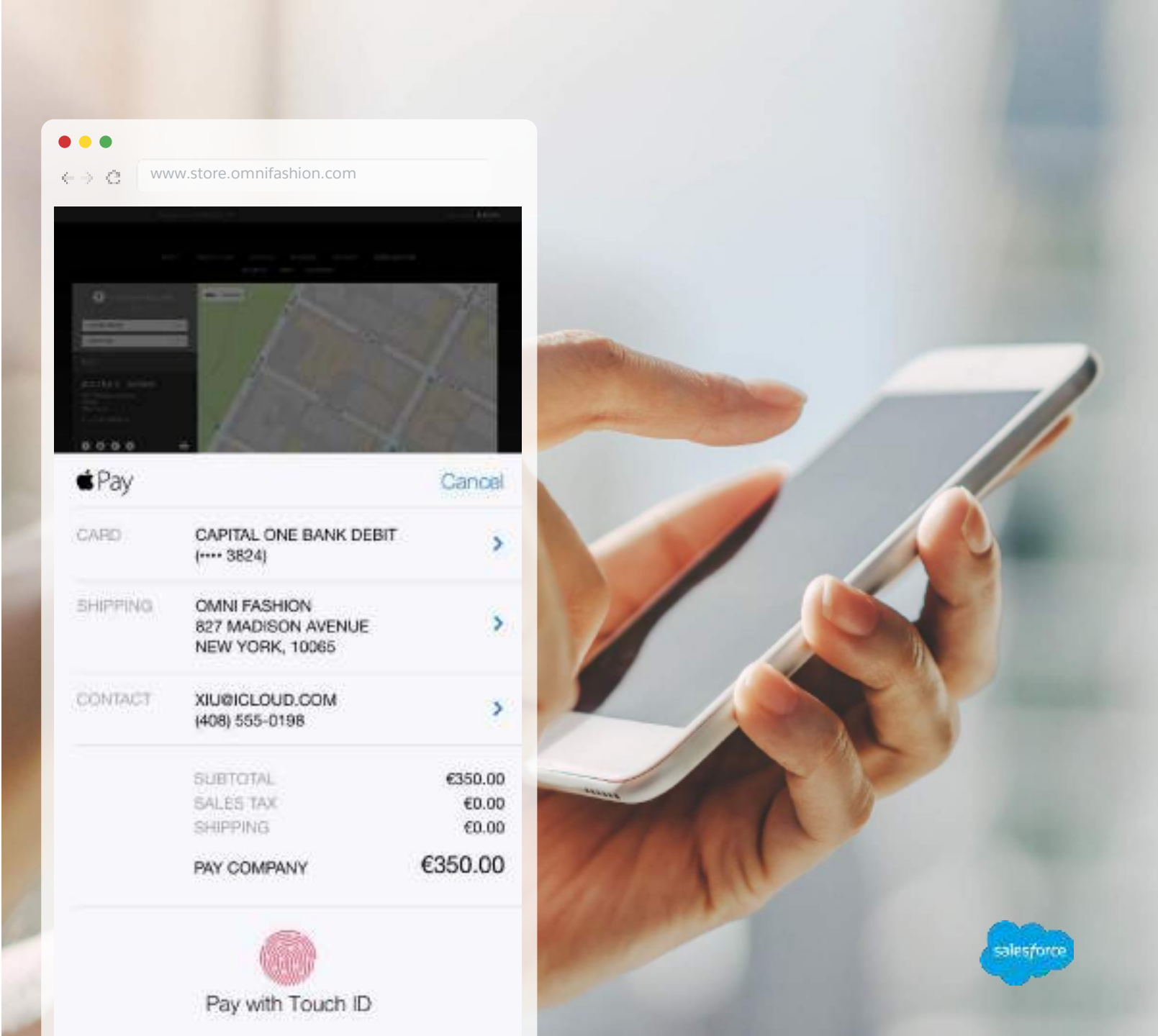


# Xiu searches the site

And because she is on her phone, Xiu can take advantage of ApplePay to complete her purchase.

This allows her credit card information to be automatically populated for her! So much easier than typing!

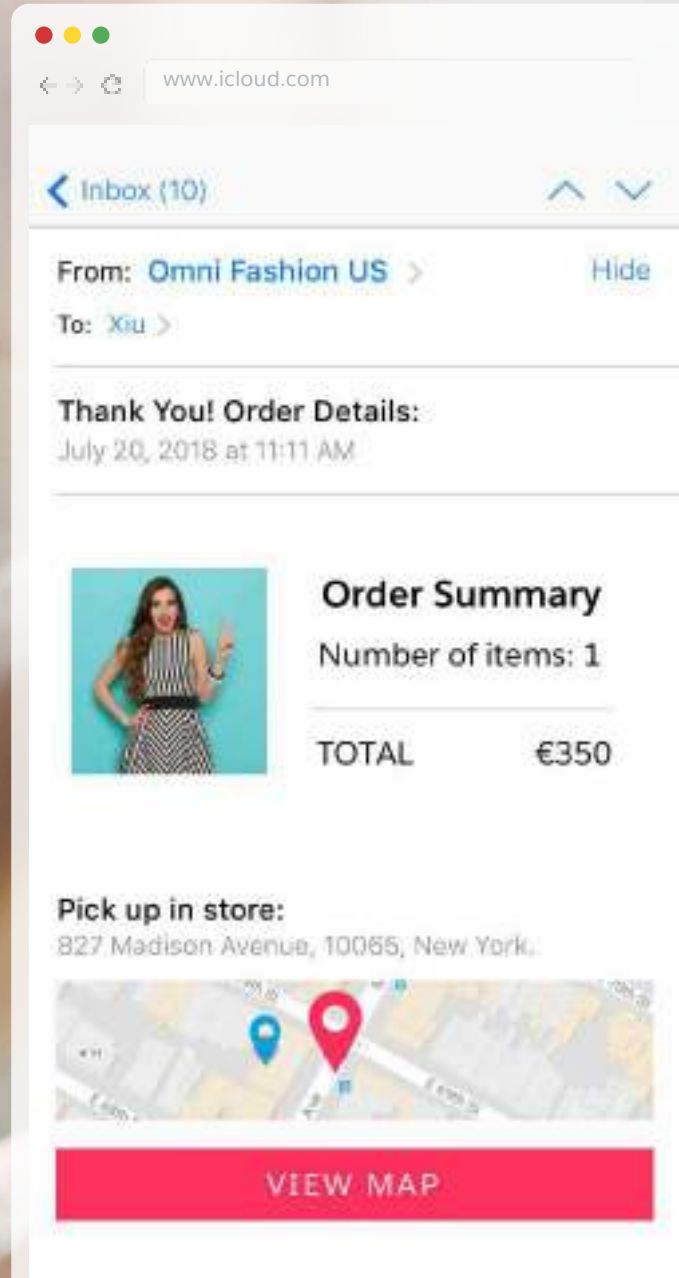
Powered by Salesforce for Retail



# Xiu searches the site

After her ApplePay purchase, Xiu receives an order confirmation email from Omni Fashion, so she knows everything was processed correctly.

