

Vertical

Ogilvy

Borderless Retail

Riding the wave of
customers returning
in-store for
continued growth



The Challenge – Shopping Habits Changing Fast

What we all suspected has come true. The pandemic fundamentally changed how consumers shop and purchase and the numbers prove it.



1 in 3 (36%) of all digital service consumers in Southeast Asia are new to the service due to COVID-19, and **94% of new digital service consumers** intend to continue with the service post-pandemic


e-Conomy SEA report, Bain

Pandemic lockdowns drove shoppers online in record numbers, **with online shopping growing up to 2.1 times faster** in Asia than in years prior

[McKinsey & Company](#)

Retail e-commerce sales in Asia Pacific **grew 26.4% in 2020**

eMarketer



**The shift to
e-commerce has
demanded that
brands adapt fast**

Many retailers had to quickly deploy distributed order management and curbside pick-up capability when their physical stores closed. Those who didn't have efficient operations and flexible technology were unable to keep up with new customer needs and expectations.

Your customers have discovered how much faster, more convenient, and more personalized online shopping can be. They now expect a level of service that will demand all retailers to continue to adapt.

New technologies and new platforms are accelerating the process and adding new levels of competition. For example, when a customer experiences even the slightest friction, they can check out alternatives on Shopee or Lazada with just the swipe of a finger.

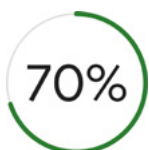
Whoever has the most direct online relationships with your customers is now a potential competitor.



46% of shoppers surveyed **confirm inventory online** before going to store.



Omnichannel strategies drive an **80%** higher rate of incremental store visits.



of shoppers surveyed say the **ability to shop in person/in a store** is important when deciding which brand or retailer to buy from.



In a global survey, **74% of in-store shoppers** who searched online before going to the store to shop, said they searched for something in-store related.

Google/Ipsos Global Retail Studies

Footfall in stores is returning, and retailers could be lulled into thinking that the pandemic crisis is over. It is not.

Your customers' habits are changing, and shoppers will be looking for a hybrid shopping experience that offers the best of online service linked seamlessly with in-person retail.

The Solution – Borderless Online And Offline Retail

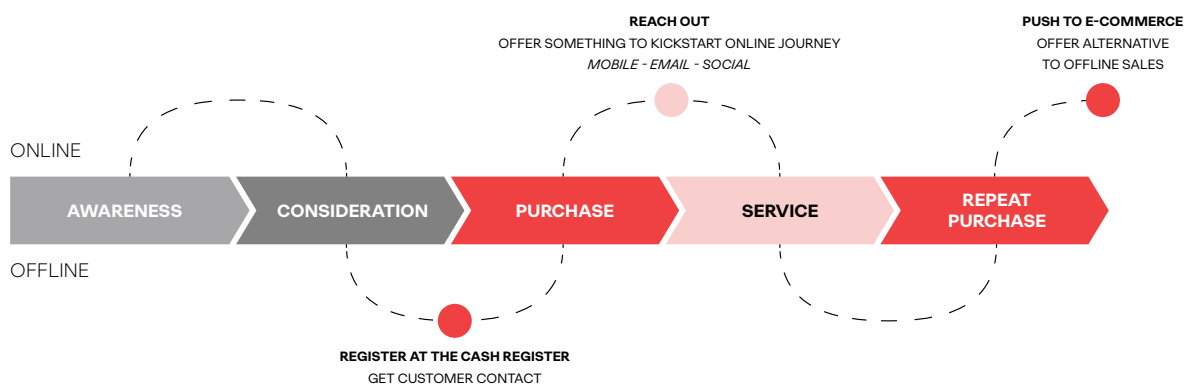
Retailers will need to take advantage of increased footfall to recruit customers into their online ecosystems and build the foundation for borderless service to future-proof their businesses. Now is the time to invest and get ready to recruit the next generation of shoppers before your competitors do.



The Big Idea – Borderless Retail

Success starts with a shift in mindset. Retailers should aim to personalize service across every touch point, online and offline, for a seamless shopping experience. This is why we have created Ogilvy Borderless Retail.

Borderless Retail is built on several key pillars.



1. Borderless Strategy

What value do people expect from your brand? How will you measure success? What are the use cases that you need to reach your goals? Before transforming operations and technology, we set the course with a clear and simple framework for the customer behaviours we want to drive. Then we map the implications across all touchpoints.

“

What is my use case and business challenge, what does my ideal customer experience look like? Start from there and then we can work backwards on the technological solutions to achieve that at scale.”

