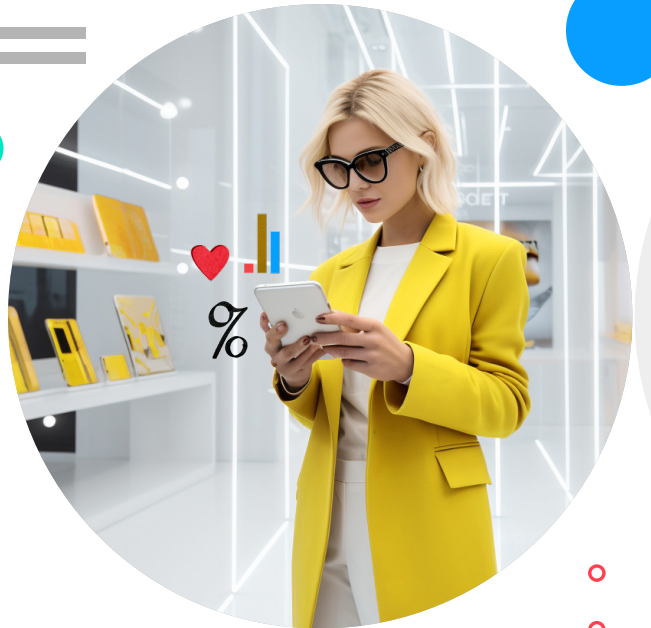


# B2C Commerce



## Offering summary

Provide your customers with personalized shopping experiences, promotions, an attractive product selection, search filtering and the shipping and return capabilities they need. Capture cross-sell and upsell opportunities in real time. Facilitate payment processing and easily manage orders over multiple channels. Publicis Sapient helps you deliver the value and convenience that drives loyalty.

## Solving digital transformation challenges

### B2C commerce customers have a variety of demands.

It's more convenient than ever to research, discover, customize and purchase products. Customers now expect this from every e-commerce experience, even in a highly specialized and technical industry. As more users shift to e-commerce online shopping, even those who shop in brick-and-mortar stores are more likely to begin their decision-making outside of the store (online). The last few years have shown us that businesses that are prepared to quickly respond to shifts in markets and user behavior will outpace those that aren't. It's critical to deliver on many demands in B2C commerce experiences.

## To attract customers to your D2C channel, it has to meet diverse and ever-increasing customer needs and expectations



**+40%**

### Home experiences

Increased demand for at-home entertainment experiences, as is the need for creative content to elevate experiences.



**80%**

### Budget pressures

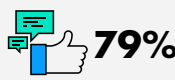
Customers who are facing financial pressures due to rising costs of living and needing unique ways to save money.



**68%**

### Fast shipping

Online purchasers looking for fast shipping with guaranteed quick and easy access to products.



**79%**

### Social media

Consumers say purchasing decisions are driven by increasing consumption and inspiration from peers on social content.



**96%**

### Sustainability

Customers claim they try to behave sustainably. Engaging that social responsibility is key.



**27%**

### Brand loyalty

Customers report they feel no loyalty to any brand. Personalization creates a connection that builds loyalty.

## Tailoring your B2C commerce approach

We help you build a unified direct-to-customer (D2C) digital channel that provides a seamless customer experience across commerce touchpoints and generates measurable business value via an incremental digital revenue stream. Indirect benefits include brand affinity, data-driven insights, new services and business flexibility to potentially diversify channels and reduce retailer dependence.

## Unlock indirect revenue

When businesses offer products directly to consumers, the upside potential goes beyond direct revenue to indirect value drivers that include:

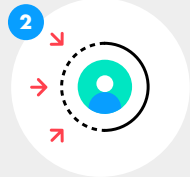


**1**

**Brand affinity**

- Increase brand advocacy
- Drive sales across channels
- Create brand community

**+30-40%**  
of direct revenue

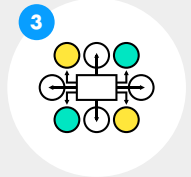


**2**

**Data-driven insights**

- Generate consumer insights
- Provide personalized experiences

**+70-80%**  
of direct revenue



**3**

**New services**

- Test and learn approach to launch with less risk
- Increase speed to market

**+40-50%**  
of direct revenue

## Delivering exactly what customers want

Exceptional B2C commerce experiences can be a key differentiator for your business. We help you build digital commerce solutions that:

- **Give buyers product and application expertise and a way to easily compare products.** This can happen through extensive tagging with metadata and material guides along with comparative visualizations of material properties
- **Keep customers informed on competitive pricing and product quality.** This means fast access to a flexible estimate calculator and the ability to analyze trade-offs of service level versus cost
- **Allow customers to speak with someone who can facilitate order changes or the sale.** With user-centricity embedded across solutions, customers feel like they have a partner invested in their success
- **Offer timesaving self-service tools for simple tasks.** Flexible features can allow customers to complete tasks such as scheduling auto-purchases and making direct purchases in an integrated procurement system
- **Enable transparency across product availability, shipping status and delivery times.** Customers want to know about product inventory and delivery, and this requires a back end that manages expectations based on a set of rules established by the team
- **Access product quality guarantees.** Build trust with payment escrow service, a seller certification system, and seller activity and response rating

## Create an end-to-end commerce ecosystem

We connect both frontstage and backstage capabilities in an end-to-end ecosystem to help you unlock both business and customer value. On the frontstage, this involves the channel experience—the customer touchpoints, features and user interfaces that can make or break a sale. In the backstage, we support the organizational and operational components, including the operating model, processes, technology and data.

This process includes five key components:

- 1 Integrating new capabilities into existing technology.** Clients must manage their technical debt while creating new capabilities. With composable architecture that uses microservices and APIs, we provide the building blocks to help you seamlessly integrate new B2C commerce capabilities into your existing technology landscape or a third-party marketplace—and scale them.
- 2 Establishing data quality and trust.** Business executives don't always trust their company's data due to complex pipelines and challenges with findability, accessibility, interoperability and more. We establish clear data governance early to ensure you can act on data to maximize its value.
- 3 Embedding user-centricity in the organization.** Companies today must pivot from being product-centric to customer-centric. We deliver client experiences and customer experience solutions that help you embed a user focus in all that you do. This results in digital solutions that solve key customer needs.
- 4 Supporting change management.** Digital transformations can fail when they don't have buy-in from employees. We begin with a fundamental reset of mindsets and behaviors, taking a human-centered approach to ensure a transformation is successful and embraced by employees. These informed and aligned teams then work together to adopt new capabilities, significantly reducing the risk of transformation failure.
- 5 Optimizing and managing commerce operations.** We help you adopt the skills needed to maximize systems, data, people and processes. As needed, we sustain commerce solutions by supporting our clients with managed services.

