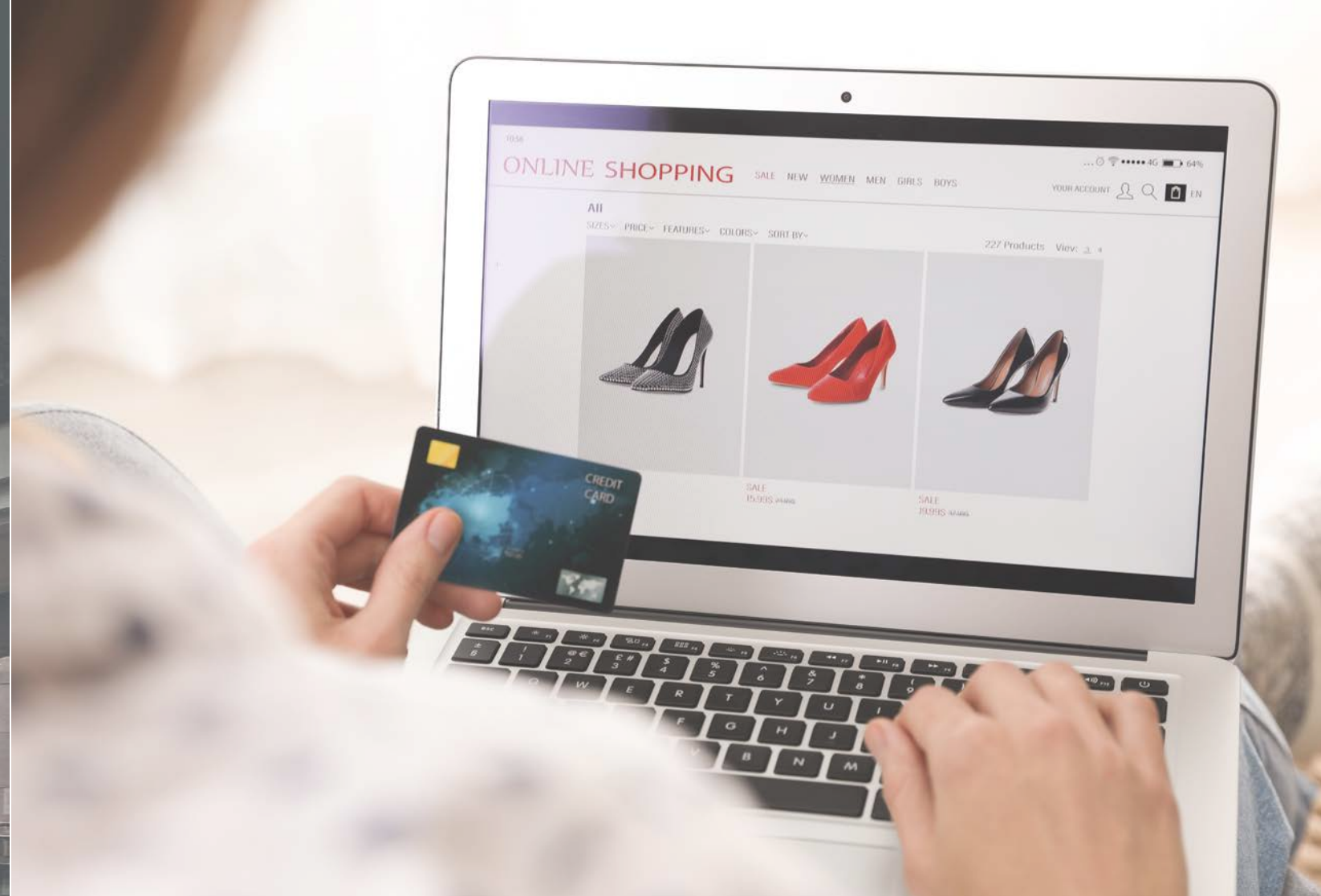


The 4C's of **Connected** Commerce

T Dedrick Boyd

**Build A Customer
Obsessed Culture
With The 4C's**

TECHSPARQ



Connected Commerce: Everywhere, All the Time

Retailers are increasingly connected by adding technologies to create an omnichannel experience and deliver on consumer expectations of commerce anytime, anywhere, and anyhow. This is e-commerce.

In 2019, online retailer Amazon turned 25 years old. Online shopping has become so ubiquitous that it can be easy to forget that e-commerce is still in an emergent phase. We have witnessed incredible advances with online retail; augmented and virtual reality services; personalized advertising; and mobile payment.

