

Retail

Assessing a retailer's CRM investment and journey to gear up for the digital future

BSG assisted a leading retailer to understand whether their CRM systems are supporting the original vision for their customer transformation programme and are ready to enable the digital, personalised future of customer interactions across all channels.



Overview of the client's needs

- Assessment of CRM and supporting systems against original vision and investment cost
- A customer platform geared for the future e.g. accessible, personalised, enabling connectedness



Objectives of the engagement

- Assess the solution fit from business, data and technology perspectives as per the original vision and scope
- Evaluate the fit to emerging and future requirements, which have come about since the original programme was planned
- Provide actionable recommendations



Benefits of the change

- Future fit view on current architecture validated against a reference architecture for CRM platforms
- Current technology architecture analysed, with specific focus areas highlighted
- Commercial scalability outlined
- Understanding among stakeholders across the organisation of what the investment has delivered, what the issues are and opportunities to realign the programme towards the original vision and emerging requirements

Review a retailer's **customer platform** against the original blueprint to **assess if objectives are being met** and suggest recommendations

 www.bsg.co.za

 /bsgcareers

 @bsgafrica

 /company/bsg

 BSLive

CONSULTING | TECHNOLOGY

Engagement Overview

BSG engaged with the retailer over a three-week period, kicking off week one with interviews with internal stakeholders across a range of areas such as strategy, marketing and IT. BSG also reviewed the client's broad CRM programme to assess areas such as strategy, their operating model and technology.

In week two BSG undertook in-depth discussions, doing a deep dive into technology, the operating model and the people / change areas. IT was evaluated with application owners, covering 10 application areas. A recent marketing campaign the client had undertaken was also reviewed in detail, to trace the flow of events.

In the final week validation took place, including a collaborative review of recommendations with stakeholders. Insights were applied based on BSG's 20 years of client experience and industry research, to validate the findings and recommendations.

Solution

For the client to realise their vision, BSG recommended an enterprise view of the transformation effort. This would require removing internal silos to leverage their technology capability and data across the enterprise.

BSG recommended a set of specific activities to:

- Re-baseline the future solution vision
- Encourage involvement and co-ordination of impacted stakeholders and functions across the business
- Resolve technology challenges and prioritise investment



BSG making a difference

To truly maximise customer value, an organisation needs to not only break down internal silos, the areas where these silos reside need to be identified.

BSG drew on 20 years of learning and strategic journey management to understand the client and facilitate holistic transformation, enabling the client to move away from individual capability sets towards an organisational focus.

When organisations create flow across the entire value chain, they can ensure engaging customer experiences and position themselves ahead of their competitors.

Contact

Jurie Schoeman – Chief Executive Officer
Mobile: +27 (0) 83 302 7169
jurie.schoeman@bsg.co.za