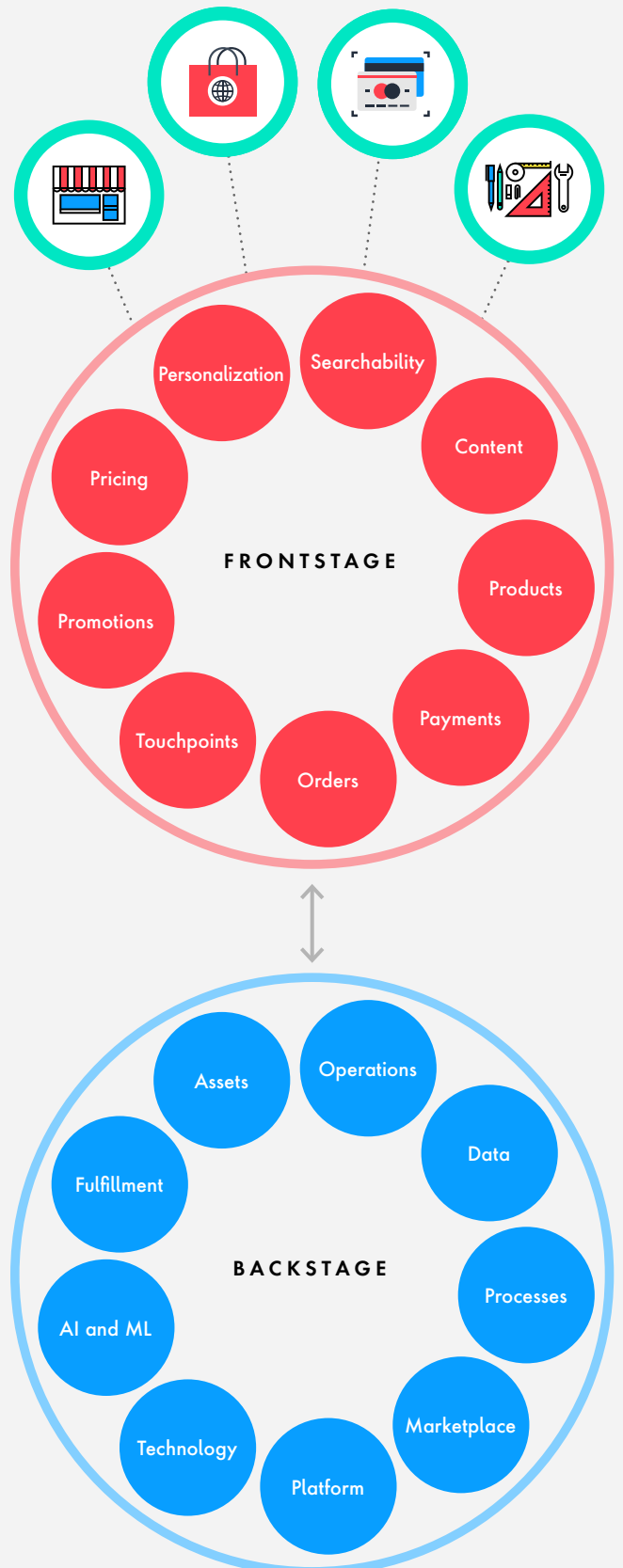
## Customers at the core

We bring to bear our expertise in customer experience to embed customer-centricity in the heart of B2C commerce solutions. For instance, enabling different interactions for new customers versus returning customers.

Our customer-centric approach allows you to:

- **Connect the end-to-end user journey and gain visibility** into the complete purchasing cycle, not just individual steps
- **Understand all different personas for key customer groups** and act on data to ensure their needs are met
- **Embed customer and user insights** into the delivery process to understand problems, test solutions and fix issues early

## An end-to-end approach to B2C commerce



## A strong technology backbone

Our composable architecture includes reusable, channel-agnostic services that can be easily customized and stitched together to serve multiple journeys and enable innovation. This API-driven, component-based and cloud-hosted architecture significantly reduces build time, downtime and business disruptions.

Through a headless commerce approach, our architecture allows front-end applications to be decoupled from back-end commerce functionality. This means your business can make updates and edits on the front end without interfering with back-end processes.

Underpinning it all is MACH, the basis for composable and headless commerce. This swappable enterprise tech stack allows every component of a B2C commerce solution to be pluggable, scalable, replaceable and continuously improved through agile development.

As we implement technology, we focus on speed, value and quality to ensure incremental, consistent improvement. Minimum viable product (MVP) projects typically take eight weeks. Sprints are defined by feature identification and prioritization to quickly produce an MVP and test it. Features are then incrementally added in a circular **design–build–test–learn** process. We bring a proven governance and collaborative approach for a smooth program execution.

## How we've made an impact



### The imperative for change:

- Change product reputation and broaden its appeal
- Know consumers better to be able to celebrate the product's craftsmanship and versatility

### The transformative solution:

- Built the spirit industry's first hyper-personalized cocktail recommendation engine, Cocktail Lab
- From any device—phone, tablet, laptop or voice assistant—visitors to the Patrón Cocktail Lab are asked about their tastes
- The Cocktail Lab serves up curated recipes based on personal customer preferences, behavioral insights, local trends and occasions
- Positioned Patrón as a personalized, accessible choice to make the brand top of mind

### The business impact:

- **Selling 5x more than its nearest competitor**
- **38% increase in site traffic**
- **109% increase in traffic to cocktail pages**
- **800% increase in cocktail recipes**
- **2 million page views**



### The imperative for change:

- External pressures forced the brand to work faster and systematically to serve their customers for another 100 years

### The transformative solution:

- Built a world-class digital organization
- Created an agile roadmap for transformation based on self-sufficiency, trust and scalability
- Applied a continuous improvement approach to all initiatives