It also includes details of where to pick up her order.



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# PERSONA XIU

---



# Coach is a Trailblazer

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2.5M

Instagram  
followers



# Unified Commerce

25%

## INCREASED TRAFFIC VOLUME

SEO optimization, campaign management, dynamic promotions

20%

## INCREASED CONVERSION

Single view of the customer, personalization, distributed order management

5%

## INCREASED AOV

Guided navigation, product recommendation

50%

## TIME TO MARKET DECREASE

Multi site/language, mobile and social support integration

- ▲ Online Traffic
- ▲ Conversion Rate
- ▲ Average Order Value
- ▲ Cross sell / Upsell
- ▲ Speed to Market

Source: Salesforce customer's experience





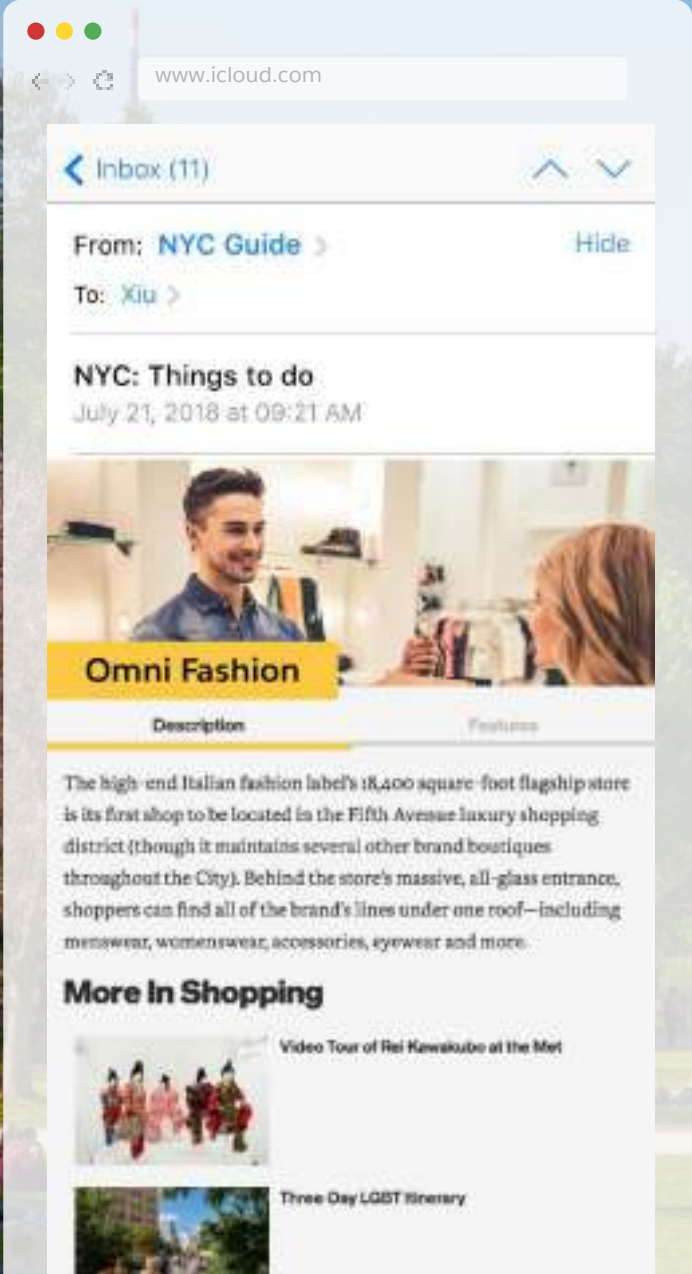
# While on a walk

After a day, Xiu is enjoying a brisk walk with her daughter.

She receives an email on her phone featuring things to do in NYC and relevant Omni Fashion content.

She really liked the tailored content and read some of the articles.

Powered by Salesforce for Retail



# While on a walk

Later that day, Xiu finally gets an SMS to let her know that her dress will be ready soon in the Omni Fashion NYC boutique.

The SMS also asks a question



Omni Fashion  
Hi Xiu, your dress will be ready to be picked up from January the 18th on in the NYC boutique. Andy will be there waiting for you.  
Are you already in NYC? Reply Yes/No.

XIU  
No

Omni Fashion  
Thanks Xiu. Are you travelling from Milan? Reply Yes/No.

XIU  
Yes

Omni Fashion  
Let us know your travel date & flight number and we'll be happy to meet you in MXP.

XIU  
20/01/2018 AZ2097

Omni Fashion  
Thank you, you're all set! Walk by our store in MXP and we'll surprise you!

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# At the airport

Xiu, Maurizio and Yu are at the airport.

Xiu seems to be more excited about the surprise from Omni Fashion more than her trip!

While they are in the business lounge, Xiu asks her husband to take care of Yu - but Yu wants to go with her mom.