With the customer's world at their fingertips, their movements between platforms and devices has become a driving force in the shifting retail markets. Currently, over 4 billion people, more than half of the global population, are connected to the internet. Almost all use mobile devices and spend an average of 6.5 hours online daily.¹

The consumer has never had more choices. The overall shopping experience has become a key differentiator

between brands. Today's consumers are more likely to consider the online shopping experience as the key differentiator that leads them to choose and remain loyal to a retail brand.

Businesses must deliver a superior customer experience in order to compete, survive, and thrive. That requires a business to imagine and create the capabilities needed to conduct commerce through a multitude of connected devices in a way that creates on-brand, real-time, seamless, and frictionless processing of data and transactions. Success and continued growth for retailers will require a unified strategy across varying channels, points of contact, and experiences along the customer's path to purchase.

The 4 C's: Why Some Endeavors Fail & Others Succeed

A digital revolution with increased globalization and changes in consumer spending have led to seismic shifts in the apparel industry. In 2018, more than 1,875 apparel retailers closed their businesses. In 2019, projections reported by WWD put the number at just under 10,000.² Companies are looking to technology and innovation to respond to these changes and stay, both, relevant and profitable.

The Fashion and Apparel Industry Report details that worldwide revenue is expected to rise from \$481.2 billion in 2018 to \$712.9 billion by 2022.³ Revenue continues to grow despite major shifts in the apparel industry. But, new tools are needed to optimize the benefits.

Companies are looking to e-commerce initiatives to drive revenue growth. Technology can offer a lot but connected commerce cannot simply be about checking a box or throwing R&D money at targets and hoping for effective innovation.

Over 50% of digital commerce projects fail.⁴ Poor innovation performance is rarely about a lack of ideas or money. While funding is important to tech initiatives, pointing to a lack of money as the primary reason for innovation failure isn't correct. There is a minimal relationship between financial performance and innovation spending. Some retailers significantly underspend their direct competitors and still outperform them.

So, if it's not money, what is it?

The answer is multifaceted. The top reason for failure is a lack of alignment with customer needs.⁴ Real results from innovation initiatives require strategic alignment and a culture that supports innovation in several critical ways. In reviewing connected commerce successes and failures, 4 pillars were identified as highly significant in a successful connected commerce implementation.

These pillars are:

- o Culture
- o Customer
- o Connect
- o Cover

As important as the 4 pillars are, culture is the single most critical.

Because these are foundational, even one missing pillar can break your attempt at successful innovation in connected commerce.

01 CULTURE is the Cornerstone

There is nothing more important to successful innovation than culture. Famed business consultant Peter Drucker noted, "Culture eats strategy for breakfast." Of course, that does not mean that strategy or execution are unimportant but a solid, digital, customer-centric culture is the clearest path to success.

What creates a culture conducive to innovation?

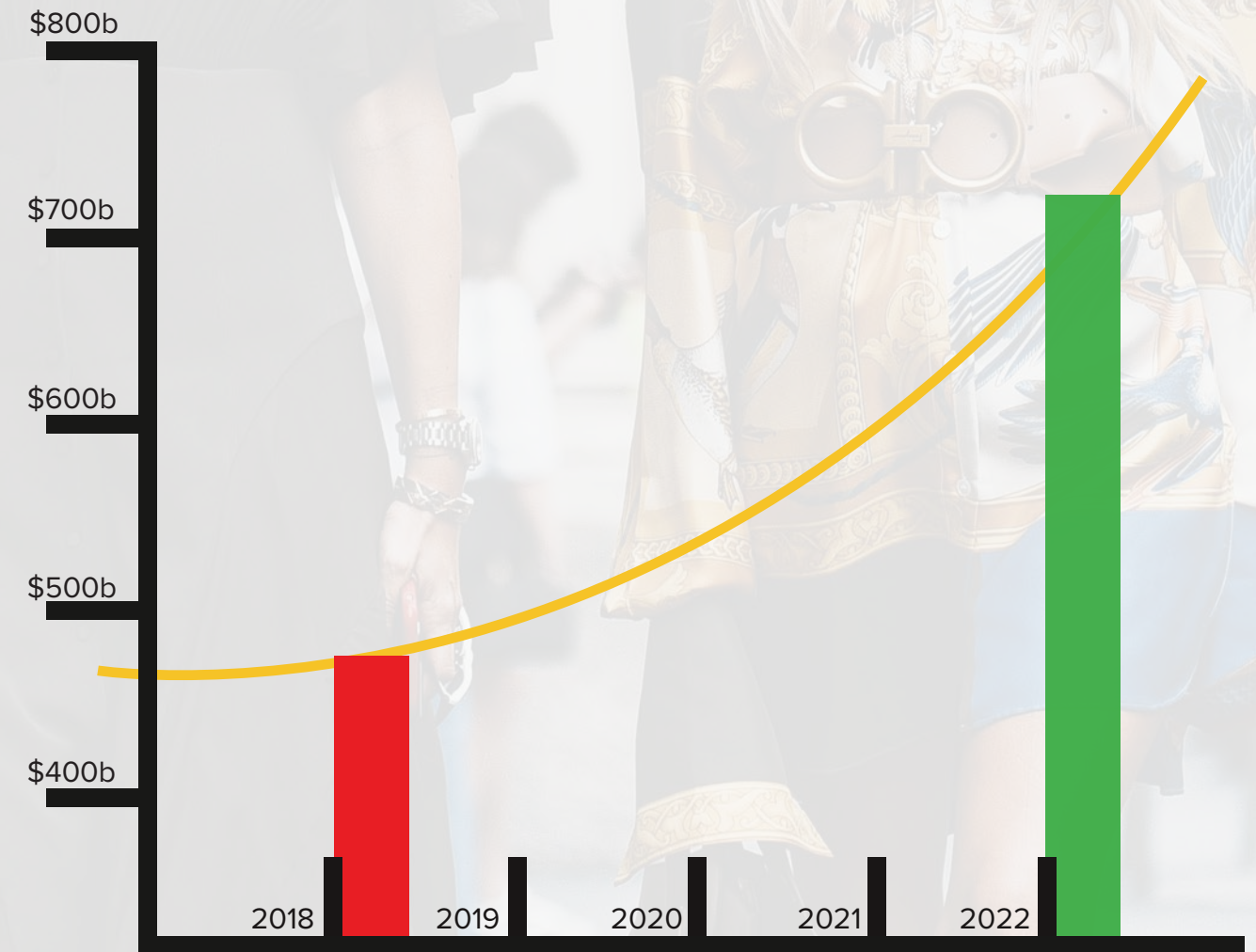
Culture has become a business buzzword. But what is it really?

