

Digital Customer Behaviour

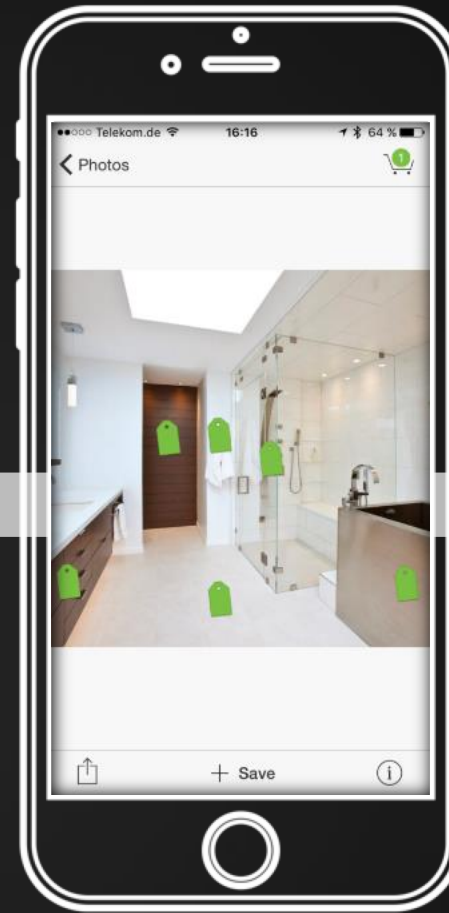




DIGITAL DISRUPTION

Digital Transformation

MOHAWK




houzz

Innovation | Disruption | Transformation

“By 2018, **one third** of the **top 20** in every industry will be disrupted by digitally transformed competitors.”

Frank Gens
Chief Analyst, IDC

CEOs rank “digital engagement with customers” as **most important** aspect of digital transformation