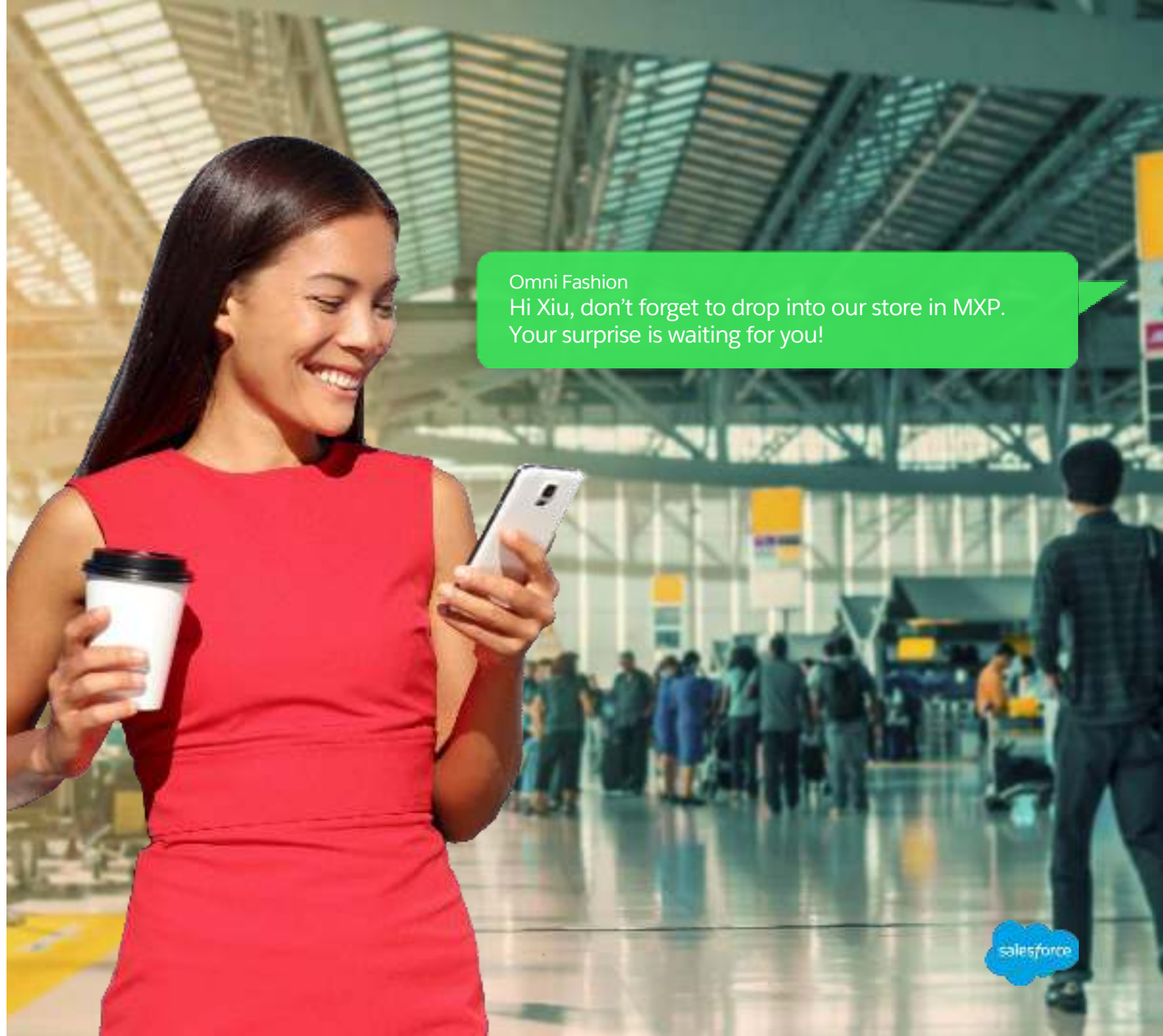
Powered by Salesforce for Retail



# At the airport

Xiu gets a text from Omni Fashion reminder her to walk by the store and ask for the store manager Michelle.

She doesn't need a reminder... Xiu has been thinking about it all morning!



Powered by Salesforce for Retail



# At the airport

Xiu and Yu walk by the store and Michelle is waiting for her.

Michelle, the store manager, knows a few things about Xiu. But one thing she didn't know was that she had a beautiful daughter - Yu!



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# At the airport

Michelle surprises Xiu and Yu, as every Omni Fashion advisor does and surprises them by giving them this brand new iPhone cover with Omni Fashion logo!



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# Enriching Customer Profile

When they leave the store, Xiu's profile is enriched with important information.

She has a beautiful 4 year old daughter who is a fashionista!

She loved the iPhone cover in pink.

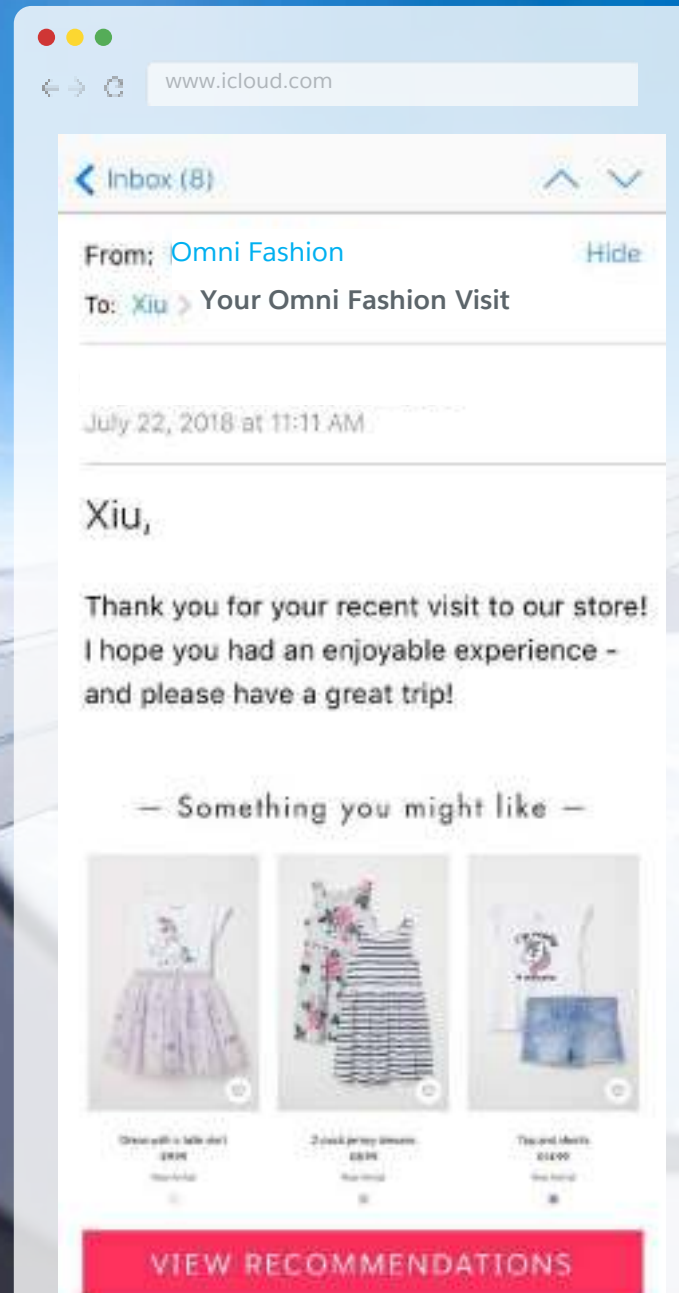
Powered by Salesforce for Retail



# On the plane

Xiu gets a nice email while travelling in business class.

It thanked her for her visit to the store today. Within this email, there are some product recommendations for her.