Culture encompasses values and behaviors that create and sustain a unique social and psychological environment. Culture is how we engage our people; how we lead; and how we represent ourselves in the market. It represents the values that drive our decisions. Culture is often implicit and poorly defined. It can be more aspirational than actual.

What are the necessary ingredients for successful connected commerce?

Deep customer insight, a focused strategy, good data, and a talented team are key components, but they aren't culture.

Over 50% of digital commerce projects fail.



The Fashion and Apparel Industry Report details that worldwide revenue is expected to rise from \$481.2 billion in 2018 to \$712.9 billion by 2022.³

The cultural components identified as the most important factors in determining innovation performance in the connected commerce landscape are:

- Strong identification with the customer
- Passion and pride in your products
- Deep desire to identify and solve customer problems
- Robust questioning of the status quo
- High value placed on continual improvement
- A balance of risk, creativity, and collaboration in the innovation process
- Openness to ideas from external or nontraditional sources
- Respect for technical talent
- Tolerance for failure in the innovation process
- An emphasis on accountability over blame
- Breakthrough and incremental innovation
- Commitment to minimize decision and implementation barriers

Culture should be brought into every facet of a business. It should be included in every discussion and considered in each decision. In order to support successful innovation in connected commerce, culture should be explicit and well-defined. There is nothing more critical than culture in determining whether a company's investments in innovation will pay off.

Digital Leadership

Building a winning culture requires new kind of leadership, a high level of digital leadership. The digital revolution can be compared to the industrial revolution. Both created an unprecedented scale of change in how the world operates on every level.

The digital age has changed communication, news delivery, shopping, and remote work culture. Few areas of life are untouched by the digital revolution. In our modern environment, an entirely new set of tools and skills is required for digital leadership.

Vision

Every business is trying to adapt to the digital age. Real leadership does more than adapt. It uncovers, embraces, and seizes opportunities to transform how to connect with customers by using new tools to modernize and differentiate their business.

George Westerman, principal research scientist at MIT's Sloan School of Management, states that in order "to drive digital transformation, you need a very strong vision for where you're going and how it's going to be different."

Extensive Digital Integration & Experimentation

Digital tools should not be limited to one area of a business but developed across the organization. Rather than just a digital strategy, leaders emphasize the integration of agile digital processes and technologies to serve and shape the brand.

To keep pace with digital trends and effectively apply them to your business, experimentation is critical. Proper digital leadership cultivates an environment of experimentation and risk. This means hiring risk-tolerant employees, as well as, encouraging and rewarding, both, individuals and teams for intelligent experimentation.

New ideas will develop and an openness to consider and cultivate relationships can advance teams' objectives through this experimentation.

Foster Collaboration Inside & Outside the Organization

Effective digital leaders foster collaboration across every area of their business. They cultivate a culture and mindset that supports and rewards collaboration. They remove obstacles and banish the silo mentality.

