PACE

PERSONALIZED AUTOMATED CUSTOMER ENGAGEMENT

omNovos.com
WELCOME TO PACE

PERSONALIZED AUTOMATED CUSTOMER ENGAGEMENT

ONE SHOPPER. NOT ONE EXPERIENCE

omNovos delivers: all engagement . all the time . in all places

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A robust automation engine that manages all marketing and sales initiatives from one central system.

Management Console

The ability to integrate all of the systems required for a fully engaged omni-channel customer engagement business model.

Data Integration

Applications for the retailer and customer for comprehensive and meaningful 1:1 interactions for anytime, anywhere shopping.

Mobile Suite

The world of omni-channel can be complicated to say the least—a disparate collection of technologies that have little or nothing to do with one another—and IT professionals are left to patch these together with little or no tangible results.

At omNovos, we believe you should start at your own PACE (pardon the pun). This means that when implementing an omni-channel strategy, you can pick and choose aspects that are suited to your needs now, and then you can build a more comprehensive solution, one that evolves over time.

The concept is simple: the platform works as the connectivity engine seamlessly amalgamates all management and delivers it into one central system. Consequently, you can manage all marketing and sales initiatives from one central system; thus, the shopper receives one consistent experience—online, in-store, and in-app. Welcome to omni-channel.

Here is what PACE can do for you.
WHAT’S CRITICAL FOR THE MODERN RETAILER?

Single-User-Profile Data
What does PACE deliver to the retailer?

Imagine having the ability to integrate and amalgamate all your disparate systems into one comprehensive management platform. Welcome to PACE.

Through one platform, you can easily manage all offers through all mediums including online, in-app, and in-store—it’s a robust automation engine that fully automates the customer engagement experience. In addition, through our progressive profiling enablement, a customer’s data can be amalgamated into one single-user-profile, meaning that the customer’s information, purchase history, likes, and more, can be captured from all interaction points whether online through a mobile app, or in-store—all leveraged 24/7/365 for better wallet share, market share, and brand experience.

- One View for all Single-User-Profile Information
- Operations Management
- Customer Relationship Management
- Order Management and Orchestration
- Intelligent Order Routing and Fulfillment
- Advanced Inventory Management
WHAT’S CRITICAL FOR THE MODERN SHOPPER?

Know Me + Show Me You Know Me + Enable Me + Value Me
What does PACE deliver to the shopper?

PACE enables retailers to manage their sales and marketing for comprehensive and meaningful 1:1 interactions with customers, more robust clienteling efforts, highly personalized offer creation, and e-commerce and loyalty program integration for anytime, anywhere shopping.

- Real-time Custom Offers
- Loyalty Engagement & Rewards Programs
- Personalized Service via Concierge View
- Wish Lists and Inventory Checks
- Self-Scan and Checkout
- eCommerce Integration and Online Ordering
- Real-time Chat
- Automated Personalized Greetings
A robust automation engine that manages all marketing and sales initiatives from one central system.

It’s one thing to have all your data integrated into one cohesive environment, but what good is data if it can’t be actioned?

Introducing Omni-Channel Intelligent Automation. As the true meaning of omni-channel is the new world order of customer engagement—a new way of connecting with the customer in a bi-modal fashion—in-store and online become one as the two create a complementary and supportive system that drives online shoppers to the store, and conversely drives in-store shoppers online. You achieve this by ensuring that your data automation fully engages the customer at all times—wherever they may be.

However, there is more functionality than just the usual concepts associated with basic marketing automation. As data management professionals, omNovos extends its automation solutions to encompass internal business process ensuring that there is a direct connection to logistics around front-end applications. This means that while your staff and applications are successfully interacting with your customers, your internal processes are successfully managing everything from Data Integration and Rules-based Processing with eCommerce, Data Integration and Rules-based Processing with In-store POS, Mobile Applications for Customers and In-store Staff, Real-time Data Analytics, Customizable Real-time Rules-based Logic, Automatic Stock Re-ordering, Real-time Inventory Management—and more.

One View for all User Profile Information
When you leverage the customer profile information delivered through the omNovos mobile application suite, you’ll gain a real-time, 360-degree view of your customers across all retail channels including store, mobile, kiosk, and site. Additionally, you’ll be able to aggregate customer order information, preferences and shipping behavior into a single repository to drive new levels of customer satisfaction and loyalty.

