



Enabling the Connected Customer Experience

SBN & KPS 2nd June 2021



SAP Gold Partner / Global Customer Experience Partner of the Year / Ecommerce Agency of the Year

KPS IN NUMBERS



370+
Finished projects



20 Years
Trusted client relationships



2000
Founded

1300
Consultants

14
Offices (EU | GB | USA)

180M
Euro Revenue

AG
Stock Exchange
Frankfurt
(Prime Standard)

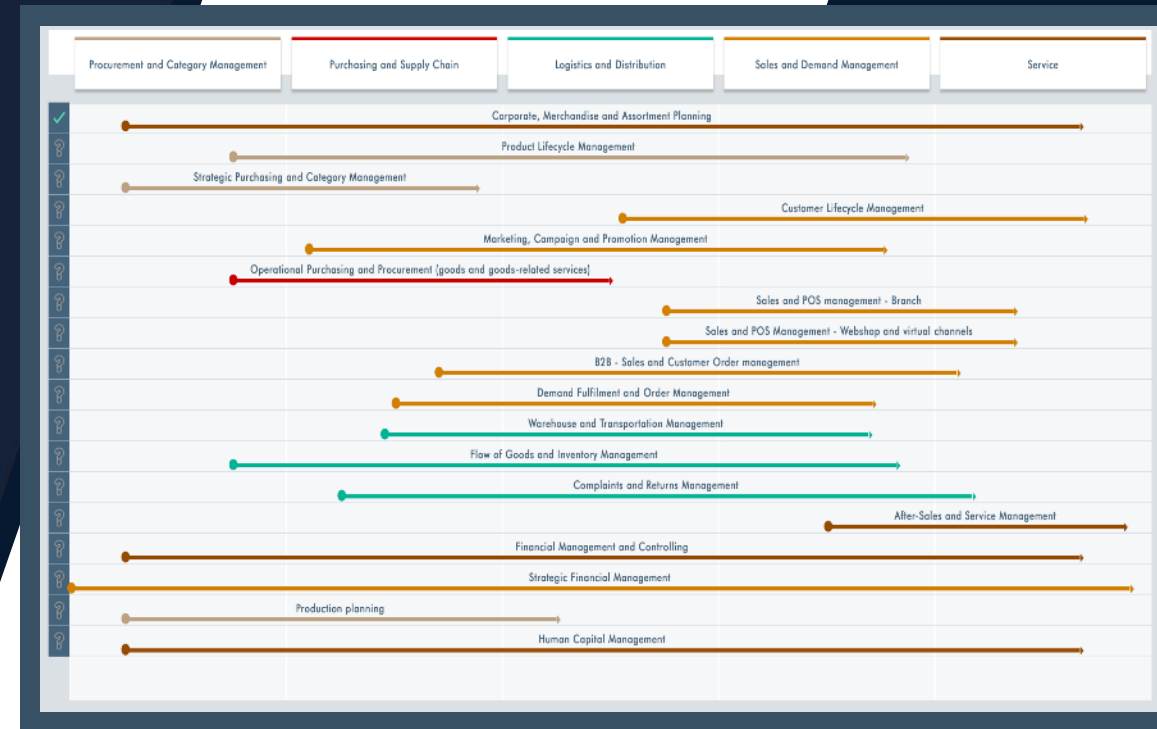
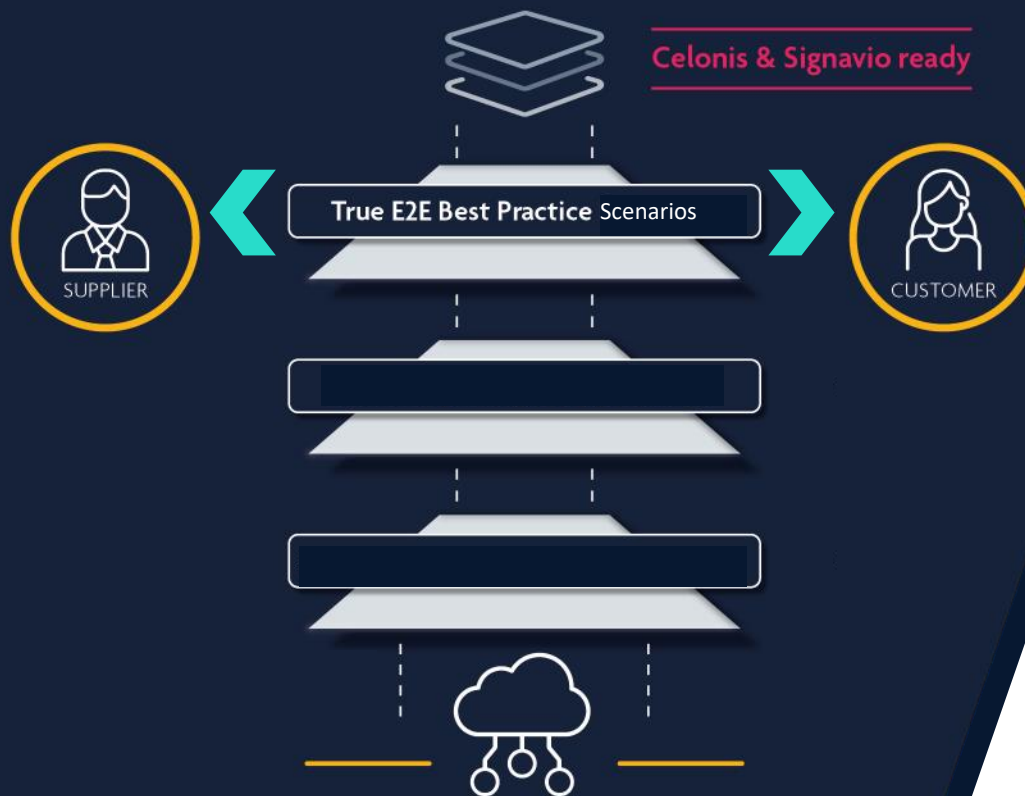
**SAP
Pinnacle
Awards
2021
Winner**