Outside of the business, effective leaders look to form strategic partnerships with complimentary businesses and even their direct competition where it might be a benefit. This could mean exploring partnerships with delivery networks, payers, and more. The digital marketplace both demands and enables collaboration beyond traditional boundaries.

Build & Support Talent

Building talent must be a strategic priority in the digital age. The talent needs of the digital marketplace are continuously shifting. A culture of continuous self-development must be fostered to sharpen and add to employees' skill sets.

Leaders need to have a deep-rooted conviction that people are their most valuable tool to be able to capitalize on many technological innovations. Sometimes building and supporting talent is not a primary focus for some leaders as they look to highlight their personal value in an organization with more visible initiatives.

Building talent may be less visible but has a long-term payoff that is vital in today's digital marketplace.

Influence Stakeholders

Leaders are typically brought on to drive business improvement. Often, stakeholders resist change. Digital leadership requires the ability to determine the critical stakeholders and their impact as a supporter, a neutral party, or blocker of critical technology initiatives.

Digital leadership requires impact, influence, and inspiration.

Impact is getting results.

Influence is getting stakeholders on board.

Inspiration is translating your vision throughout the organization to the customer.

02 The CUSTOMER Must Drive Every Decision

Future-facing brands put the customer at the center of every connected commerce opportunity. The customer must come first. A reason for failure in some digital commerce projects can be a lack of alignment with customer needs.⁴

Know Your Customer's Needs

Unified commerce has completely changed how brands interact with customers.

Brands need to entirely rethink customer relationships in order to provide personalized customer paths. This can include in-depth analysis of the entire customer journey from their initial web search through purchasing products or walking into your store. Know your customer and know their pain points. Target where and why customers are getting blocked or losing interest. Customer data must be utilized in a way that benefits the customer by meeting their needs and delivering a more customized experience.

Use Social Media to Build Community

In a connected commerce environment, the success of a business is built on active social media channels. They are critical in both customer acquisition and customer retention.

By leveraging social media opportunities to create a digital community, you reinforce your brand, create brand loyalty, and develop brand legitimacy and trust. Brands with brick and mortar locations, foot traffic, and window-shopping have changed as more people discover products online. Social visibility through content and shares is vital for your brand to stay at the forefront of your customer's attention.

Focus on the User Experience at Every Touch Point

At every customer touchpoint, user experience (UX) is an essential element of the connected commerce experience. Websites must be easy to navigate and intuitive so that customers can easily and quickly find what they're looking for or they will look somewhere else.

Product pages must bridge the gap between the customer and the product. That can mean employing technologies like virtual try-ons, color match, and smart-fit technology. Customer purchases must be seamless, mobile friendly, and secure.

Present an Unified Message

In today's marketplace, there is no shortage of fast, cheap, or easy solutions, but these rarely lead to sustained profitability. To differentiate your brand from the competition, build brand loyalty, and boost your bottom line, you must focus on creating an exceptional customer experience at every customer touchpoint. Whether customers are visiting your brick and mortar store, your online store, your app, or various social media platforms, you must present a unified message.

Offer a Personalized Experience

The digital marketplace requires us to be in more places while delivering a more individualized experience for our customers. The good news is that we have an array of tools to do this. Personalized experiences don't just make our customers feel good about our brand, they are fundamental in driving purchases. Customer experience has overtaken price and product as the key differentiator. Consumers prefer to spend their time and money with retailers that offer a seamless and personalized experience.

Consider the following statistics:

- **43% of purchases are influenced by personalized recommendations or promotions.**⁶
- **40% of U.S. consumers have purchased something more expensive than planned because their experience was personalized.**⁷
- **75% of consumers prefer brands with personalized messaging, offers, and experiences.**⁶
- **94% of companies see personalization as critical to current and future success.**



Reward Your Best Customers with Exclusive Opportunities

Customers are savvy and know that they spend their money in many places, so be sure to reward them for shopping with you. Companies that do this well, do not face the same price point challenges or lose customers to convenience shopping.

For example, Sephora customers are rewarded with various levels of loyalty perks. Every dollar they spend gets them closer to VIB (Very Important Beauty Insider) status. Customer incentives are aligned with what customers want and customers get to choose their perks.

Additionally, Sephora has leveraged their relationships with product brands to offer their customers products and events that they cannot get anywhere else. Any brand can reinforce brand loyalty with rewards, exclusive sales, pop-ups, and first access for hot selling products.

Offer Multiple Ways to Engage

There is no single place to reach your customer or focus your engagement efforts. In the connected commerce landscape, customers are everywhere and nowhere at the same time. Ideally, you need to offer multiple ways to engage to reach your customer.