This immediately translates to the ability to reinforce relationships with your customers by creating a better shopping experience across channels, and to unify customer analytics and get actionable insight in real-time to make profitable business decisions.
You’ll be able to:

• Optimize cross-channel operations to respond to changing customer behaviors and preferences
• Identify your most valuable customers and determine where to focus promotions
• Get real-time, accurate customer information and order history from all channels, employees and touch points
• Improve your ability to make intelligent merchandising decisions, product selections, and customer retention strategies
• Increase ROI on digital marketing campaigns with higher conversions and more effective cross-sell / up-sell strategies

Point-of-Sale and Associate Integration
omNovos Omni-Channel Sales and Marketing Automation Solutions can create a new landscape and engagement strategy by empowering your in-store staff to become far more than the traditional cashier or sales representative. Through the power of your data, in-store staff will be instantly notified on who has entered the store, they will be sent a quick overview of recent purchases and an in-store inventory that matches a specific customer’s buying habits and likes—all delivered through the omNovos concierge application.

Imagine being able to take relevant data from your customers’ buying habits—online, in-app, and in-store—and creating a fully interactive, suggestive ecosystem that tailors every buying experience just for them. This means that instead of trying to simply up-sell within the store as the customer reaches the cash, that your staff become experienced, professional concierges in their interactions with your customer—able to find, suggest and promote materials only related to the customer—taking the sales experience far beyond what it has been in the past.

This immediately translates to:

• Increased up-sell and cross-sell initiatives
• Tracking and suggesting complementary items throughout the shopping experience

Real-time Omni-Channel Management

Deliver on your customers’ expectations with a buy anywhere, fulfill anywhere, return anywhere shopping experience. Manage cross-channel returns, inventory allocations and financial reconciliation quickly by supporting complex reverse logistics and handling of returned inventory.

Products returned in-store can either be shipped back to the fulfillment warehouse or automatically flagged to be utilized for the next online order. Meanwhile, the customer profile and order history are updated in real time to reflect returned purchases while reconciling the financial records.
Order Management and Orchestration
Reduce shipping costs by routing orders to the most profitable location. This will enable you to:
• Integrate order coordination across all retail touch points
• Enjoy efficient and profitable cross-channel fulfillment with optimized inventory utilization
• Offer first-class customer service with real-time and transparent order lifecycle management
• Utilize flexible and configurable business rules for reporting and analytics
• Scale up order volumes, reduce manual processes and improve order accuracy by automatically moving customer orders through a comprehensive workflow that includes address validation, fraud detection, credit card security verification, packing slip printing, and customer notification updates

Intelligent Order Routing and Fulfillment
Enabling next generation order fulfillment. This will enable you to:
• Meet your customers’ delivery expectations every time by sourcing available inventory in real time across your enterprise and by sending it to the optimal fulfillment location
• Experiment with a variety of routing strategies at different peak periods of the year, using a simple interface for adapting and managing actions and conditions

Advanced Inventory Management
Get a unified view of inventory across your enterprise. This will enable you to:
• Get accurate, real-time inventory information that helps you meet customers’ promised delivery dates, make smarter fulfillment decisions, and utilize stock from the most cost-effective locations by unifying different inventory pools across many channels
• Avoid losing orders to inventory stocks-outs, and reduce profit and loss through inventory markdowns and clearances

Customer Relationship Management
Understand cross-channel customer profiles for improved relationships. This will enable you to:
• Drive new levels of loyalty and profitability with a 360-degree view of customers across channels
• Capture online and offline shopping preferences and analyze behavior to deliver consistent, relevant messages that increase conversion
• Point-and-click to create customer segments and target your most valuable shoppers with relevant promotions
At omNovos, we fully understand the complexity surrounding omni-channel customer engagement. After all, with so many ways to engage your customers—from mobile or web-based advertising, to loyalty rewards programs, to purchase history and predictive modeling, to mobile or in-store point-of-sale engagements—your infrastructure, your systems, and your processes need to be connected.

The complexity of data management is not to be left to the faint of heart. Asking your internal IT team to create a fully integrated ecosystem connecting every aspect of your data and its associated parts is not only unfair, but also it is unrealistic.

