

omNovos

omni-channel customer engagement solutions

A World of Possibilities

OXFORD
INDUSTRIES



Modern Customer Engagement Solutions for
Oxford Industries

+1.613.744.8204 ◦ info@omNovos.com

www.omNovos.com

If You Only Read One Page.....

What do we do?

The truth is that your customers have changed! How they wish to interact with you has evolved! They are unique individuals and they expect to be courted. They have a wide array of options for their retail dollars and they are looking for amazing experiences.

We provide software products and services that let you take your customers' likes, preferences, habits, past purchase history, and more, to automatically determine what, and how, you communicate with them – to create truly unique customer experiences across all channels – online, in-app, in-store – through personalized real-time and actionable marketing and sales messages.

What does this mean to Oxford Industries?

Creating truly individualized experiences drives your key metrics such as Average Order Value, Average Basket Size, Units per Transaction, Total Visits, Total Revenue, and of course, Customer Satisfaction and Loyalty.

How do we do it?

The key is PACE (**Personalized Automated Customer Engagement**) – our powerful yet simple platform that acts as the hub of your customer engagement program. PACE is 2 things:

1. It is a data repository that connects all your existing systems (CRM, POS, E-commerce, Loyalty, etc...) to collect customer data and build a **Single-User-Profile** – a single and consistent view of your customer across all channels.
2. It is also the management console that creates, manages and delivers offers, content, and individualized communications directly to customers based on their Single-User-Profile, their real-time interactions, and your business goals.

The power of PACE is in its flexibility and scalability. Our deployment model works with clients at all stages of digital readiness. From minor enhancements on existing programs to complete digital transformations, we work with them all.

Where should I start?

Typically, we start with a simple discovery meeting. This is a free consultation where our experts come to your facilities and sit down with a few of your team to learn about your goals, objectives, and available inputs.

From there, we outline a few simple project options from which you could choose. We start small with the data and systems in place and testing. Very quickly, you'll know where you want to go next. We build from there – expanding and integrating new systems as you grow and evolve your customer experiences.

We have listed some possibilities in this document, but one simple option would be to identify 5 simple offers or promotions you want to make and then initiate a simple campaign to a select group of regular customers. Invite them to join a trial and provide an initial reward for doing so. Once signed up, we would collect some information (provided voluntarily, of course). Through their participation and log-in to the system, recognize their arrival on their next visit and greet them upon entry to the store with a personalized outfit recommendation, in their size.

That's it! It is a very simple example but it is also unique and powerful. You have just demonstrated you **know** the customer as an individual by creating an experience that was personalized to them and their style. That creates a truly memorable experience and maybe even a viral social media moment as this customer shares this amazing experience with friends and followers.

I'm interested. What's next?

It's simple. **Get started.** Call us. Even if you do not think you are ready today or you just want to have a more in-depth conversation about the possibilities, the important thing is to get started. Let's talk about how you can create unparalleled customer engagement that will result in an increase in all revenue and customer satisfaction metrics.

The World Has Changed

It wasn't that long ago where customer acquisition was as simple as opening a store in the right location and offering quality products at reasonable prices.

Then came globalization and competitors appeared everywhere. Pricing and promotions became critical weapons in the fight for mind and market share. Marketing departments turned to demographics and segmentation in order to better target their customers.

Today, your customers are evaluating options before they leave the house or office. They are well-informed about your products and prices, as well as those offered by your competition. They are sharing their experiences across social media and effectively acting as low-cost, and very effective, promoters of your brand. And, they expect to be connected with your brand 24/7/365.

This is happening with all of your customers – from teens to boomers. And it is becoming especially critical for your newest customers, and the largest growing subset of your market: Generation Z and Millennials.

The New Generation: Personalization on Demand

Studies have shown just how much Millennials are turning away from materialism and traditional measures of success in favor of experiential milestones. Millennials are more fulfilled by live experiences than by purchasing items of the same value.

- ✓ Generation Z and Millennials comprise almost 50% of the population—this insight is vitally important as the youngest generation begins to mature and move into the workplace. (Nielsen Group, 2017)
- ✓ Over 97% of Generation Z and Millennials own a smartphone. (Nielsen Group, 2017)
- ✓ 62% of Millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer. (Forbes and Elite Daily, 2017)
- ✓ Millennials spend about 25 hours per week online. (AdAge)
- ✓ Millennials touch their smartphones 45 times per day. (SDL)
- ✓ 63% of Millennials almost always agree to accept an app's push notification, driven by fear of missing out. (FOMO) (ComScore Custom Survey U.S, Age 18+, 2017)
- ✓ Generation Z to become the largest generation of consumers by 2020.
- ✓ 93% of parents today say that their children influence family and household purchases. (CASSANDRA, 2017)

It's a new world out there. A world where customers want to define their own journeys. With data being the new currency, customers want that data leveraged so that each shopping journey is defined NOT by the business—but BY THEM.