This means you consider engagement at brick and mortar stores, online, social media, and more. Utilize some of the many ways to discover and purchase your product like mobile pop-ups, subscription services, and BOPIS (buy online pick-up in store) options.

Make It Easy for Your Customer to Spend Money

What is the point of a personalized, customer-centric experience that makes individual customers feel special and valued, if obstacles are created at the precise moment they want to give you their money?

“An e-commerce approach that delivers on the various and varied local consumer preferences and circumstances will have a competitive advantage, but those who solve consumers’ convenience aspirations will win.”

Sue Temple – VP, Global Consumer Insights Product Leadership, Nielsen

Seamless, secure transactions and the ability to purchase from their preferred apps must be created in order to thrive in the connected commerce marketplace. Direct purchase paths capitalize on impulse purchases by making it easy for your customers to buy.

Utilize AI, VR, & AR Other Smart Technologies

Artificial intelligence (AI), virtual reality (VR), Augmented reality (AR), and other technological innovations can help enhance customer experience and satisfaction. Some of the other smart technologies are:

- Fit technology
- Virtual fitting rooms & try-on
- Virtual shopping assistants
- Smart mirrors/smart display

AI and the Internet of Things (IoT) are vital in supporting retail transformation.

These tech capabilities are growing daily. It is vital to stay current.

Create Marketing That Builds Value Through Targeting & Genuine Appeal

Consumers are savvier than ever and expect an entirely different level of engagement with marketing messages. Consumers don't mind marketing if it is targeted and offers something they genuinely want. Vague, generic messages are unlikely to resonate with customers

and can even damage your brand. Misaligned marketing wastes money and can potentially turnoff or alienate customers.

Connected commerce affords brands the opportunity to connect with audiences on a personal level, cost effectively, and at an incredible scale. If you are trying to talk to everyone, you won't connect with anyone.

Post-Purchase Engagement

Facilitate a smooth, seamless, and stress-free purchase and delivery process. These are the most important components of product satisfaction.

Post-purchase engagement plays an important role in repeat purchases. It sends the message that your customer is important, special, and valued. For example, small bonus "gifts", samples, thank you notes, and other personalized touches are noticed by the customer.

Chewy, the online retailer of pet products, sends out thank you notes to customers that are new to their services. Their customer service representatives offer sincere condolences when someone cancels auto-ship because of the death of their pet and follow-up with a personalized card.

Chewy also sends out holiday cards and other very personalized touches. This makes what could be a very impersonal digital transaction into a deeply personal connection. It cultivates an authentic relationship with their customers.

Customers who rave about it on social media demonstrate the value of the effort spent on this level of connection.

Today's customers are savvy and expect an entirely different level of engagement.

03 Don't just show up, CONNECT



The current retail landscape requires that companies connect with customers wherever they are; and make it easy and engaging to connect across platforms and devices. Personalization is the leading factor in connected commerce.

Connection requires a culture focused on the customer with a winning strategy, leading edge technology, and metrics.

Connection Requires Strategy

As the digital landscape changes faster than ever, retailers must pivot strategies in real-time to connect with the customer. In connected commerce, real connection with our customers depends not just on presence but on engagement.

Strategy must go beyond advertising and a presence on a variety of social media channels. It requires a

true unification of multi-channel e-commerce to create seamless “anywhere commerce”. The real power in connected commerce is when multi-channel e-commerce integrates native off-site selling to build direct purchase paths in the places your customer spends their time. This means shopping via Instagram, Facebook, purchasable Pinterest pins, and more.

- Direct purchase paths on social platforms
- Flash and pop-up sales that leverage loyalty, exclusivity, and anticipation
- Vertical integration for reduced cost and fast response to consumer demands
- Direct to consumer selling
- Subscription ordering
- Digitally native endeavors
- Machine learning, artificial intelligence, and automation tools to create a customized, connected customer experience
- Fit technology and virtual fitting rooms
- AI-powered virtual shopping assistants

The Right Technology Transforms Presence into Engagement

Companies need the right technologies in order to connect and engage with consumers across multiple platforms in a seamless way that highlights your brand. The role of technology is to create a personalized experience that makes the shopper feel connected to your brand and to remove all obstacles to purchase. What kind of tech can help you realize your brand's connected commerce objectives?

- Augmented reality
- Virtual reality
- Machine learning
- Artificial intelligence
- E-commerce automation tools
- Onsite search & predictive autocomplete
- Wearable tech
- Connected fitting rooms
- Online sizing
- Smart fit technologies
- Virtual fitting rooms

Augmented Reality offers the opportunity to overlay virtual elements onto a real environment as seen through a customer's smartphone or tablet. This helps customers visualize your products in new ways in online retail. Customers can visually place furniture in a virtual model of their space to really get a visual sense of the product in their home environment. They can test paint colors, match foundation, try on glasses, or alter product features (size, style, and color) to visualize their purchase. AR can help bridge the gap between shopping at a physical location and shopping online.