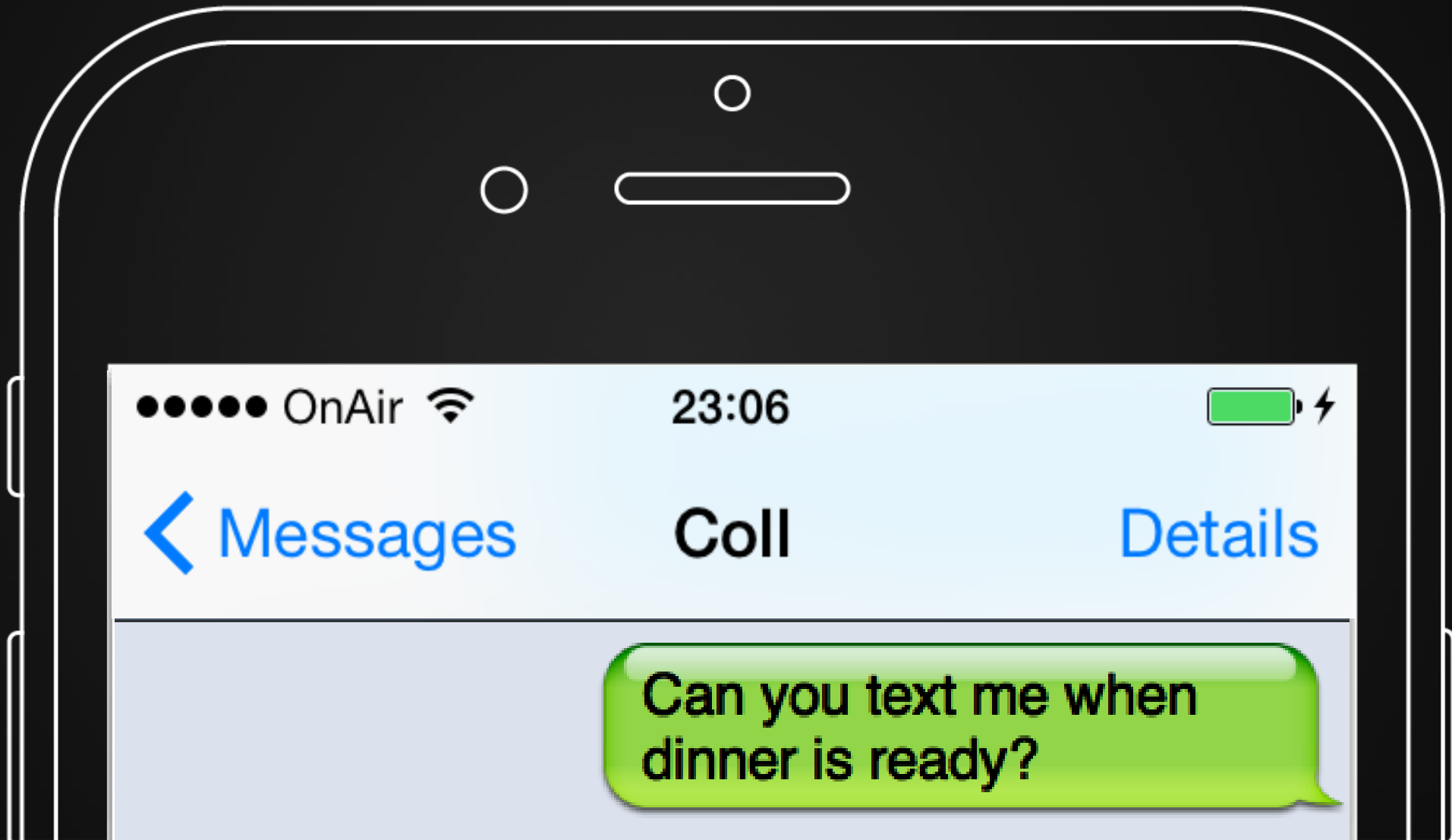
McKinsey & Company



A TYPICAL 21 YEAR OLD MILLENNIAL



A TRUE STORY ...