We can help Oxford Industries leverage these driving forces.

The Path to Success

Regardless of which generation your customer belongs to, it is a new world. A digital one. A world where each and every interaction is a moment of truth in the relationship with your customer, and a moment for you to shine or fail.

You have an edge. You have staff already trained to deliver a personal experience, to ensure customer satisfaction. It is a sometimes intimate environment, catering to an individual's personal tastes and ensuring all aspects of an in-store visit meet their expectations. And, when you deliver a superior customer experience you enhance loyalty and affinity for your brand which drives business and boosts revenue.

However, because your customers have more options than ever before, their experience across your channels can lead to friction. When they are not in one of your stores, the human touch is missing. As a result, there is little to distinguish yourself from the myriad of options for their dollars—unless you create a truly personalized and consistent experience across all channels.

Your customers want to feel important—to feel special. They want to be acknowledged by their friends, their followers and, frankly, by relative strangers on social media. Simply put, they want to be rewarded for their purchases and they want to be valued. They want you to “Know Me, Show Me You Know Me, Enable Me, and Value Me”. This MUST be a seamless experience across all channels, from beginning to end and beyond.

It is this true personalization that can only be delivered through the omNovos PACE platform. Our proprietary platform leverages what is known as the Single-User-Profile—a single view of your customer—to personalize each customer interaction, whether online, in-app, or in-person.

The Magic of the Single-User-Profile

The Single-User-Profile (SUP) becomes the “single truth” of who your customer is.

It is a single set of data that represents who each customer is across all channels including online, in-app, and in-store. This data represents the totality of what you know about that individual customer today – and becomes the foundation for ongoing profile building that enables you to deliver a customer experience based on the specifics of that customer and based on their Single-User-Profile at that very moment in time. This “single truth” of each customer enables you to:

- ✓ Unify the disparate views that may exist of your customer across online, in-app, and in-store interactions (R. Smith from her E-commerce login, Roberta A. Smith on her credit card, and RA Smith on her loyalty card. Today, in most systems, that is three different people.)
- ✓ **Engage your customer** on an entirely new level
 - Personalize each interaction between you and your customer
 - Build truly individualized experiences for your customers
- ✓ Easily identify trends, patterns within your clientele
- ✓ Target specific clientele or segments
- ✓ Respond to customer behaviors and preferences almost instantaneously
- ✓ Accurately measure the effectiveness of promotions, offers and campaigns

An experience like no other

With the creation, management, and ongoing evolution of the Single-User-Profile, Oxford Industries has the opportunity to curate greater customer experiences through personalization of the customer's journey; to create triggers that will generate frequent return visits to your online and brick-and-mortar stores and communication channels; and to build a community of brand ambassadors.

Using the Single-User-Profile, personalized messaging, offers, promotions, and information to customers shapes each customer's unique journey and provides the opportunity to build a stronger communication channel with your technology-savvy customers.

Through omNovos' PACE platform, the Single-User-Profile learns and evolves. Each interaction becomes an additional learning opportunity about the specific user—their likes, dislikes, habits, preferences, loyalty, etc. Whether customers are engaged online, in-app, or in-store, the behavioral data collected from each interaction and the consistent and non-invasive collection of additional profile data, empower you to create a thorough psychographic profile of the person to curate a truly one-of-a-kind journey and personal customer experience.

For instance: Are they a returning customer? How much did they spend on their last visit? What and how did they purchase? Is there any discernible pattern of style or clothing preference based on their last 3/4/10/20 visits? Did they convert on your last promotion? How did they respond to the last communication? And so much more.

Ultimately, each customer's experience improves the more they interact with you – creating a wonderfully synergistic relationship.