The ability to fully connect the myriad databases and systems in place today to make omni-channel sales and marketing initiatives a reality, takes proven technical expertise in the field of data integration and database performance and optimization. Choosing the right partner to connect all your resources and infrastructure will ensure the best possible outcome and put you on the path to a new world of customer engagement.

omNovos has the expertise to integrate all systems, both existing and new, to create your world-class omni-channel customer engagement business model. Its Professional Services solutions are built on decades of data integration expertise and can seamlessly connect:

- ERP
- e-Commerce Platform
- In-Store Point-of-Sale Systems (POS)
- Outside Data Sources
- Customer Relationship Management Tools (CRM)
- Marketing Automation
- Store-to-Store Point-of-Sale Systems (POS)
- Rewards Programs
- Social Media

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Applications for the retailer and customer for comprehensive and meaningful 1:1 interactions for anytime, anywhere shopping.

Unlike most so-called mobile applications for phones or tablets, omNovos has developed a true connective interface for customers and employees—one that seamlessly delivers the true meaning of an omni-channel experience.

As the primary interface and engagement tool for the customer, our Mobile App enables both in-store and online shopping simultaneously. Not only does our Mobile App provide your customers with the ability to scan and pay for goods as they shop in your brick and mortar store, but it also enables you to interact with them throughout the process—suggesting complementary items, engaging through rewards programs, and enabling the real-time delivery of custom offers for up-sell and cross-sell based on that specific customer’s profile and the associated predictive modeling of past and present purchases.

In contrast to the traditional single channel experience where your relationship ends once the customer leaves the physical store, Mobile App customers can continue to shop and interact with your brand after they leave by seamlessly switching to your online presence. Our Mobile App can continue the engagement with your customers through Multi-Location Inventory Search, helping them find your other locations, online ordering, shipping costs, and more.

What does all this really mean for your business? Your customers are made to feel valued through a much simpler and more completely integrated shopping experience. This results in greater customer loyalty and brand affinity, which translates into more sales and greater value per sale. More importantly, your customers are continually engaged even when outside your brick and mortar locations. After all, your customers may not always be near your store, but your store will always be near your customers.
Mobile Engagement for the Customer
Customer Engagement & Interaction Tool Features

**Self Scan and Checkout**
It’s fairly obvious that busy store fronts, long lines and preoccupied sales staff can have a huge impact on customer satisfaction. Our Mobile App Self Checkout functionality can help you not only to greatly reduce lines, but also to increase customer satisfaction—simply by transferring the Point-of-Sale system directly to the customer’s mobile device of choice.

Customers can easily scan items in-store, or choose items from your online store. They can start their order from wherever they wish, on their device of choice, and they can complete their shopping in any manner they choose. They can scan and pay on the spot in-store from an app using their smartphone. They can start an online purchase outside the store, conveniently picking up their order in the store. They can also select home delivery.

Bottom line: Your customers can experience your store how they want, when they want, and buy anything they want. And it’s all from the device of their choice.

Additional features include:
• Integrating the customers’ loyalty cards and ongoing loyalty programs
• Accessing loyalty programs
• Applying for store credit cards
• Making suggestions for complementary items
• Displaying notifications of sale items and special offers
• Customer sign-up for additional marketing materials including email and direct mail
• Social media sharing
Search and In-location Route Guidance
For you as a retailer, the ability of your customers to find what they are looking for at the nearest location, to know that it’s in stock, and to find it quickly and easily once in your store is crucial for better customer engagement and experience. It’s for this reason that the Mobile App offers its unique Search and In-Location Route Guidance feature—enabling customers to use their smartphone to easily search for local products and available inventory.

Once they find the products they are looking for when arriving in-store, your customers will have access to a multitude of search and find capabilities with in-store product locations automatically appearing on the mapping screen. Furthermore, every product is mapped to its in-store aisle location, which they can easily access on the map.

Multi-location Inventory Search, Online Ordering, and Location-based Fulfillment
By managing inventory and customer fulfillment, you reduce shipping and freight costs by eliminating the need to ship online orders across vast geographic distances—you leverage inventory from local, regional stores. Furthermore, you can now optimize inventory utilization; thereby improving inventory turnover and reducing carrying costs by automatically sourcing products from multiple inventory pools based on custom business rules.