Virtual Reality requires dedicated hardware. Retailers are utilizing it conceptually. They create virtual stores that are customized to the particular shopper. Customers can walk down virtual aisles, discover products, access all-angle product views, and view prices and purchase options. These features are all centered around their preferences.

Machine Learning can enhance accuracy, prioritize new and high performing products, and 'learn' from user behavior. Voice-powered AI search can offer recommendations based on an individual's past purchase history and online searches.

Over 50 percent of consumers visit company e-commerce websites for fashion product discovery.⁵

Onsite Search and **Predictive Autocomplete** can help your customers find and buy exactly what they are looking for. Well-designed site navigation is important but optimized onsite search and predictive autocomplete can create a more seamless, customized experience for your customers.





Wearable Tech could offer the opportunity to use situational targeting to influence purchase behavior. For instance, a running shoe could track mileage or gait to alert the customer when a new pair of shoes is needed or recommend a different shoe. One of the most significant pain points for online retailers is customer return rates.

Technology like **Connected Fitting Rooms, Online Sizing, Smart Fit Technologies,** and **Virtual Fitting Rooms** significantly reduces customer return rates. Also, these provide the consumer with another opportunity to create a positive, personalized experience with your brand.

Consumers demand seamless commerce as they move between platforms and devices. A company's digital media assets are the critical component to building and maintaining a brand. How well a company satisfies a consumers' needs across platforms will determine purchase outcomes.

Data Drives Decisions & Maximizes Results

In the unified commerce landscape, data drives decisions and can help companies maximize the results of any technical innovations. A primary goal is to connect with the customer wherever they are and offer an engaged, personalized experience. For example, by tracking user behaviors, either session-by-session or by account, retailers can offer a Netflix-like personalization to customers that creates an experience that feels very individualized.

Data can help drive sales by connecting customers with the products they are most likely to purchase. Data can be used to recommend products that a customer has watched or purchased previously. This personalization can even extend to the way your product is presented. For instance, data can help you fine-tune your homepage to cater to a specific customer based on their browsing and purchasing history. For example, if a customer has searched and/or purchased men's clothing, that would be highlighted on your homepage when they visit the next time.

Data can also help you identify customers who return items often. This allows you to selectively segment serial returners to limit discounts and promotions, as well as, identify customers that respond well to promotions so that you can strategically design offers and promotions to align with the individual customer. Good data can also help you pinpoint which loyal brand customers to offer special promotions or value-added services in order to strengthen and reward brand loyalty.

04 COVER is Critical

Is your customer covered?

Is your business and brand covered?

Security has never been more important than in today's digital landscape.

Connected commerce gives retailers the ability to be wherever their customer is and personalize experiences based on customer data. It can also leave both retailer and customers vulnerable in significant ways. For this reason, cover is critical. You and the customer must be covered in terms of privacy, security, and external threats like bot attacks.

Assuring Your Customer Is Covered – Privacy & Security

Privacy and security are among the most complex legal issues facing unified commerce today. Data privacy is shaping the future of unified commerce in real-time. Stricter data security and privacy standards will be pivotal in shaping the future unified commerce landscape especially concerning matters of customer insights and personalization.

Privacy

Privacy policies should be aligned with a retailers' business strategy to build and maintain this consumer trust. Consumers are becoming increasingly protective of

their privacy and how their data is used. Retailers come under greater scrutiny with a growing list of global and state privacy regulations intended to protect consumers. With steep penalties, retailers cannot afford to delay creating advanced privacy policies.

Advanced privacy policies protect consumer data and safeguard future revenue. This allows retailers to leverage better information to create a more connected and trusting relationship with their customers. A lack of transparency in how a retailer uses customer data can leave a bad taste in your customer's mouth by undoing the work you put into your brand and relationship building.

Data is critical to personalization and most consumers understand that their data helps to shape their shopping experiences. The key is for retailers to develop trust and transparency with the customer.

- 73% of consumers are willing to share personal data for better pricing, special discounts, or exclusive offers.⁸ Customers' trust in retailers and satisfaction with privacy policies leads to openness or neutrality regarding the use of personal data.⁸

The European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have set the stage for more regulation regarding consumer privacy. The current challenge is that the lack of a unified, federal mandate has led to complex and confusing legislation.