More importantly, PACE's effective creation, management, and use of the Single-User-Profile:

- ✓ Drives **higher revenue and margins** through predictive modeling and a better understanding of customer expectations
- ✓ Drives new levels of **loyalty** through the personalization of every interaction between you and the customer
- ✓ Increases **frequency** of visits and **conversion** rates through the timely delivery of relevant offers and promotions
- ✓ Increases **ROI** on marketing campaigns with higher conversion
- ✓ Provides new and targeted cross-sell / up-sell approaches
- ✓ Optimizes cross-channel operations by coordinating across all touchpoints

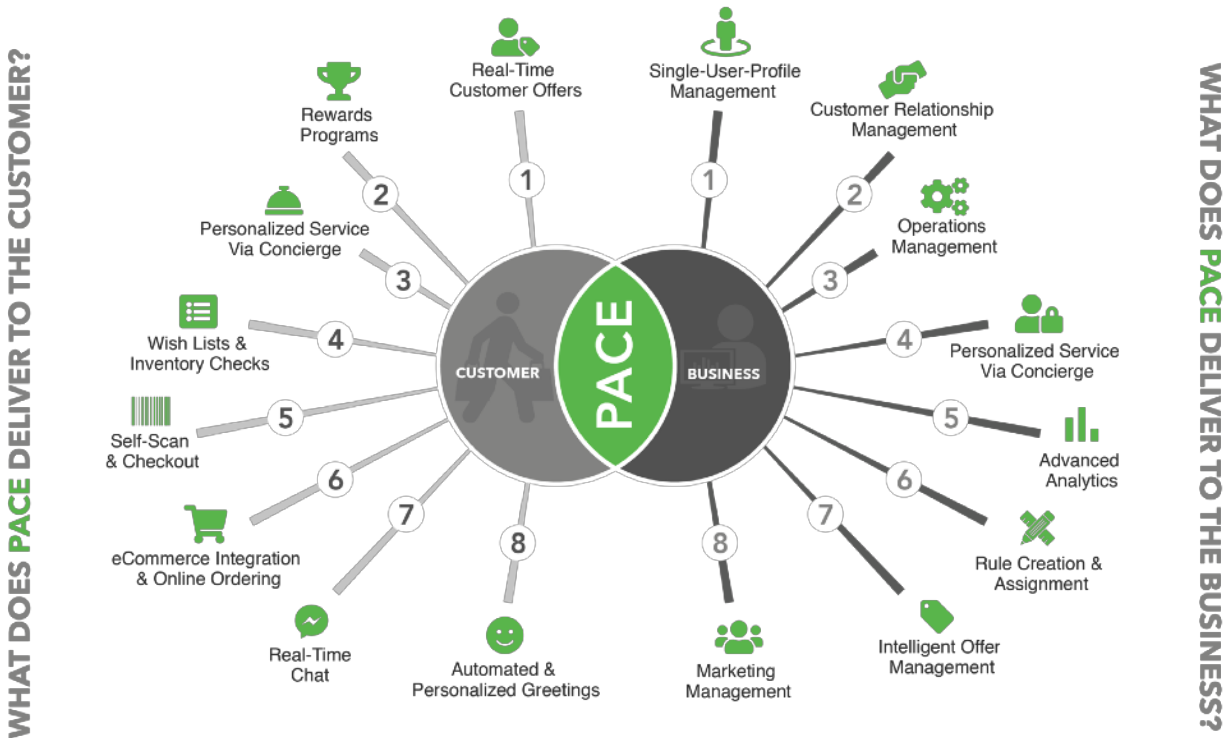
PACE: A platform like no other

Perfect Engagement. Perfect Experience. Every Time.

Our modern Customer Engagement platform enables you to create, manage, and deliver offers, promotions, and highly personalized communications directly to your customers based on their historical and real-time interactions. It is the connective tissue between your business' data, systems, and your customers' experiences.

Through our SaaS-based or on-premise connectivity engine (PACE), omNovos seamlessly amalgamates data and data management into one central system. As the client, Oxford Industries can then manage all sales and marketing initiatives through one platform. Thus, each customer receives one consistent, and personalized, experience online, in-app, or in-store. This is the power of omni-channel customer engagement.

And this is where our PACE platform delivers on its promise.



