Digital Impact on Omni-Channel Experience
What do Service Providers need to focus to compete effectively in 2020?

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Physical and digital retail worlds have blurred

Orange leveraging its retail presence to make more out of its acquisition of bank assets
Combining the Assisted with the Unassisted

Objective: Use store windows to demo products & engage consumers to come inside and communicate customization possibilities.

Objective: Provide a fun, differentiated, interactive experience and help them better and more easily accessorize outfits.

Objective: Make shopping for staples as quick & easy as possible, with the added convenience of delivery when customers want and need it.

Objective: Give customers the best possible fit for their custom made clothes, so they get the exact look they want.

Rebecca Minkoff Store In Soho, NYC

Havaianas at Bloomingdales

Tesco – Korea and the U.K.

Les Nouveaux Ateliers – France & Belgium
Expected Result: Seamless and Convenient cross channels

Scan & Go

Online shopping
In–store pickup

Click & Collect
But, is that enough? Digital lowers the barrier to new competitive entrances

Allowed digital disruptive players to engage and communicate directly with customers

Project Fi
Launched in April 2015

Apple SIM is available in more than 90 countries

NETFLIX
In January 2016, Netflix reached 130 countries

HBO NOW™
Available in North America, so far, with a potential to have a presence in over 60 HBO’s markets

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“A message from your future customer” Amdocs Research shows that the battle is already on

Q. Which of these companies would you describe as a "communications service provider"?

Q. Which companies do you love?
The “Real Digital” Lesson

USE OF DIGITAL TECHNOLOGY IS NOT ENOUGH

ARE YOUR SERVICES INTEGRATED?

IS YOUR LEGACY BACK END PROCESSES AND SYSTEMS READY?

IS THE CLIENT EXPERIENCE IMMERSIVE?

IT IS ALL ABOUT THE MOMENT OF THE TRUTH
Thank you

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