KPS



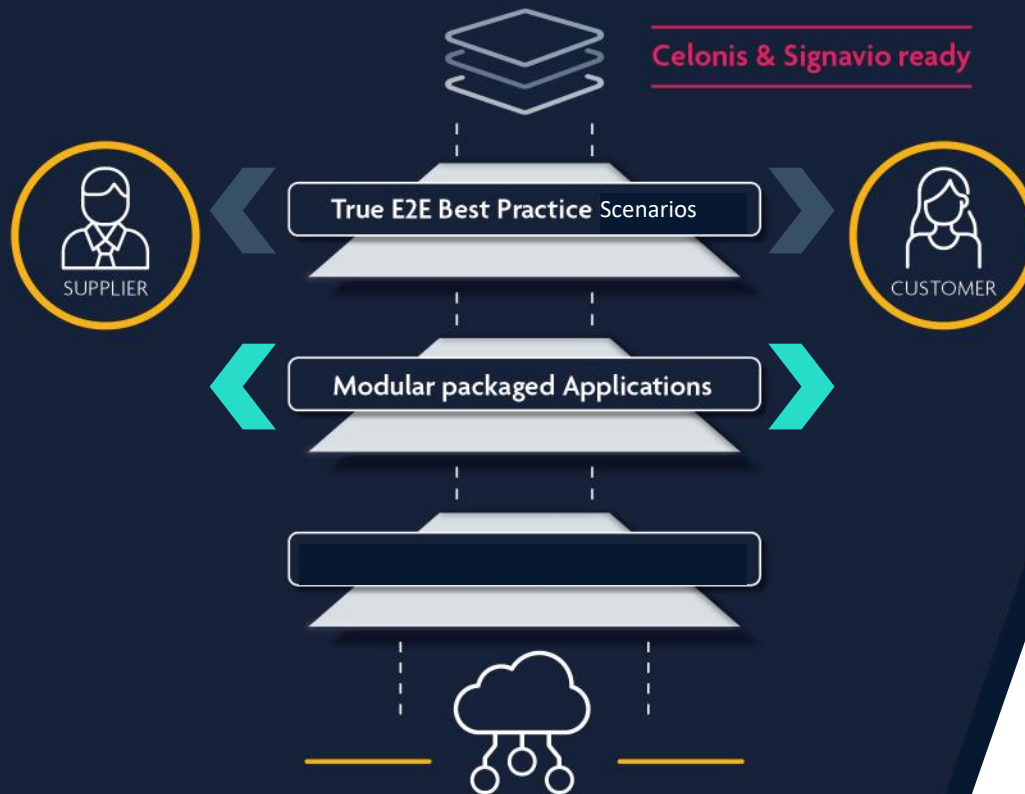
For the first time, all processes are united on a single business platform.