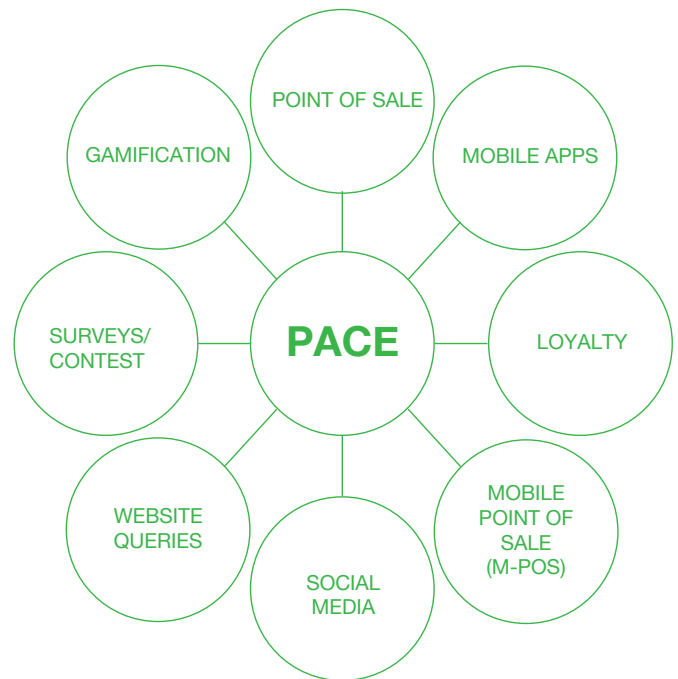
How it works

PACE sits at the intersection of your back-end and customer-facing systems. It connects to any number of systems to pull information about your customer to continue to build the Single-User-Profile. It is then used to match against sets of rules by which you identify the conditions and timing under which any specific offer/promotion/message is sent.

Taking this one step further, PACE may also connect to your back-end inventory systems to ensure that the offers are no longer sent or made when supply runs out.

Most importantly however, PACE is built on the concept of progressive profiling—becoming more valuable as you continue to learn about each individual. At your direction, PACE could identify patterns and focus on validating these purchase patterns and customer preferences through a survey. Promotions can then be more focused and consequently drive higher conversion rates thereby maximizing the effectiveness of your marketing budget.

The key lies in how PACE leverages the information that exists in the various systems found in your current operations, whatever they may be – and continues to build as it connects to new systems or sources of data.



Using PACE and the Single-User-Profile will create greater customer experiences. In doing so, you will see:

- ✓ An increase in both lifetime and Average Order Value and higher Total Revenue
- ✓ Greater customer velocity (frequency of customer visits)
- ✓ Significantly increasing customer loyalty and brand affinity
- ✓ Lower Customer Acquisition Cost (CAC)
- ✓ Delivery of frictionless and consistent omni-channel messaging across all locations and channels
- ✓ Comprehensive and consistent product and corporate in-store messaging for all employees
- ✓ Reduced customer wait times for checkout

Ultimately, PACE will deliver your **best sales results ever** and the **loyalty** that can only come from new **magical experiences**.

The first simple step to success

Today's customers place high importance on experiential transactions. To win their business and ongoing loyalty, they want four things from your business:

1. Know Them
2. Show Them That You Know Them
3. Enable Them
4. Value Them

The reality is that the ways in which you can accomplish these objectives are as varied as your customers. And because there is really no way to cover every possible scenario in a short document, we start by offering just a few simple examples to outline the potential of our solution.

Scenario 1: Regular Customer Real-Time Custom Offer

Ashley is a longtime customer. At least twice a month she comes to the same location. Over the past three months you have slowly been gathering more and more data on Ashley through her browsing history, purchases, reactions to specials, even a survey.

It is Saturday afternoon during peak hours and the store is extremely busy. Ashley enters the store and is greeted by an associate. Upon entry her mobile phone connects to the system (WiFi, Beacons) and PACE sends her a message welcoming her back to the store and letting her know that her favorite Pashmina scarves are on sale today, 2 for \$25. This message is sent to Ashley based on the rules you have built and PACE recognizes that this is an item she has purchased in the past, reviewed and indicated via survey she would like to purchase in navy blue next time. This provides instant satisfaction for Ashley and she heads straight to the accessories area to pick out her new scarves.

Ashley was already a frequent customer, but this personalized offer provided an experience beyond her expectations. Not only is she leaving the store completely satisfied, she will be sharing this positive experience with her friends and on social media.

Scenario 2: Abandoned e-Commerce Cart with In-Store Visit

It is the same Saturday and this time as Ashley enters the store, PACE recognizes that she recently abandoned her cart. For some reason, she just didn't convert on the red sweater she had been looking at. As a result of the rules Oxford Industries has created, it was determined that particular red sweater is one that you wish to move before markdown. When combined with Ashley's profile, the rules determine she should be sent a promotional offer to help her convert on that sweater right now—while she is in the store.

