ACCELERATING THE DIGITAL RACE

The focus on the next generation of Digital Commerce
as a sustainable and legitimate way of purchasing

The abrupt closure of Retail Stores has meant that Digital Commerce rapidly emerged from a niche customer journey to one that was rapidly adopted by the broad masses. Now, in the post-pandemic era, the digital capabilities of a customer journey are gaining a much greater significance. The new social distancing economy requires companies use technological capabilities to minimise real-world risks and reinvent **never-before-seen experiences**.

THIS IS THE STORY OF HOW WE AT REPLY EVOLVED THE CAPABILITY TO SUPPORT BRANDS TO EMBRACE THIS CHALLENGE

Cloud, Data, AI/ML, AR/VR, IoT, Robotic Process Automation and Natural Language Processing have the ability to enable new game-changing shopping formats through:

- voice commerce

- digital shopping assistants

- digital twins

- in-social feed commerce

- data driven ecommerce

- interactive shopping windows

In combination with **hyper-personalisation**, it will be possible to create a ground-breaking shopping experiences for the individual customer that goes far beyond what is known today. It's about harnessing technology and unleashing creativity.

BE IN THE LEAD OF THE DIGITAL RACE

INTRODUCING THE REPLY PRACTICE ON DIGITAL COMMERCE

How to increase sales in a highly digitalised world

REPLY COMMUNITIES OF PRACTICE

Teams of Reply experts building mainstream innovative offers

15

Reply companies from Germany, UK and Italy, across the domains of marketing and commerce, formed a 'community of practice' to develop solutions to this challenge.

We came to the conclusion that the basic principles will not change:

- In a world of changing conditions, increasing expectations and emerging technologies the aim will always be to create **more value for the customer and the company**
- In a world that is getting even more digital, where information is available everywhere and transactions are made with a fingertip or shortly by voice or face, **behaving like others is not enough anymore**
- Companies that **stand-out and grab attraction**, creates brand visibility in the market and will be successful

WHEN CREATIVITY MEETS EFFICIENCY

OUR IDEAS IN A NUTSHELL

1 Companies that manage to inspire their customers by providing **ground-breaking digital features and services** are those that are well perceived in the market.
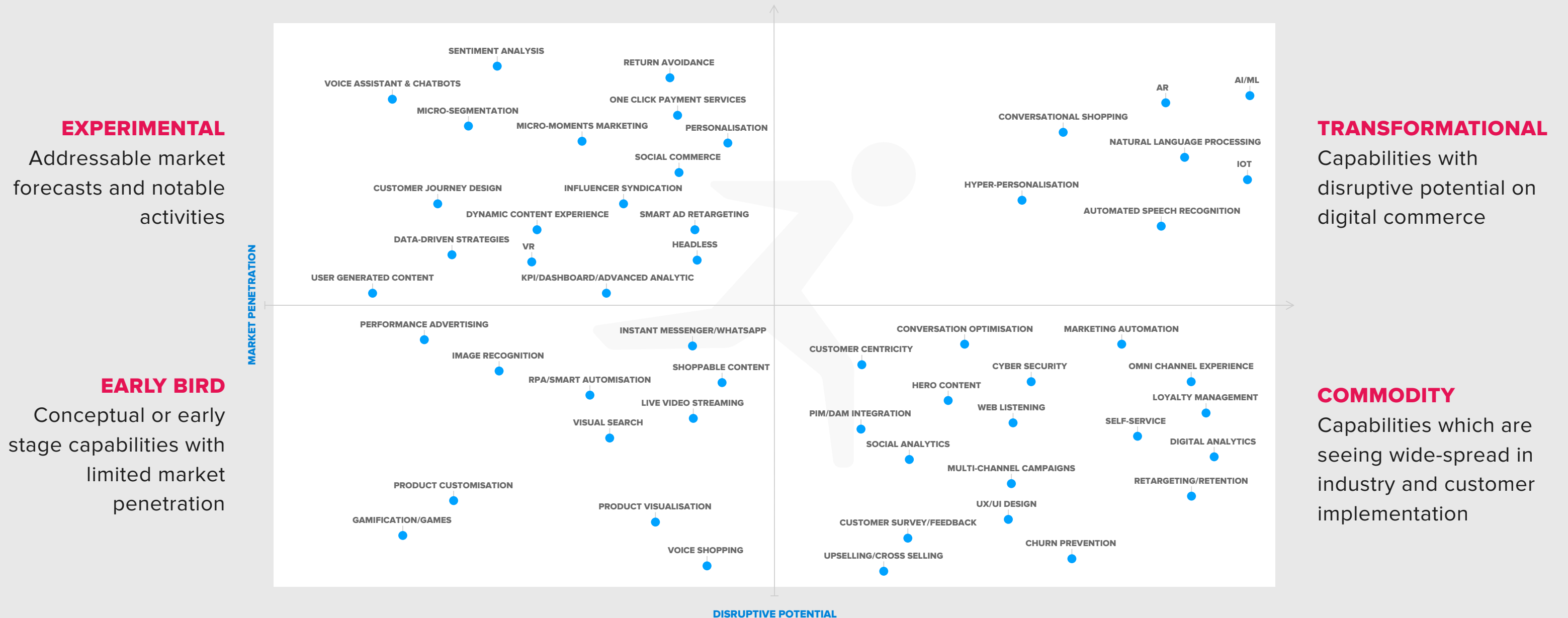
2 Inspiration comes from being able to bridge the gap between "**being creative**" and "**being efficient**" in the digital sphere.