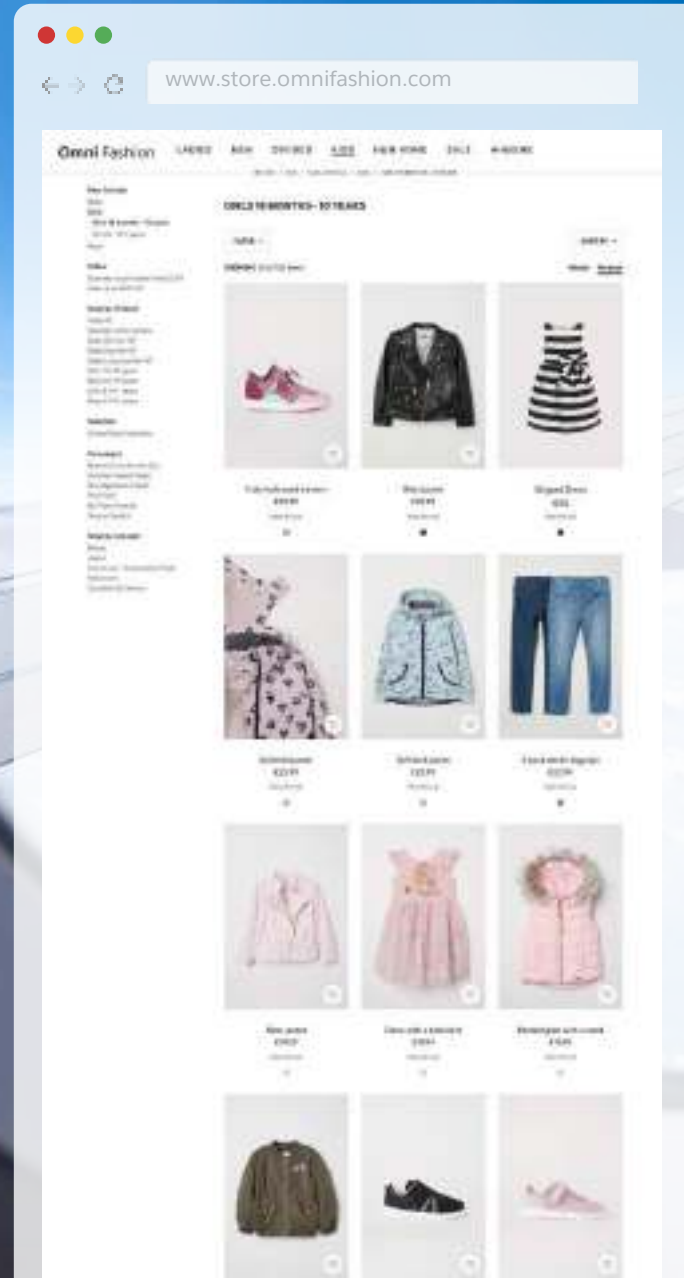
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# On the plane

She is surprised to see a Omni Fashion children's collection. Xiu had no idea it existed!

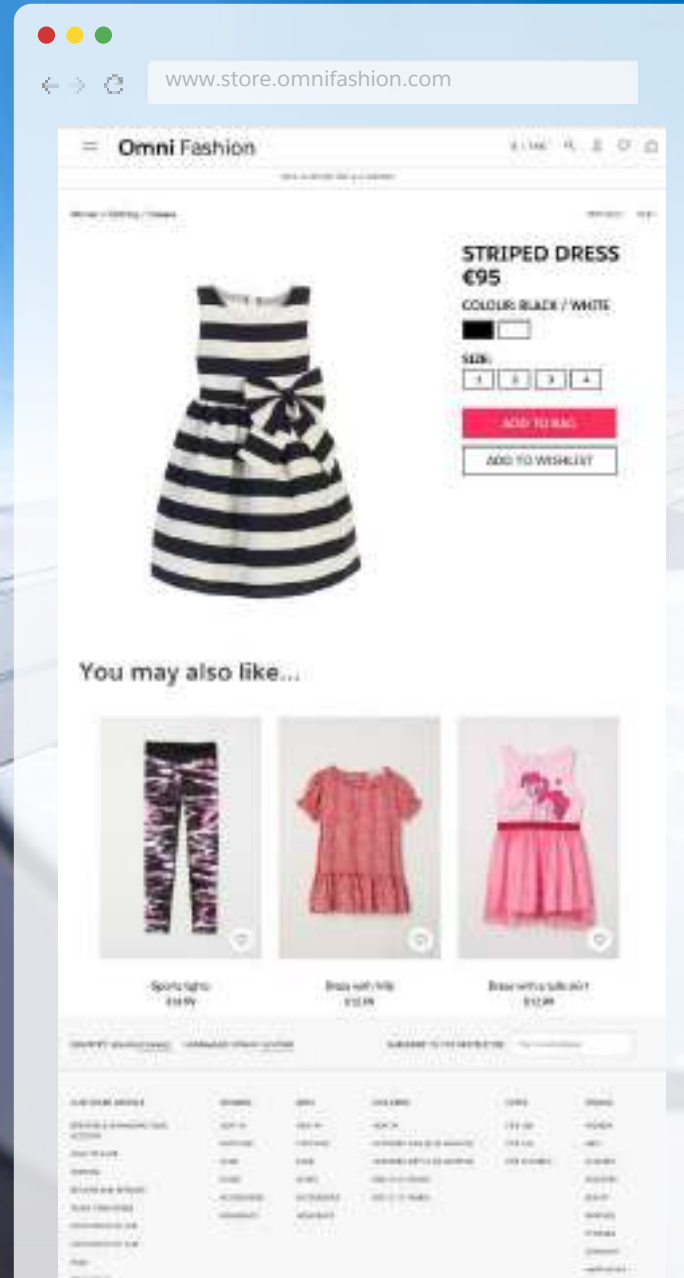


Powered by Salesforce for Retail



# On the plane

She immediately clicks on the mini version of the dress she has just bought and falls in love!



