

Arvind internet

INDIA'S LARGEST OMNICHANNEL ENABLEMENT COMPANY



CUTTING THROUGH THE HYPE:

A first principles, customer-centric approach to omnichannel transformations

ARVIND INTERNET: INDIA'S LARGEST OMNICHANNEL ENABLEMENT COMPANY—BUILT BY RETAIL PRACTITIONERS



2500+ STORES

40+ BRANDS

A FIRST PRINCIPLES APPROACH

- THE NOISE

THE PRINCIPLES

THE APPROACH

2018

CUSTOMER
EXPERIENCE
FORUM

THE CLOUDS PARTED, THE ANGELS BEGAN
TO SING & WE HAD...

OMNICHANNEL
RETAIL
2018
C
X
FORUM

THE CLOUDS PARTED, THE ANGELS BEGAN TO SING & WE HAD...



THE CLOUDS PARTED, THE ANGELS BEGAN TO SING & WE HAD...



A FIRST PRINCIPLES APPROACH

THE NOISE

- THE PRINCIPLES

THE APPROACH

2018

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FIRST PRINCIPLES

THE DEFINITION:

A first principle is a basic, foundational, self-evident proposition that cannot be deduced from any other proposition

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“WE HOLD THESE TRUTHS TO BE SELF-EVIDENT, THAT...”

A. The job of brands & retailers is to satisfy the needs of the fashion consumer—most effectively

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2018



(add supporting corollaries here)

CORE NEEDS OF FASHION CONSUMERS

- I want the perfect white shirt
- I need a black dress for a party tomorrow
- I want to buy loafers under Rs. 1000
- I want to buy that/where can I buy that?
- I want to buy a top that goes well with this skirt
- I want to see the latest trends in men's casuals
- I want to shop for the newest from U.S. Polo
- I want to buy a gift for my friend

CORE NEEDS OF FASHION CONSUMERS



CORE NEEDS OF FASHION CONSUMERS

UNADULTERATED **ACCESS**
RELEVANT **ASSORTMENT**
SEAMLESS **CONVENIENCE**

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“WE HOLD THESE TRUTHS TO BE SELF-EVIDENT, THAT...”

B. THERE ARE MANY BROKEN CONSUMER JOURNEYS IN ORGANIZED RETAIL

(add your favorites here)

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A FIRST PRINCIPLES APPROACH

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DESIGN PRINCIPLES

1. DESIGN AROUND YOUR CONSUMERS' NEEDS

CUSTOMERS DO NOT CARE ABOUT CHANNELS OR FEATURES

CUSTOMERS CARE ABOUT NEEDS TO BE SOLVED WITH EASE & SIMPLICITY

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DESIGN PRINCIPLES

2. DON'T START WITH FEATURES



DESIGN PRINCIPLES

3. SEQUENCING OF JOURNEYS MATTERS

START WITH HYGIENE WINS WHILE SEEDING
LONGER TERM INITIATIVES FOR THE FUTURE



THE 1,2,3'S OF OMNICHANNEL



AND AT THE END OF THIS RAINBOW... THERE IS ROI

TOMORROW

12:30p CX Roundtable:

Developing a retail
practitioners playbook to build
ROI-driven omnichannel
journeys

THANK YOU

CONTACT@ARVINDINTERNET.COM

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