While the rules and regulations can feel like a fast-moving target, the consequences for failing to hit the mark are significant. For example, under CCPA, a comparatively minor privacy incident involving just 5 percent of California consumers might cost a retailer as much as \$5-\$10 billion in civil penalties and statutory damages.⁹



British Airways fined \$229 Million

On July 8, 2019 – the information Commissioner's Office (ICO), a data security watchdog in the UK, announced that it levied a **\$229 million fine** against British Airways (BA), citing a security breach in the summer of 2018 that allowed malicious hackers to skim credit card numbers from nearly 400,000 transactions.

Security

Hacking is a significant threat in the digital marketplace. Customer data can live in multiple places which makes it more challenging to safeguard. A recent report indicated that nearly 80% of users logging on to a retailer's e-commerce site are hackers using stolen data.¹⁰

Data breaches are a real threat to both companies and customers. In the unified commerce landscape, consumer trust is paramount and nothing can shatter that trust as fast as a security breach. This leaves customers feeling like their data is just floating around and accessible to nearly anyone.

Outmoded defenses cannot stop increasingly sophisticated bots. Retailers must continually keep pace with hackers in order to avoid a breach. If a breach does happen, they need to address it immediately and transparently in order to protect the public trust.

Cover Your Business from the Outside Threats Bot Attacks

In the connected commerce landscape, there are malicious bots continually scanning for system vulnerabilities to exploit. The financial consequences of hackers and bots can be crippling. Big retailers with solid infrastructure have been paralyzed by no more than a guy and a laptop.

How might hackers target your business?

- Account takeover
- Fake user creation
- Carding
- Marketing fraud
- Content theft
- Checkout abuse
- Inflated traffic
- Other attacks

Account takeover (ATO) relies on a brute force approach. Hackers try many combinations of usernames and passwords on a popular login page or use stolen login combinations. The bad news is that the brute force method is astoundingly successful because many users choose obvious passwords and use them on multiple sites. ATO attacks, where bots use stolen credentials to takeover customer accounts, have led to approximately \$10 billion in losses over the past two years.¹¹

Fake user creation can include lost revenue when a fake account is used by a person to collect a discount code or to get another thirty days of free movie streaming. Hackers use this tactic on an entirely different scale, amassing millions of fake users, which effectively gives the hacker control over a large army of fake but registered users on your website. One danger is DDoS via hoarding. For example, a hacker with thousands of, what look like legitimate users, reserves all of the cars in a given city from one car rental company but never ultimately rents the vehicles. This causes massive disruption, confusion, and lost revenue for the car rental company.

Carding, the theft of gift card balances, is a significant problem. Attackers understand the number structure of gift cards and they may try millions of number combinations to break into a gift card account to steal the card balance. This erodes customer confidence in the brand and the brand's ability to secure personal information.

Marketing fraud poses a serious threat to e-commerce and media businesses. Ever since companies began paying for clicks and traffic, criminals have had a motive to generate bogus traffic for profit. Marketing fraud has existed since the late 1990s but has evolved significantly. Malicious bots are thought to be responsible for well over \$6 billion in losses in 2019 from digital advertising fraud.¹¹

Content theft often takes the form of scraping. If you own a commerce site, your competitors want your pricing, your current inventory, and your SEO-optimized product descriptions. This content theft can put you at a competitive disadvantage. It dilutes the optimization and ranking of original content you paid to have created. This waste of your marketing dollars dulls your competitive edge.

Checkout abuse happens when you try to buy a high-demand product online like the latest Air Jordan sneaker. Within minutes, hoarding bots infiltrate a site and purchase all of the inventory. The product is then resold on the secondary market at higher prices. By hoarding products, they create scarcity and then scalp the product to make huge profits on your products. Examples are re-sold sneakers on eBay or heavily marked-up concert tickets on StubHub.

This distortion of the efficient, natural marketplace causes problems for both retailers and consumers. For the retailer, it damages consumer trust and business profitability over the long term. For consumers, it significantly increases price and decreases availability.

Inflated traffic happens when bad bots visit your site. They disrupt your business either for financial gain, competitive advantage, or simply because they can. Their methods are also becoming more complex and resistant to detection. It is estimated that over 50% of typical traffic on an e-commerce site is driven by bots.

That volume of illegitimate traffic means that most current e-commerce sites are hugely overbuilt. Retailers would require less computing power for legitimate traffic than their current usage. Instead, the retailer is actually paying to lay the pathways for hackers and bots to disrupt their business and that contributes nothing to their bottom line. This drives up the cost of doing business. The huge flow of traffic also can make it harder to find the bad actors from the bot traffic.

Mobile App Attacks

With more transactions completed from customer mobile devices, cybercriminals are eager to exploit the opportunities mobile apps offer. This creates new issues for online retailers. People behave differently on their mobile devices which makes bot detection more difficult.