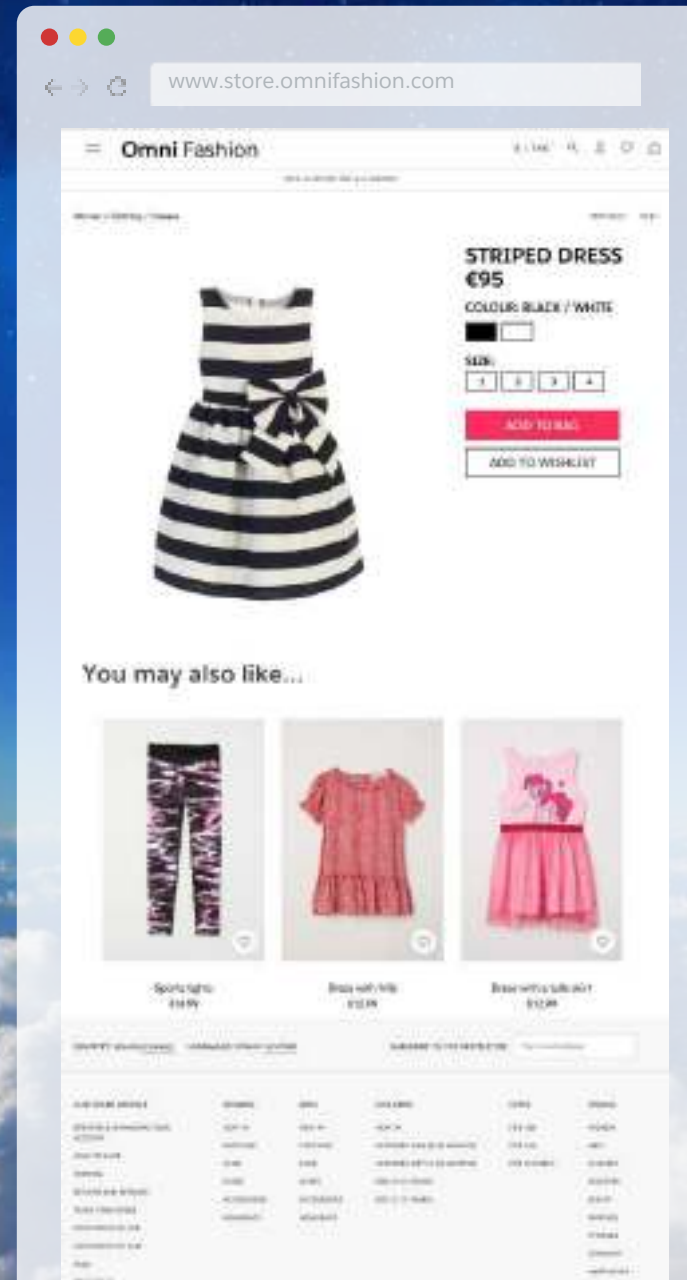
Powered by Salesforce for Retail



# On the plane

Wow, this is very interesting. After spending half an hour browsing the categories she becomes an expert.

Now she is very tired and falls asleep.



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# PERSONA XIU



**Builder**

ENTRY SOURCES

- Audience
- API Event
- CloudPage
- Salesforce Data
- Event

ACTIVITIES

Messages

- Send SMS
- Send Push
- Send Email

Advertising

- Ad Audiences

Flow Control



# 1:1 Engagement

**50%** OF CUSTOMER INTERACTIONS happen during a multi-event, multi-channel journey.\*

**140%** MORE SUBSCRIBERS reached when coordinating email & ads, according to a Salesforce study

**22%** MORE LIKELY TO PURCHASE for email openers who also saw ads

- ▲ Online/In-Store Traffic
- ▲ Buyer Reach
- ▲ Customer Engagement
- ▲ Conversion Rates
- ▲ Average Order Value
- ▲ CSAT/NPS
- ▲ Speed to Market
- ▼ Inventory Holding Costs

\* McKinsey & Company, Customer Journey Transformation, September 2013



Enrichment



Free Gift



Social



Google Search



Ads



Email



Browse



E-commerce



# In New York City

Today is a busy day with lots of things to do.

Xiu is enjoying the child minding service in the hotel. She suggests to Maurizio that Yu stays with the minder while they shop at the Omni Fashion store.



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# In New York City

Xiu has decided that her husband needs a brand new suit for the Gala Dinner. She suggests a nice Omni Fashion suit...

Maurizio is reluctant to shop at Omni Fashion. But he wants to spend time with his wife.

They leave Yu with the child minder and make their way to the store.



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# In the Boutique

Fortunately, the store is just five minutes walk from the hotel.

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# In the Boutique

Xiu enters the store and Andy the store assistant is there waiting for her with a glass of champagne.

He signals to a runner to go grab her dress and directs Maurizio to another advisor that will take care of him.

Andy keeps talking to Xiu and asking her about her trip!

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# Another Surprise

While they are waiting for the runner to bring out Xiu's dress, Andy shows her some items which are recommended for her.

Since we know she was looking at the mini version of her dress - Andy shows her this.

Xiu loves it! She has no doubt in her mind that she will buy this for her daughter.

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# Another Surprise

When Xiu leaves the store - Andy now has much more information about her that he can use to enrich her customer profile.

This is useful information for the marketing team!

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# Meanwhile with Maurizio

An Advisor walking with him showing the latest and the greatest for his style.

Maurizio is surprised to see so many things that he would wear.

He tried something but as his wife Xiu was so fast, he decides to leave.

The advisor simply ask for his phone number which he give to him.

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# SMS Confirmation

When Xiu leaves the store, she gets an SMS notification from Omni Fashion.

Omni Fashion  
Hi Xiu, thank you for your visit today. Enjoy NYC, let us know if you need anything else. From Andy.


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# SMS Confirmation

When Xiu leaves the store, she gets an SMS notification from Omni Fashion.

Maurizio also receives an SMS, with a call to action.



Omni Fashion  
Hi Maurizio, thank you for your recent visit to our store. Help us give you the best experience with Omni Fashion by telling us a bit about yourself:  
<https://omnifashion/newcustomer>

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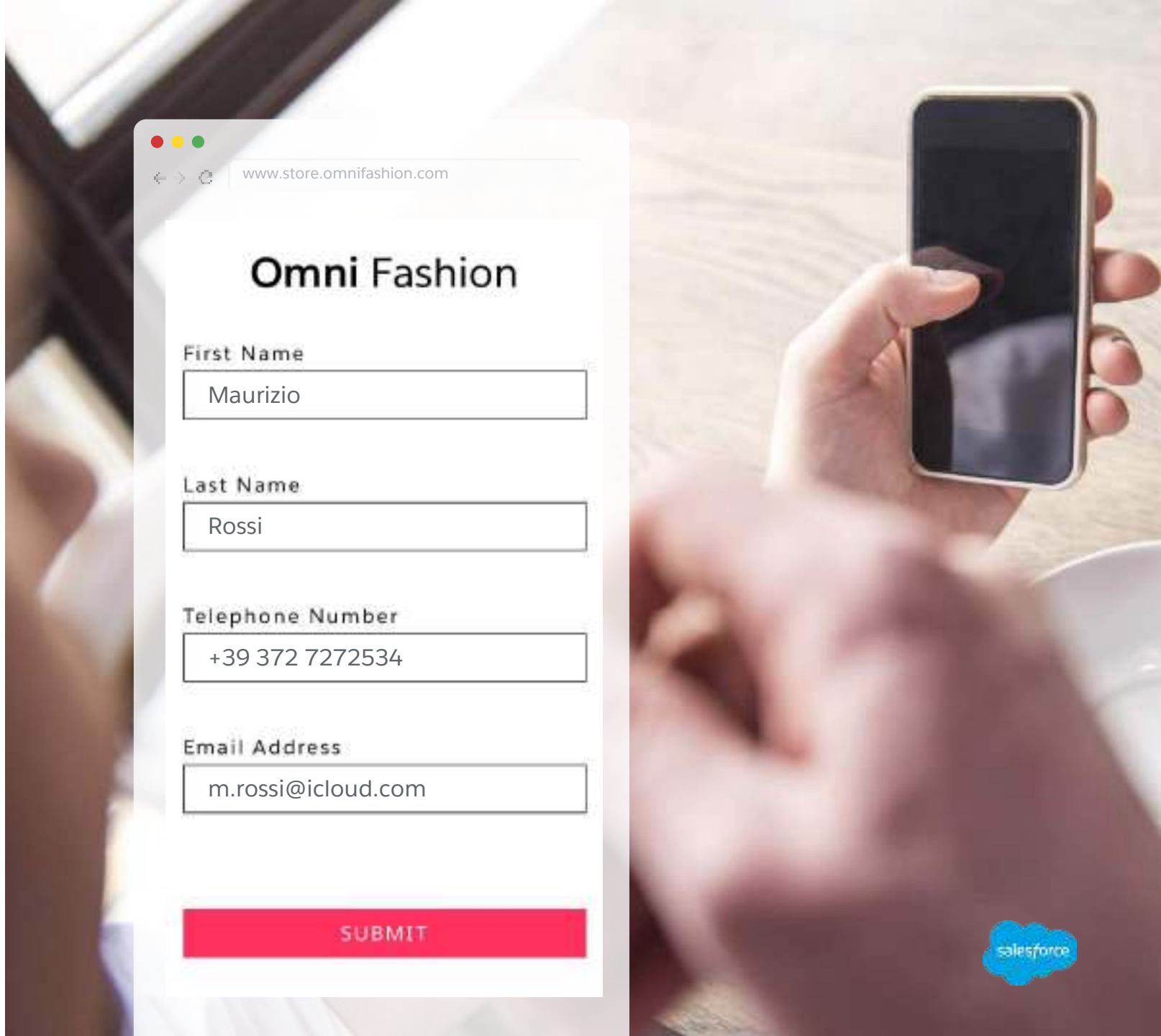