~ Gabbi Stubbs

APAC Head of Product Marketing & Strategy at Adobe

Case Study:

Recruiting New Moms For Huggies Vietnam

More than 70% of expectant moms in Vietnam visit the Huggies website through organic search each month, one of the first channels for expectant moms to learn about pregnancy and birth. Rich first-party data about moms was just sitting on the Huggies website, but Huggies lacked a strategy how to capitalize on this valuable resource.

But, when babies turn 3 months old, moms reassess their diaper brand choice. This is an important moment of truth to change behavior that could be activated based on website data. By identifying segments of moms based on their behavior on the site, Huggies could follow that up with a CRM program to send personalized messages to moms throughout their 52-week pregnancy and post-partum journey. Features included week-by-week tracking of fetus development, expert talks, community forums, and health tips. Promo codes to encourage purchase based on their stages were sent to moms to cross sell and up sell, acquire new moms, and engage competitor loyalists.

2. Borderless Data

Personalization depends on your knowledge of customers, and that means customer data. First-party data collected on owned touchpoints will become critical to your brand. When a customer visits you online, you will know how they browse, and what content they consume. Then you can activate based on what you learn. Owned touchpoints are also where you can implement an identity management system to ensure that the data you collect is attributed to a customer profile that you manage.

Collecting first-party data along the journey as customers use different devices or interact with different touch points will require some form of identity and authentication system, such as a login. It will also require a customer data platform or CDP, software that combines data from across various touchpoints, and devices to create a centralized database of your customers.

A future-proof retail innovation strategy depends on making a fair offer to people that is clear about what data you will collect and what value customers will get in return. We can provide the technology for you to collect first-party data on owned touchpoints, build a customer data platform, and create unified customer profiles so every team is working from the same information.

“

First-party data had taken a back seat in the last decade, especially for B2C brands with the reliance on data vendors and platforms like Facebook to generate reach and conversion. Marketers need to re-discover the power and wealth of first-party data and build strategies and solutions around it”

~ Waheed Bidiwale

Global Vice President for Verticurl


Case Study:

Building an End-to-End CRM Engagement Model for KFC Australia

KFC launched KFC Xpress, a mobile ordering app, nationwide in Australia. How could KFC leverage this database asset to maximize their engagement and sales opportunity?

By building a digital platform capable of consolidating data from multiple sources (in real-time), aggregating the data to a unique customer, and then storing and then sharing the data across multiple execution platforms to drive communication opportunities.

Through app data, KFC identified unique customer segments and developed a series of journeys to drive relevant, personal, and anticipated messages that drive conversion in-store and online. All starting from a mobile ordering app.

A hand holding a glowing lightbulb against a gradient background. The background transitions from a light blue at the top to a warm orange-red at the bottom. The lightbulb is held in the palm of a hand, and its glow illuminates the surrounding area.

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3. Borderless Experiences

Retailers need nimble operations and communications to capitalize on the potential advantages that customer data provides. You will need integrated online and offline customer service, merchandising, content optimization, and relationship management. Is such a massive infrastructure project within reach with the resources you have available? Absolutely.

We can help you personalize your service experiences at scale with operational and communications tools powered by artificial intelligence. We can empower your team to move at the speed of changing customer expectations.

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It's time to modernize your legacy platforms for a world where teams have to innovate quickly. In the old world, solutions were released once a quarter. If you look at Amazon, they are releasing to production once every second.”

~ Kelly Goetsch

Chief Product Officer at commercetools

Case Study:

Happyfresh Grocery Delivery

Jakarta-based online grocery delivery platform HappyFresh needed to quickly solve new ordering problems brought on by COVID-19. So many users turned to online grocery ordering that delivery slots were running out faster than people could check out, leading customers to abandon orders without completing them. To address the problem, the product team identified relevant moments when the most customers dropped off due to unavailability of delivery slots and created an in-app message to inform users of the situation and give them the choice to opt in for updates. This engagement led to 33% purchase rates. Even better? The entire process only took two days to set up.

A paper shopping bag with a woven handle, set against a blue background. The bag is made of brown paper and has a dark blue felt-like material at the bottom. The handle is made of light-colored, twisted paper or straw. The background is a solid, light blue color.

Ogilvy

Change With Your Customers

In every crisis lies opportunity. Now is the time to catalyze your organization, leading the way with online and offline borderless retail experiences.

How can Ogilvy help?

Do you need to understand where to start or how to define your business model?

We can help you:

- conduct commerce and marketing maturity assessments
- set your future vision
- redefine your business with consumers at the centre
- plan your roadmap for growth,



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Our Commerce Services

We define, create, run and scale the customer experience and commerce business for brands.