The system may have alerted an Associate with the Concierge App, informing her of Ashley's arrival, the offer pushed to her, and requesting the Associate personally see to Ashley's satisfaction. The Associate can even be empowered to inquire as to why the red sweater was abandoned; thereby, providing real feedback on why this specific item did not move.

Scenario 3: Occasional Customer Personalized Service

Mary and her two daughters have visited your store a few times. They are all big fans of the styles and proud to support a business that sources and designs clothing locally. After their last visit, PACE sent them a survey asking a few questions about their experiences, preferences, likes, dislikes, etc., in return for a promotional offer. Today, they are at a different location killing time because her eldest son is in a nearby hockey tournament.

Once again, PACE recognizes Mary's arrival—even though she is not in her regular store. The Store Associate is alerted to her arrival and greets her by name, welcoming her back. Mary and her two daughters have never been to this particular location nor have they met the Associate, but PACE recognized them on entry and provided the Store Associate's Concierge app with an overview of Mary and her shopping habits. Armed with this additional information, the Associate is now able to provide custom recommendations based on Mary's profile and based on what is currently available in stock, avoiding potential items that are out of stock.

Scenario 4: New Customer – Online and In-Store with Mobile POS

You have just opened a new location and is looking to promote and introduce a new neighborhood to its offerings. Your existing profiles indicate a number of customers may actually be closer to this new location. You set up a few simple rules in PACE to target these specific profiles and invite specific customers (via SMS or email) to peruse new items on your website site that are similar to items on their Wish List. If new items are added to the Wish List, the customer is invited to visit a local store at a specific time to try on these items.

Upon arrival, the customer is greeted by name by a Store Associate armed with the Concierge app. The customer is directed to a dressing room where his or her Wish List items are waiting in the correct sizes. The customer is offered accessories and different options such as color, size, new items, etc., via an affixed tablet within the change room. Feedback on sizing and style preference can be updated to the profile, with or without an Associate's assistance. Transactions are completed using mobile POS with e-receipts sent directly to the customer's inbox. Following their visit, a personal email is sent to the customer, thanking them for the visit.

To continue the engagement cycle, the updated Single-User-Profile will be used again and matched against the existing and new rules Oxford Industries has set in the next customer interaction.

Possibilities are only limited by your imagination

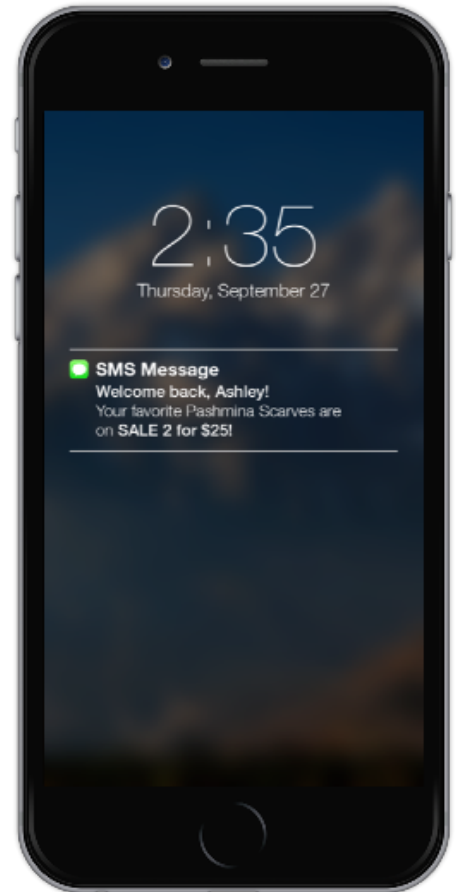
Any of these, or other, Proofs of Concept will demonstrate your customers' appetites for unique experiences and their willingness to share personal data as long as they perceive "value" in the transaction. In each of the above examples, you have demonstrated that you Know Your Customer, You Have Enabled Them, and You Have Valued Them. Complete the cycle by engaging them automatically post-visit to learn about their experience, solicit input, and continue your progressive profiling efforts.

Through relevant and effective messaging to your customers, you offer them an opportunity to immerse themselves in the experience—potentially hours before arriving at the store, during their visit, and for days following their visit.

Through a better understanding of customer expectations, you create significant opportunities for building brand loyalty, increasing frequency of visits, and driving average cover (revenue per seat).

And, as the messages become more tailored to each individual customer journey, your customers will become your technology ambassadors.