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# New Customer

Maurizio was impressed by the range of clothing in store and the experience.

While grabbing a coffee, he fills in the new customer form to improve his Omni Fashion experience.



www.store.omnifashion.com

## Omni Fashion

**First Name**

**Last Name**

**Telephone Number**

**Email Address**

**SUBMIT**

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# Back In The Room

Xiu is excited to let her beautiful daughter try on her new dress.

It's almost perfect... if only she could make it about 2cm shorter...



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# Back In The Room

Xiu looks at her mobile, and remembers the previous SMS from Omni Fashion.

She begins to type and contacts Andy.



XIU

Andy, I need a tailor for the mini dress I just bought for my daughter. It's too short and she needs to wear it tonight for the Gala Dinner!

Omni Fashion

Hi Xiu, no problem. I'm organising that for you right now. What is your address so I can send the tailor over to you?

XIU

I'm at the Athena Hotel - Room #235

Omni Fashion

Brilliant thank you. You are booked in. A tailor will be over to your room within 30 minutes.

XIU

Amazing service - thank you so much Andy!!

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# Tailor Arrives In Room

The tailor arrives in the room and within minutes, the dress is fixed.

She does a stellar job and Xiu is so happy with the results!



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# Rate Our Service

Once the tailor leaves, Omni Fashion text Xiu to see how her experience was.

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Omni Fashion  
Hi Xiu, I hope you enjoyed the experience. How would you rate the experience from 1 to 5? 1 being bad and 5 being outstanding.

XIU  
5

Omni Fashion  
Amazing. Thank you! How would you rate the NYC store experience? Again, from 1 to 5.

XIU  
5

Omni Fashion  
Thank you! How would you rate the MXP store experience? Again, from 1 to 5.

XIU  
5

Omni Fashion  
Thank you! Have a fantastic time at tonight's Gala!

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# PERSONA XIU



# Clienteling & Employee Apps

Engage and empower everyone

Personalize in-store interactions with clienteling

Accelerate productivity with instant access to insights

Build custom, connected apps



SUITSUPPLY



PartyCity



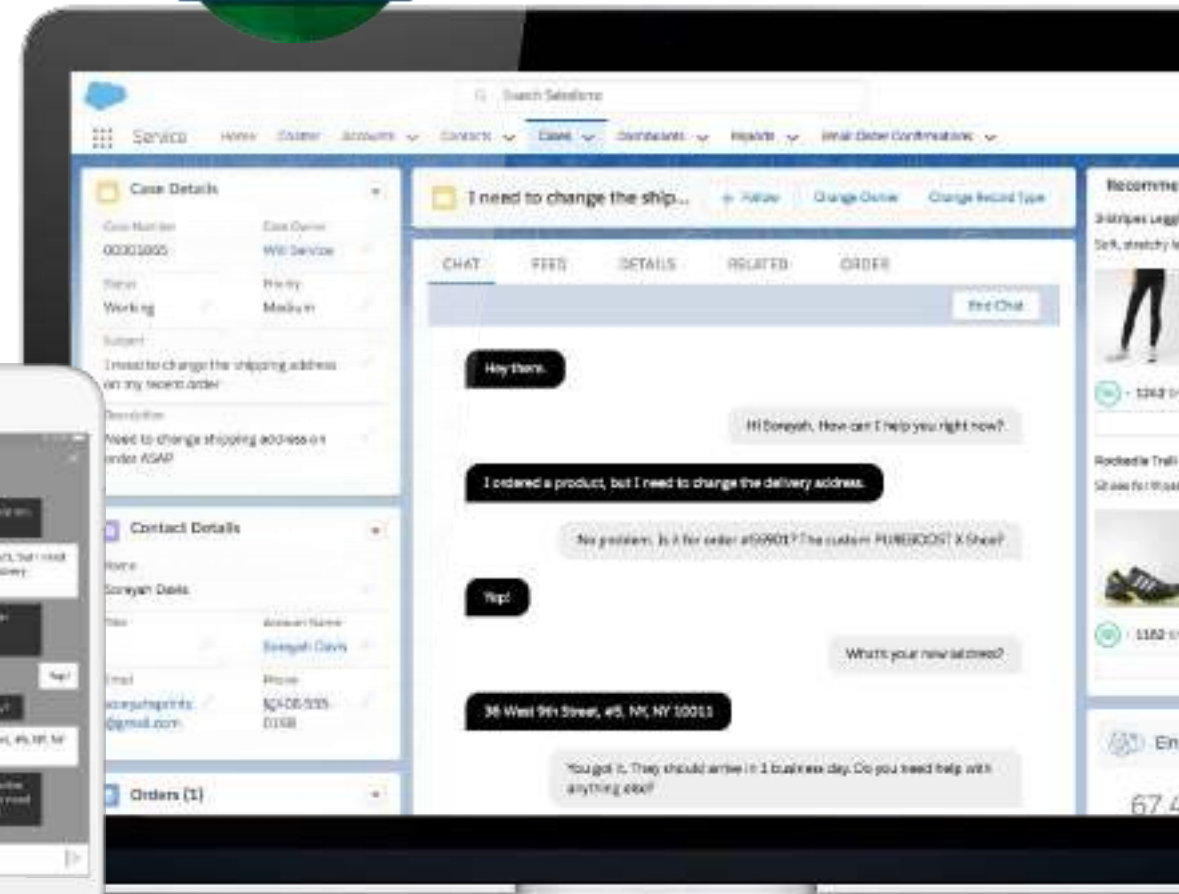
# Any Channel Service

Deliver faster, smarter shopper service

Engage across every channel

Transform service interactions to smart experiences with AI

Empower shoppers to find answers – fast



# Connected In-store Experience

**23%** **INFLUENCED & DRIVEN IN-STORE**  
retail consumers who engage with relevant  
digital communications

**73%** **CONVERT IN-STORE**  
when influenced with digital engagement\*\*

- ▲ In-Store Traffic
- ▲ In-Store Customer Conversion & Order Value
- ▲ Store Associate Productivity