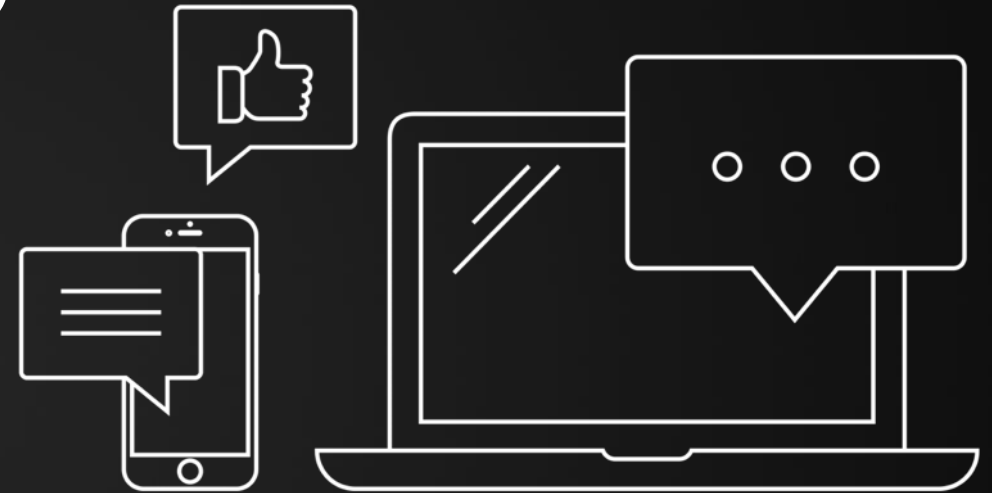




IS PLAYING
25,000 HOURS OF
VIDEO GAMES



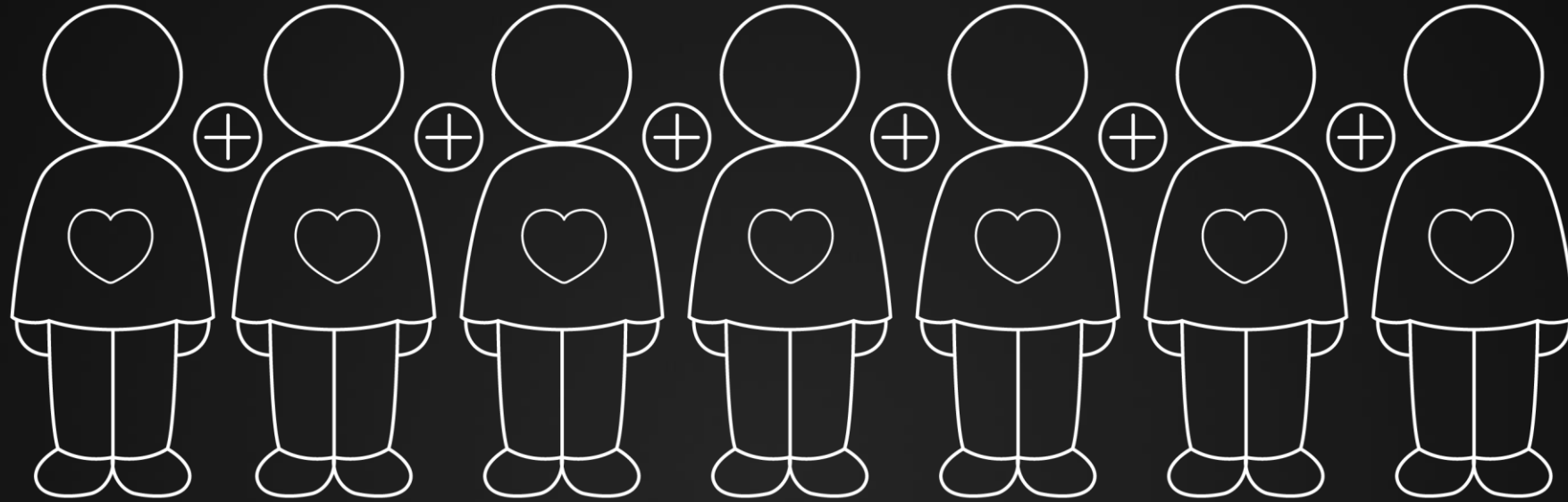
HAS EXCHANGED
1,250,000 EMAIL,
CHAT & SMS
MESSAGES





**37,000
HOURS
OF
PHONE
USAGE**





**OH, AND MAKES NEARLY
7 FRIENDS A MONTH**

CREATE WOW MOMENTS





YOUR CUSTOMER CHOOSES THEIR OWN ADVENTURE

AWARENESS

CONSIDERATION



ACTION

CONSIDERATION

ADVOCACY

DISCOVERY

The image displays a comprehensive grid of logos for various marketing and technology companies, organized into several layers:

- MARKETING EXPERIENCES:** This top layer includes categories such as Mobile Marketing, Display & Native Ads, Video Marketing & Ads, Search & Social Ads, Communities & Reviews, Email Marketing, Influencer Marketing, Social Media Marketing, Events & Webinars, SEO, Customer Experience/VoC, Loyalty/Referral/Gamification, Personalization & Chat, Testing & Optimization, Interactive Content, Content Marketing, Creative & Design, Sales Enablement, Audience & Mark, Call Analytics/Marketing, Team & Project Management, and Vendor Data/Analytics.
- MIDDLE-WARE:** This layer focuses on Data Management Platforms/Customer Data Platforms, Tag Management, Identity, and Cloud Integration.
- BACKBONE PLATFORMS:** This layer includes Platform/Suite, CRM, Marketing Automation/Campaign & Lead Management, and Web Content/Experience Management.
- INFRA-STRUCTURE:** The bottom layer covers Databases & Big Data, Cloud/IaaS/PaaS, Mobile App Dev & Marketing, and Web Dev.

But the choices are overwhelming and assembling a solution can quickly MAKE THINGS WORSE



**THE SIMPLIFIED FRONT
OFFICE WITH SAP HYBRIS.**

THE SIMPLIFIED FRONT OFFICE



WEB



MOBILE



IN-STORE/
BRANCH



CONTACT
CENTER



DIGITAL
GOODS



MARKET-
PLACES



IOT



SOCIAL
MEDIA



SMS/NOTI-
FICATIONS



SEARCH
KW/ADS



DIGITAL
ADVERTISING



E-MAIL



PRINTING



AGENT TOOLS

EXPERIENCE MANAGEMENT

COMMERCE

MARKETING

SERVICE

SALES

BILLING

CONSISTENT VIEW ON DATA (CUSTOMER, PRODUCT, INVENTORY)

DIGITAL CORE, PLATFORM



**THE SIMPLIFIED FRONT
OFFICE WITH SAP HYBRIS.**

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