There are main routes for mobile app attacks. Without needing to use the actual app or even a mobile device, attackers can target an application's APIs directly from any IP connection. Attackers can use the authentic application or a hacked version, to run thousands of instances on a mobile device emulator. This hacks a device or an application on a device to takeover the application and launch their attack.

Magecart Attacks

Magecart is a mode of web skimming where malicious code is inserted into an e-commerce site with the purpose of stealing payment data. The financial implications of a Magecart attack and a lack of early detection are enormous given the strict enforcement of Europe's GDPR law and the new California Consumer Privacy Act (CCPA).

CONCLUSION

Connected, unified, and seamless commerce experiences are built on data, powered by technology, and hyper-focused on the customer.

Brands need to effectively target, attract, message, measure, and retain new business on a platform that delivers the scale, tools, efficiency, and speed required to stay ahead. In order to compete, businesses must deliver an increasingly connected and personalized experience. In order to be effective, tech initiatives must be deeply aligned with customer needs.

Companies that focus on culture, customer, connection, and cover will thrive in the changing retail landscape.

Information Commissioner
Elizabeth Denham said:

“People’s personal data is just that - personal. When an organization fails to protect it from loss, damage or theft, it is more than an inconvenience... That’s why the law is clear - when you are entrusted with personal data, you must look after it. Those that don’t will face scrutiny from my office to check they have taken appropriate steps to protect fundamental privacy rights.”

Sources

1. <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/connected-commerce-report.pdf>
2. <https://www.shopify.com/enterprise/ecommerce-fashion-industry>
3. <https://www.shopify.com/plus/industry-reports/fashion-and-apparel?itcat=plusblog&itterm=ecommerce-fashion-industry>
4. <https://www.mediapost.com/publications/article/344136/report-over-half-of-digital-commerce-projects-fai.html>
5. <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/connected-commerce-report.pdf>
6. <https://www.shopify.com/enterprise/ecommerce-fashion-industry>
7. <http://grow.segment.com/Segment-2017-Personalization-Report.pdf>
8. Deloitte analysis of privacy breaches, news coverage, consent forms and 2019 Deloitte US Consumer Survey on personal data and privacy . <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-retail-privacy-survey-2019.pdf>
9. Deloitte analysis of violation fines under the California Consumer Privacy Act (CCPA) assuming a retailer with 5% population share in California. Likely impact costs as percentage of revenue and EBITDA are calculated for a US retailer with annual sales of \$10 billion.
10. http://info.shapesecurity.com/rs/935-ZAM-778/images/Shape_Credential_Spill_Report_2018.pdf
11. Perimeter X Whitepaper 6 Major Ecommerce Threats

Keywords

Machine learning ; Unified Commerce ; E-Commerce ; Artificial Intelligence; Augmented reality ; Virtual reality ; E-commerce automation tools ; Onsite search ; predictive autocomplete ; Wearable tech ; Connected fitting rooms ; Online sizing ; Smart fit technologies ; Virtual fitting rooms ; Bot Attacks ; Account takeover ; Fake user creation ; Carding ; Marketing fraud ; Content theft ; Checkout abuse ; Inflated traffic ; Flash sale ; Pop-up sale ; Loyalty program ; Vertical integration ; Direct to consumer selling ; Digitally native endeavors ; Automation tools ; connected customer experience ; online retailer ; Fit technology ; Virtual fitting rooms ; virtual try-on ; Virtual shopping assistants ; Smart mirrors ; smart display ; magecart ; online shopping ; online hoarding; mobile pop-ups ; subscription services ; BOPIS ; buy online pick up in store ;

THE 4C'S OF CONNECTED COMMERCE

About TechSparq

We help the world's most innovative and leading brands Turn On What's Next™ in e-commerce with [Sparq Commerce](#). Our no-wasted-motion policy means more efficiency and higher profits for our clients. Since our founding in 2007, we've been delivering software solutions, process improvement, and cost savings to the Fortune 500.

For more information: www.techsparq.com

About the Author

For over 23 years, Dedrick Boyd has been at the center of e-commerce. From marketplaces to procurement, to B2B e-commerce, to B2C e-commerce, Dedrick has helped drive costs down while increasing profit. With his no-wasted-motion philosophy, Dedrick brings a true focus on solutions that elevate the customer experience, without getting tech-widgit-happy, to increase your market influence, market standing, and bottom line.

Dedrick has helped to modernize software, implement strategy, and drive customer loyalty for industry leaders like Nike, Columbia Sportswear, Home Depot, Walt Disney Company, Target, Mattel, Unilever, and more.

©2021



Locations

Portland, OR
Atlanta, GA

Contact

800.640.5589
info@techsparq.com



Original Publication Date

October 2020

Updated on

June 2021

techsparq.com