3 In these volatile times, companies have to master the art of **creating new ideas** and **realising improvements** by harnessing technology.

THE GAME CHANGERS

EXPERIMENTAL
Addressable market forecasts and notable activities

TRANSFORMATIONAL
Capabilities with disruptive potential on digital commerce

EARLY BIRD
Conceptual or early stage capabilities with limited market penetration

COMMODITY
Capabilities which are seeing wide-spread in industry and customer implementation

MARKET PENETRATION

DISRUPTIVE POTENTIAL

SENTIMENT ANALYSIS
RETURN AVOIDANCE
AR
AI/ML
VOICE ASSISTANT & CHATBOTS
ONE CLICK PAYMENT SERVICES
CONVERSATIONAL SHOPPING
MICRO-SEGMENTATION
MICRO-MOMENTS MARKETING
PERSONALISATION
NATURAL LANGUAGE PROCESSING
IOT
SOCIAL COMMERCE
HYPER-PERSONALISATION
CUSTOMER JOURNEY DESIGN
INFLUENCER SYNDICATION
AUTOMATED SPEECH RECOGNITION
DYNAMIC CONTENT EXPERIENCE
SMART AD RETARGETING
DATA-DRIVEN STRATEGIES
VR
HEADLESS
USER GENERATED CONTENT
KPI/DASHBOARD/ADVANCED ANALYTIC

PERFORMANCE ADVERTISING
INSTANT MESSENGER/WHATSAPP
CONVERSATION OPTIMISATION
MARKETING AUTOMATION
CUSTOMER CENTRICITY
IMAGE RECOGNITION
SHOPPABLE CONTENT
CYBER SECURITY
OMNI CHANNEL EXPERIENCE
RPA/SMART AUTOMISATION
HERO CONTENT
LOYALTY MANAGEMENT
LIVE VIDEO STREAMING
PIM/DAM INTEGRATION
WEB LISTENING
SELF-SERVICE
VISUAL SEARCH
SOCIAL ANALYTICS
DIGITAL ANALYTICS
MULTI-CHANNEL CAMPAIGNS
PRODUCT CUSTOMISATION
RETARGETING/RETENTION
PRODUCT VISUALISATION
UX/UI DESIGN
GAMIFICATION/GAMES
CUSTOMER SURVEY/FEEDBACK
CHURN PREVENTION
VOICE SHOPPING
UPSELLING/CROSS SELLING

2019-2020 Research by Reply Practice on Digital Commerce: Areas of relevance in digital commerce within the next 3 years (topline).
Design: interviews with Reply experts and customers on digital commerce insights and needs.

THESE 4 QUADRANTS DESCRIBE THE TRENDS AND CAPABILITIES RELATED TO THE CUSTOMER JOURNEY, WHICH CAN BE LEVERAGED FOR DIGITAL COMMERCE

KEY TAKEAWAYS

1 FUTURE COMMERCE COMBINES CREATIVITY AND EFFICIENCY IN THE DIGITAL AND PHYSICAL WORLD

2 UNLEASHING CREATIVITY AND HARNESSING TECHNOLOGY ARE THE CHALLENGES OF THE FUTURE

3 CUSTOMER EMANCIPATION IS A MEGA TREND SHOWING A NEED FOR INDIVIDUAL RECOGNITION

4 THERE IS NO ROOM FOR THE "ONE-SIZE-FITS-ALL" APPROACH

5 THE INDIVIDUAL CUSTOMER REQUIRES PERSONALISATION OF CONTENT AND OFFERS

6 PERSONALISATION LEADS TO A GROWING NUMBER OF MICRO-SEGMENTS

7 EFFICIENT DATA MANAGEMENT IS KEY

8 LEVERAGING DATA, ALGORITHMS AND PREDICTIONS DRIVES CUSTOMER EXPERIENCE

9 HYPER-PERSONALISATION IS HOT STUFF

10 INTELLIGENT DIGITAL SHOPPING ASSISTANTS COMBINE ATTRACTION AND CONVERSION

CONCLUSIONS

Digital Commerce will become an essential part of the New Economy. Expectations will
further increase and new digital approaches will be necessary to meet them. This all will come back to our
essentials of "being creative" and "being efficient" at the same time. The key to this is mastering the
latest technologies, adapting quickly to changing market conditions and consumer expectations and
unleashing the creativity in your teams to find new approaches to inspire customers.

REPLY

With its living network philosophy and over 100 agencies each with specific skills and know-how,
Reply has helped numerous companies to accelerate their digital journeys and to transform their
business to meet the contemporary consumers' needs.