JAVELIN GROUP ADVISES THE WORLD’S LEADING RETAILERS AND BRANDS ON STRATEGIC RETAIL TRANSFORMATION

SPECIALISTS
Retail and consumer sector specialists

EXPERIENCED
Highly experienced team of 250+ consultants

VERTICAL
Vertical retail focus – strategy, operations and technology

CHANNELS
All channels – stores, ecommerce, omni-channel

GLOBAL
Global client list – the world’s leading retailers and brands

DIGITAL
Digital innovation at the heart of our work

ACCENTURE
Leading digital retail within Accenture Strategy

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DIGITAL RETAIL QUICK WINS INTRODUCTION

- Review the retail offer across all digital channels
- Clients choose from 20 modules in 4 categories
- Use proprietary framework & performance benchmarks
- Provide recommendations prioritised into roadmap
- Include actionable quick wins to implement immediately
- Quantified recommendations show sales uplift opportunity

Typically, our work produces sales uplifts of 10-50% within 12 months

1 Customer Experience
2 Digital Marketing
3 Online Proposition
4 eCommerce Capabilities
# Digital Retail Quick Wins Modules

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DIGITAL RETAIL QUICK WINS C-SUITE CHALLENGES

ALIGNMENT ON STRATEGY & VISION
Our strategy has changed – how do we ensure our digital proposition and customer experience are aligned to it?

PERFORMANCE ACCELERATION
Our sales or other ecommerce KPIs are not trending as desired – where and how can we improve? How do we achieve better ROI?

DIGITAL CAPABILITY DEVELOPMENT
What structure, skills, capabilities and processes do we need to deliver an acceleration in our digital performance?

DIGITAL PROPOSITION IMPROVEMENT
Our competitors and new entrants are winning market share with better propositions and executions – how can we respond?

PERSPECTIVE ON PRIORITIES
We need to identify new opportunities, leading practice and focus on the top priorities. Can we get fresh perspective?

COST OPTIMISATION
How can we evaluate ecommerce spending and use of resources to ensure maximum operating efficiency?
DIGITAL RETAIL QUICK WINS METHODOLOGY

- A range of proprietary audits that benchmark current omnichannel proposition vs. competitors
- Additional audits for stores, value added services and retail partners available
- Performance assessed vs. “world class retailing” (i.e. a score of 10)
- Audits draw out multiple opportunities and recommendations of which Quick Wins can be prioritised
Performance and opportunities assessed across each stage of the customer journey. Details of brand performance vs. leading practice provided at each stage.
Customer Experience Review

- Single website (B2C, B2B, and corporate), with tailored messages to different segments
- Time relevant, location based targeted offers and messages
- Rich content (e.g., videos, user generated) and facilitation of online communities
- Utilization of online affiliate partner programs for customer acquisition
- Retail if consumer based social marketing and engagement channels used frequently by HSC

T2

- Established content strategy per product category
- Introduce content expectations in trade terms
- Monitor adoption

Why is it important?
- Neither Triton nor competitors focus on content
- Context is a key driver of conversion on retail site
- Benefit extends beyond online transactions due to prevalence of ROPO journey in market

Business Case & Prioritisation

T1

- Support distributors through content strategy
- Establish content strategy per product category
- Introduce content expectations in trade terms
- Monitor adoption

Why is it important?
- Triton has single easy to find website with good non-product content, higher level of consumer-facing social media activity than BP, and isn’t small scale; push notifications to remind customers of current offers
- Appropriate and fresh social media pages have higher level of consumer-facing content
- Cumberland Farms’ website displays different content based on time of day
- Craft’s website features #FindTheGlasses augmented reality digital campaign to engage consumers

T2

- Continuous improvement to brand site
- B2B portal: included ont., and more, top features
- B2C: Include redirect to preferred retailers
- All: Targeted SEO improvements

Why is it important?
- A feature-rich brand website can achieve good traction through direct purchase, ROPO journeys, post-purchase and brand awareness (B2B & B2C)
- Triton has strong levels of traffic to leverage
- Continuous improvement to brand site
  - B2B portal: develop inst. and spec. log-ins features
  - B2C: Include redirect to preferred retailers
  - All: Targeted SEO improvements

T6

- Develop installer loyalty scheme
- Develop loyalty scheme to reward installers for Triton installation

Why is it important?
- Brand loyal customers can deliver returns
- Installers have sufficiently high purchase frequencies to warrant investment in loyalty

Priority | Strategic Initiatives | Why is it important? | Benefit | Cost
--- | --- | --- | --- | ---
T1 | Support distributors through content strategy | Neither Triton nor competitors focus on content | High £250k - £300k | Medium £30k - £50k
T2 | Continuous improvement to brand site | Triton has single easy to find website with good non-product content, higher level of consumer-facing social media activity than BP, and isn’t small scale; push notifications to remind customers of current offers | High £250k - £300k | Medium £30k - £50k
T4 | Consider taps and accessories | Offset loss of mixer showers to own brand through additional sales in adjacent categories | Medium £200k - £250k | Low £10k - £20k
T6 | Develop installer loyalty scheme | Brand loyal customers can deliver returns | Medium £200k - £250k | Low £10k - £20k
T2 | Continuous improvement to brand site | Triton has single easy to find website with good non-product content, higher level of consumer-facing social media activity than BP, and isn’t small scale; push notifications to remind customers of current offers | High £250k - £300k | Medium £30k - £50k
T4 | Consider taps and accessories | Offset loss of mixer showers to own brand through additional sales in adjacent categories | Medium £200k - £250k | Low £10k - £20k
T5 | Self-installation services | Cannot compete on price through own site | Low £10k - £20k | Low £10k - £20k
T6 | Develop installer loyalty scheme | Brand loyal customers can deliver returns | Medium £200k - £250k | Low £10k - £20k

Innovation & Leading Practice

- Communities, personalisation and location-based push notifications found in wider retail market

- Communities: personalisation and location-based push notifications found in wider retail market
- Customer community
- VERY 1:1 personalised homepage
- MEAT PACK
- Countdown push acquisition offers

Actionable Roadmap

- Innovation & Leading Practice
- Business Case & Prioritisation
- Customer Experience Review
Javelin Group’s recommendations contributed to an uplift of 20% in conversion in the 6 months following the work. Their knowledge of the omni-channel space is unrivalled. They also understand the cultural and organisational challenge very well and worked seamlessly with our partners.

Clive West, Digital Director, Halfords
Javelin Group identified significant sales opportunities for the business. Their forecasts have been highly accurate and we have successfully implemented the initiatives from this work. Their detailed knowledge of key benchmarks and best practice across both business and IT has been invaluable.

Robyn Doyle, Former Head of eCommerce Strategy, Dixons Retail
Javelin Group’s excellent work can justifiably claim a fair share of the credit for the 88% sales growth that Debenhams.com then experienced over the next 12 months. In consequence, this consulting engagement represented a very high return on investment for Debenhams.

Michael Sharp, Former COO, Debenhams
We engaged Javelin Group to support a strategic review of our digital experience. Their proven track record from retail has helped to develop a set of recommendations that we are implementing.

Arslan Sharif, Digital Director, British Gas.
DIGITAL RETAIL QUICK WINS ACROSS ALL SECTORS
DIGITAL RETAIL QUICK WINS IS JUST ONE OF OUR SERVICES

- Digital Retail Strategy
- Digital Retail Quick Wins
- Commercial & Operational Due Diligence
- End-to-End Retail Operations
- Store & Chain of the Future
- Intelligent Retail Analytics
- Technology Consulting
- Specialist eCommerce Solutions