Ultimately, this leads to improved gross margins on online orders by enhancing inventory sell-through. You can now avoid lost revenue due to discounted clearance items by using stagnant stock from stores with low sales velocity—all while simultaneously managing out-of-stock scenarios. You can easily manage out-of-stock scenarios across digital channels and retail stores by leveraging inventory from across the entire retail network.

What does this mean for you? You can:
- Enable online shoppers to pick up orders immediately at their most convenient location
- Ensure that customers who enjoy the convenience of online shopping can still leverage the knowledge and expertise of your store associates
- Attract new customers, retain loyal followers and reduce online cart abandonment by offering rapid, economical fulfillment options like in-store pickup, all while generating greater in-store up-sell and cross-sell opportunities
- Fulfill online orders using in-store stock leads to improve inventory turnover and reduce carry costs
- Enable shoppers to purchase online orders and handle returns at their preferred store location

Rewards and Loyalty Programs
The universal challenge of retailers is ensuring that promotional materials including rewards and loyalty programs are received by the customer at the right time, and in the right manner. Through the Mobile App, customers not only receive promotional offers—they also receive highly customized points, rewards, and specials all based on their profile and buying history. Imagine, fully customized ads and offers in real time delivered directly through the mobile application.
Advanced Customer Engagement & Interaction Tool for Employees

Mobile Suite Concierge
The key to a successful omni-channel customer experience is empowering your workforce with the information and knowledge that they need to truly engage the customer—insight into what a customer likes, their buying habits, and more. However, knowing who your customer is can be challenging to say the least. With information from multiple sources including POS terminals, loyalty programs, online shopping profiles, and so on, the ability to have a single customer profile has been almost impossible—until now.

Mobile Suite Concierge is a comprehensive Customer Engagement Application that delivers insight in real time to your in-store staff. Using advanced location technology, in-store associates can be notified as to who exactly is in the store, then engage them with specific knowledge of that customer. Your staff will then be prompted through the interface with suggestions as to what that particular customer may be attracted to.
Reducing Cart Abandonment & Promoting Up-sell
It’s probably obvious by now that at omNovos we believe in evolving your staff from simple cashiers into true concierges—helping your customers get exactly what they want, when they want it, and providing them with an experience they will remember.

When errors occur, or if you are unable to meet fulfillment and delivery promises, our save-the-sale technology enables you to analyze the problem and provide your customers with a fast solution; for example, discounts, promotions, free shipping, and more. With our Mobile Suite Concierge, in-store personnel have the tools they need to provide true customer service and prevent lost sales caused by out-of-stock situations and service problems.

You will be able to:
- Empower your staff
- Evolve your staff from Cashiers to Concierges
- Deliver new levels of customer service
- Mitigate order cancellations
- Enhance average order value
- Improve your customers’ experience
- Increase customer lifetime value

Omni-Channel Order Processing
It’s no surprise that online shopping and its inherent ease-of-use is drastically impacting bricks and mortar sales. After all, the ability to attract customers to your retail location is paramount for better up-sell and ongoing wallet-share. the omNovos Mobile Suite delivers seamless integration into inventory and POS systems, enabling streamlined Omni-Channel Order Processing for your customers.

By enabling your customers to choose their shopping method, along with their delivery and pickup method of choice, you can manage and support highly complex in-store fulfillment scenarios. By doing so, Mobile Suite Concierge helps increase your cross-channel sales, retail store foot traffic and customer loyalty.

For example, by using in-store inventory to facilitate in-store pickup for online order fulfillment, your retail location(s) have the opportunity to engage the customer at the time of pickup to up-sell additional items. Conversely, you can also use ship-to-store fulfillment to automatically source available inventory after a customer makes an online purchase, shipping it to their preferred pickup location and notifying them when it’s ready for pickup.

Then, of course, there is the ship-from-store option, reducing your internal inventory management, storage, and shipping costs. Your store operations can become infinitely less complicated and much more efficient by providing faster delivery through converting your bricks and mortar stores into localized distribution centers for online order fulfillment. Once your customers purchase online, their order passes through the intelligent order routing system that you’ve created based on individual store-level requirements and inventory reserves, routing automatically to the optimal store for fulfillment and calculating customer shipping costs.
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