\*\* The New Digital Divide, Retailers, shoppers, and the digital influence factor, Deloitte Development LLC 2014





# Personalized Customer Experience

50-75% **CHEAPER SERVICE CHANNEL**  
SMS over voice

81% **PREFER TO SELF-SERVE**  
before dealing with a service agent\*\*\*

- ▲ Service Staff Productivity
- ▲ First Call Resolution
- ▲ Case Deflection
- ▲ CSAT/NPS/CES
- ▼ Avg Case Handle Time

\*\*\* HBR <https://hbr.org/2017/01/kick-ass-customer-service>



# At The Dinner

Xiu and Yu are the center of attention at the Gala. Everyone is looking at them and talking about how beautiful they look!

The whole family gather to get a picture!



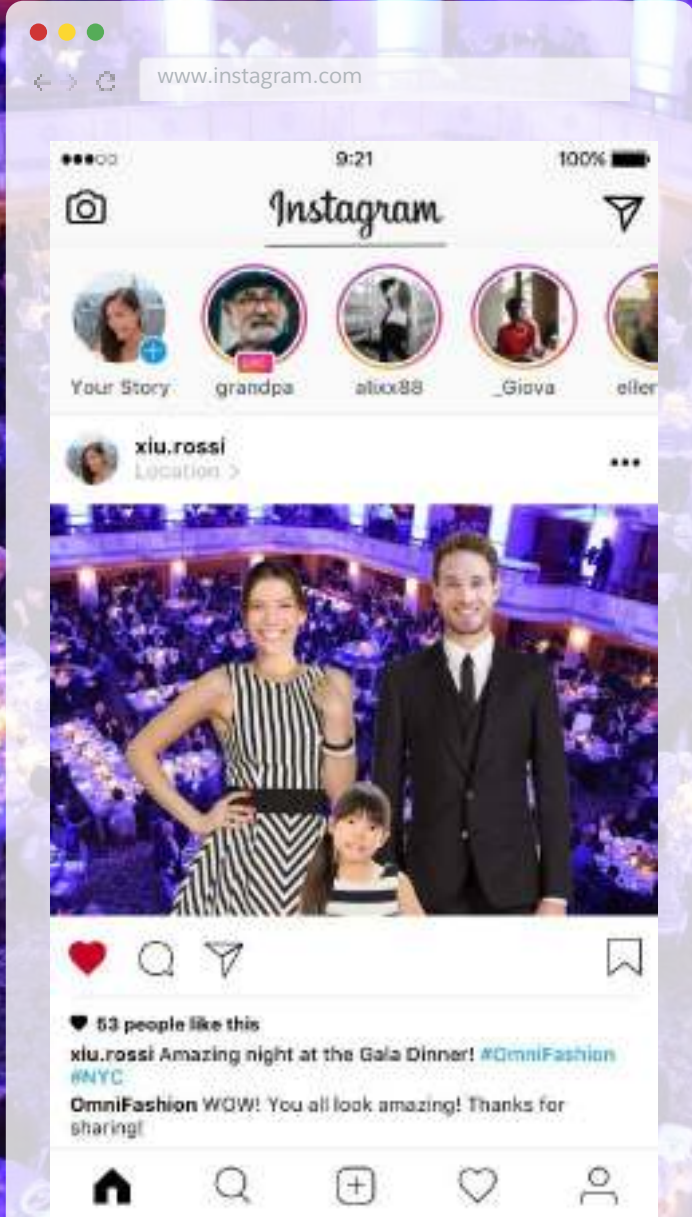
Powered by Salesforce for Retail



# At The Dinner

Xiu posts the picture to her Instagram account.

Omni Fashion responds, telling them how amazing they look! Omni Fashion have earned Xiu as a customer for life.