### The business impact:

**The digital business transformation set the stage for agile innovation and launching initiatives, including:**

- **700 locations added—PC Express online grocery shopping enables customers to buy online and pick up in one store**
- **Added a new digital pharmacy to allow customers to securely refill prescriptions online**

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**The imperative for change:**

- Online platforms were taking market share from Carrefour by offering broad choices along with competitive pricing, good customer service and convenient delivery
- Rising customer expectations around quality of service and price competitiveness, combined with declining levels of customer loyalty, put pressure on the business
- Growing ethical concerns among customers around the quality of food and the fairness and sustainability of the supply chains

**The transformative solution:**

- Aligned teams around a forward-looking vision through an intense mixture of brainstorming, strategizing and detailed planning
- Created an executable roadmap that includes buy-in across Carrefour leadership
- Co-created a next-generation omnichannel transformation strategy
- Carried out the strategy in four streams:
  1. Front-end customer experience, creating a unified Carrefour shopping website and a single e-commerce app
  2. Logistics and supply chain, covering everything from order management systems, warehouse and transport management and experience at the pickup points
  3. Digital in-store, building solutions that use the same assets as online and start to leverage the potential for true omnichannel
  4. Marketing and customer data—for example, creating a more comprehensive loyalty or subscription offerings

**The business impact:**

**E-commerce is expanding rapidly:**

- Sales increased 3.1%
- Food e-commerce sales grew more than 30%

**What sets Publicis Sapient apart?**

We have vast experience designing and implementing digital commerce solutions, including omnichannel commerce strategy, commerce experience design, commerce and OMS technology platforms and commerce optimization and management.

**39 of the top 100**

*online retailers use commerce platforms designed, built or supported by Publicis Sapient*

**Over 39%**

*of all North American online retail revenue through a platform were on systems designed, built or supported by Publicis Sapient*

**14.7%**

*average increase in revenue from commerce experiences on platforms designed and built by Publicis Sapient*

**Partnerships**

We partner with commerce, technology and marketing leaders to provide a comprehensive 360 approach.

**Our partners include:**



commerce cloud

Commerce platform trusted by industry-leading brands



Adobe Commerce Cloud

Commerce platform to personalize B2B and B2C experiences



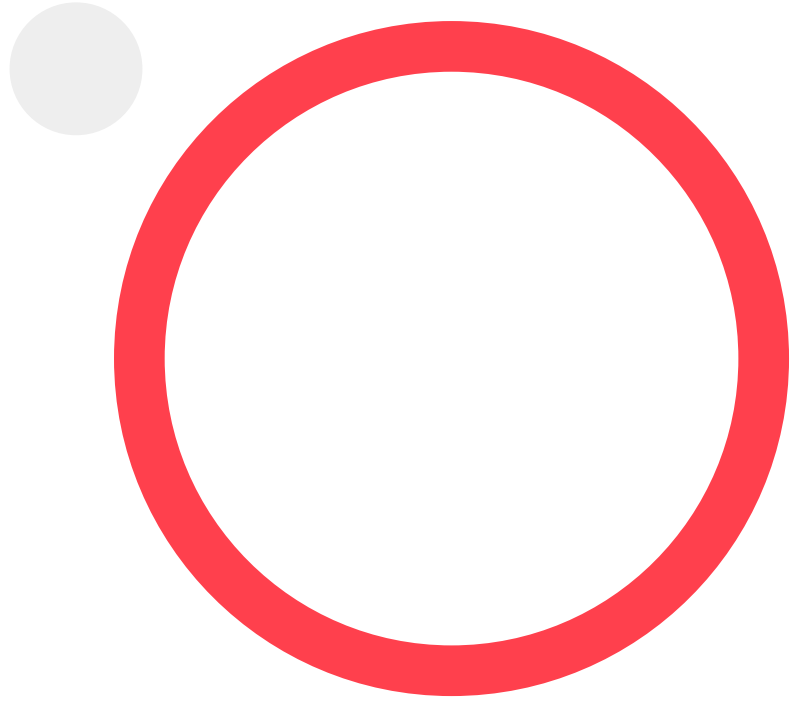
Cloud-based headless commerce platform



A complete, connected and composable platform



E-commerce platform and service



## LET'S CONNECT

For more information, visit [publicissapient.com/solutions/digital-commerce](https://publicissapient.com/solutions/digital-commerce).

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).

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