Ultimately, the benefits continue as you turn everyday customers into brand influencers to drive new business and higher revenues through true personalization or by creating a conversation with each connected customer before, during, and after each interaction.



omNovos at your service

At omNovos, we fully understand the perceived complexity surrounding customer engagement and personalization. After all, with so many ways to engage your customers, your infrastructure, your systems, and your processes need to be connected.

On the data management front, its complexity is not to be taken for granted. 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.

From a customer engagement and personalization perspective, it can also seem overwhelming. 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, getting started often seems to be the hardest part. After all, your expertise is about providing great products and great service to your customers.

That's where we come in.

We make it easy. Start small. Test and build from there.

From the smallest of POS integrations to complete Digital Transformations, we can help.

omNovos has decades of expertise in integrating all systems and data formats, both existing and new, to develop your world-class customer engagement business model.

We also work directly with you—before you have even decided to move forward with a solution—to understand your specific needs, your plans, and your goals to truly customize the offering to your personalized needs. This up-front planning is NOT a one-size-fits-all-model. We will build the customer engagement model that works best for you and for your business and deliver the means to:

- ✓ Enhance the customer experience before, during, and after the customer visit—in any channel—to create a highly unique and personalized customer journey
- ✓ Shape each customer's journey (no two are alike)
- ✓ Develop a Single-User-Profile for all of your customers
- ✓ Create lifetime brand loyalty
- ✓ Introduce revenue-driving upsell and cross-promotional opportunities with corporate partners and suppliers
- ✓ Unify your various channels— online, in-app, and in-store—to provide a consistent experience
- ✓ Quickly deliver an amazing mobile experience through our simplified templated approach to app development.

Every journey begins with the first steps

1. Discovery – Current State, Goals, Objectives, Systems, Inputs, Logistics
2. Test and Validation of Assumptions
3. Options and Recommendations
4. Selection of Proof of Concepts (POCs) for evaluation
5. Establishment of Key Performance Indicators (KPI) for POCs
6. Execute POC and review Results
7. Next Steps

Why omNovos?

Frankly, we grew tired of being marketed “at”. We wanted to be courted by the brands we have been loyal to and by those that want our business. We grew tired of the same old “segmentation” or “demographic” marketing approaches because we are unique. We laughed every time an ecommerce engine told us that, based on what other people have bought, we might also “like” the following items. We got tired of being pitched the same items for weeks on end just because we happened to look at it once online.

Because, the how, when, and where each of us likes to shop is not impacted by where we live, what others have bought, where we went to school, or our typical neighborhood income.

Our parent company, DataKinetics, is the global leader in Data Performance and Optimization Solutions, relied upon by many of the world’s largest banks, credit card companies, brokerages, insurers, and healthcare providers, to process over 1 Billion account, credit card, and insurance claim transactions every single day.

One day, we realized that the rules-based processing we have been doing for those customers for the last 40 years can be applied to the effective curation of personalized messaging. A business that could take what it knows about me and my likes, dislikes, habits, and so on, and could actually provide me with offers or content that resonate with me—and not with every other adult of the same age and gender—would be quite powerful.

So we built omNovos – delivering omni-channel customer engagement software products, tools, apps, and services. Everything a business such as yours might need to deliver new and inspiring customer experiences.

We also realized quite early on that the people we were reaching out to are all at different stages of the digital readiness spectrum. So we designed a wide-variety of services to support our clients from discovery through to execution in defining, building, and managing their complex, data-driven omni-channel customer engagement projects.

Today, with our proprietary PACE platform and our unique data services designed to fully support any rollout of an omni-channel customer engagement solution, omNovos enables our clients to:

- ✓ Gain valuable customer insights and turn these insights into actions
- ✓ Differentiate their company and create a valuable and unique customer experience
- ✓ Prioritize high value prospects through nurturing and custom engagements
- ✓ Build new valuable relationships with your future high-value clients
- ✓ Provide the right information to the right user at the right time—regardless of geography
- ✓ Deliver a unique and personalized experience to all customers and prospective customers
- ✓ Drive higher Average Order Value (AOV) through automated up-sell and cross-sell campaigns
- ✓ Grow Total Revenues and Share of Wallet in the category

We look forward to working with you

If you have any questions, please feel free to contact me at your convenience at ajzander@omnovos.com.

I will be in touch with you in the next few days to arrange a follow-up conversation.

Thank you for your consideration.

Allan Zander
CEO