Powered by Salesforce for Retail



# HOLISTIC CUSTOMER JOURNEY

## XIU & MAURIZIO

CUSTOMER



## MARIO & ANDY

STORE ASSOCIATE



## ALYSSA

CUSTOMER SERVICE AGENT



UNAWARE

AWARENESS

PURCHASE ONLINE

IN STORE  
EXPERIENCE

SERVICE

ADVOCACY

Omni  
Fashion

+



*Thank you!*


















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# Vision to Value

T H E P A T H T O S H O P P E R F I R S T

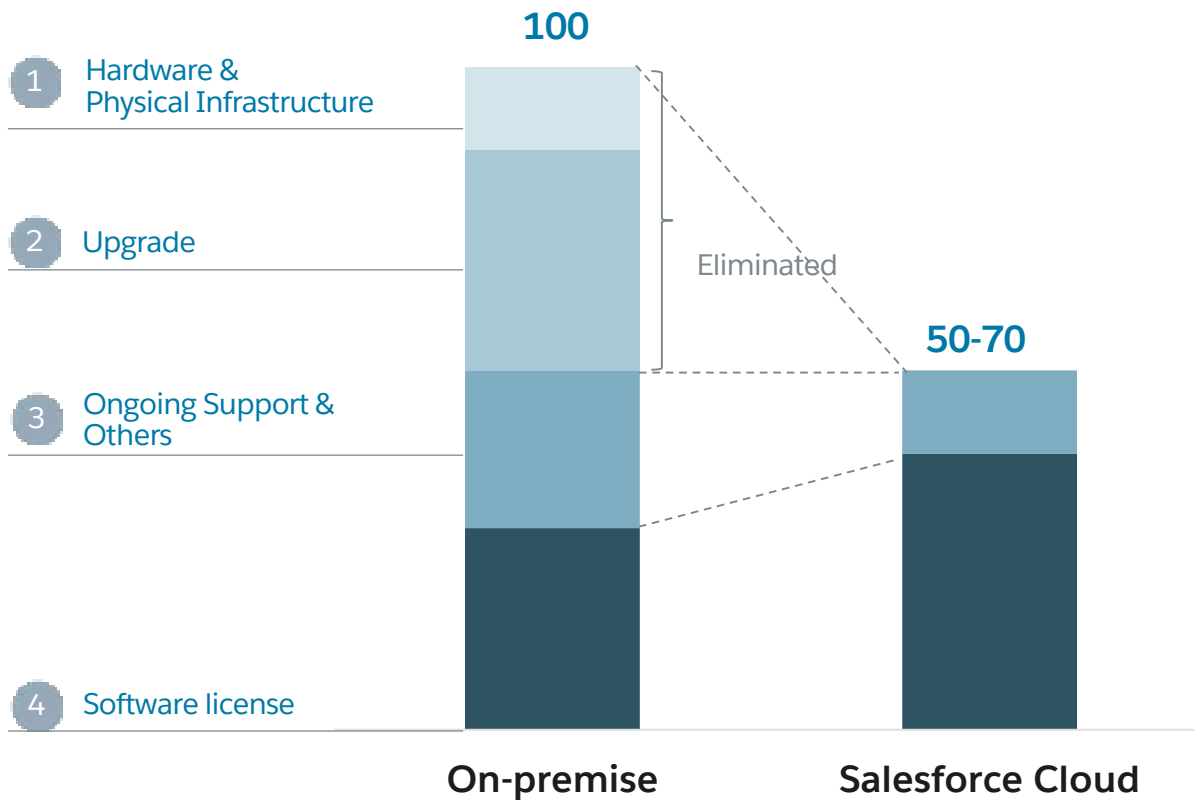
Mauro Tardito

# Salesforce provides concrete benefits to our customers

| Area   | Goals   | Drivers   | KPIs examples   | Salesforce enablers (examples)   | Potential KPI improv. (%) |
|--|---|---|---|--|---------------------------|
| <br><b>Increase Revenue</b> | <br>Drive mktg effectiveness |  Customer engagement         | ▲ Email open Rate<br>▲ CTR and Conversion rate<br>▲ Advertising ROI | Omnichannel customer journeys<br>Personalized messages<br>Integrated advertising   | 20-25%                    |
|  | <br>Drive Online Sales       |  Website traffic             | ▲ Visitors<br>▲ Page visits   | Search Engine optimization<br>Personalized recommendations<br>Guided navigation<br>Dynamic Promotions & Campaign<br>All Channels, Brands and Geos  | 40-60%                    |
|  |   |  Customer Engagement         | ▲ Conversion rate   |  | 40-60%                    |
|  |   |  Basket Size                 | ▲ Average Order Value (AOV)   |  | 20-30%                    |
|  | <br>Drive In store Sales     |  Store traffic               | ▲ Footfall traffic  | 1-to-1 distributed communication<br>360' customer view<br>Personalized shopper engagement<br>Personalized recommendations<br>Omnichannel inventory | 3-5%                      |
|  |   |  Customer Engagement         | ▲ Conversion rate   |  | 5-10%                     |
|  Basket Size               |   | ▲ Average Order Value (AOV)   | 5-7%  |  |                           |
| <br><b>Decrease Costs</b> | <br>Drive Efficiency       |  In store efficiency       | ▲ Store associate productivity<br>▼ Store associate ramp-up time    | Store operations management<br>Collaboration tools   | n.q.                      |
|  |   |  Contact center efficiency | ▼ Agents efficiency<br>▼ Number of call reduction                   | Low cost channels (self service, bot)<br>Predictive tools for agents   |                           |

# Salesforce adoption can also enable strong savings on the running cost of CRM applications

5-Year TCO Cost Comparison [total on premise = 100]



## Salesforce Cost Reduction Rationale

- 1 **Salesforce will not require the use of any existing on-premise virtualized hardware environment**, eliminating costs related to maintaining servers and storage, data center facilities, and network (RAS, routers, etc)
- 2 **Three seamless, automatic upgrades each year with customization and integration performed by Salesforce**, in comparison to the requirement of significant time and investment for upgrades on the On-Premise Siebel solution
- 3 **Reduction in required support hours driven by the elimination of infrastructure complexity**, reducing costs in the area of resources, training, development, and governance efforts
- 4 **Avoid infrastructure license & hosting fees** for databases, operating systems, security systems, business continuity, performance management; However, overall cost is slightly higher with Salesforce license premium

1) Average SFDC support structure = 1 Sys Admin : 2,000 users, 1 BA : 2,000 users, 1 Developer/QA : 3,000 users.





# How we could make this specific for you: our approach

## 1-to-1 interviews with business owners

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## Design thinking workshop

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# The deliverables – that can be adapted to your needs

## Personalized holodeck



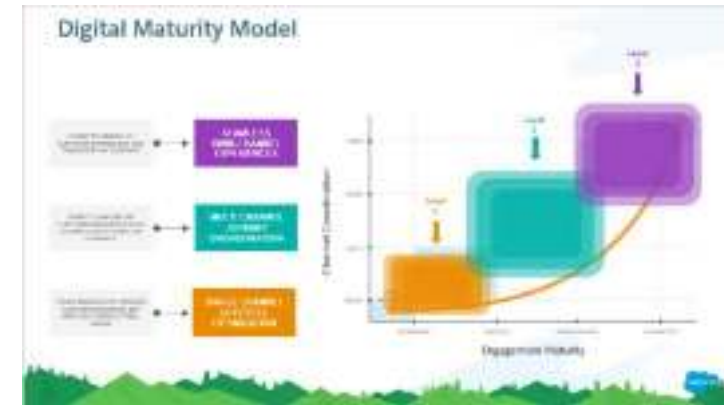
**Meet Xiu**

“  
Xiu is a Chinese Member Services leader in China, with 10 years of experience and 10+ years in the industry.  
She spent most of 2018 in the US, working for the Q&A team in the US.  
Her background is focused on helping the US and Europe.”

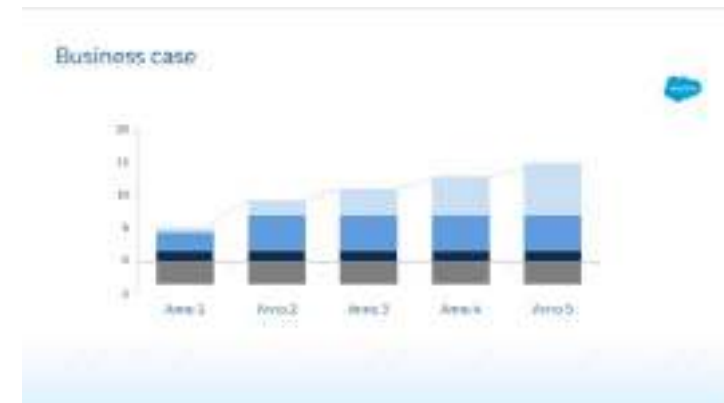
## Roadmap



## Digital maturity model



## Business case



THANK YOU



# dreamforce®

September 25 – 28, 2018 | San Francisco, CA



## Calling all Trailblazers

Register today: [www.dreamforce.com](http://www.dreamforce.com)

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