KPS Instant Platforms



All business domains, from customer to operations to finance and administration.

KPS Instant Platforms



Customer touch-points



Customer management



Supply Chain Management

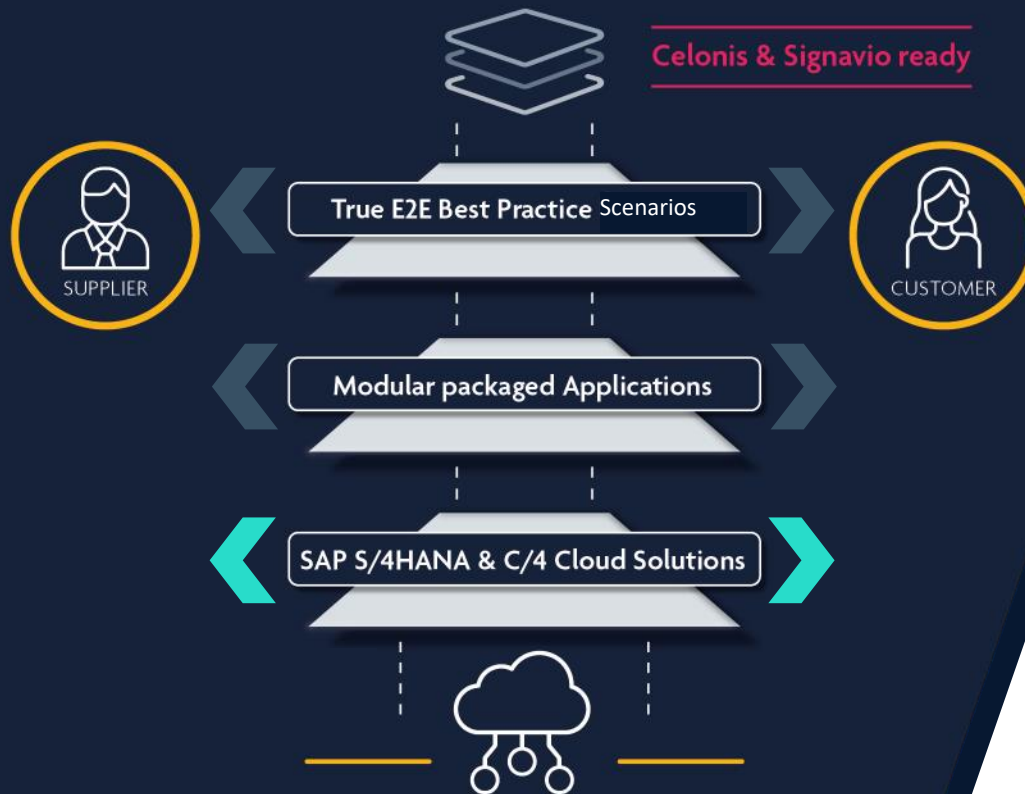


Enterprise Resource Management



Combining the best technologies into a future-proof high-performance design.

KPS Instant Platforms



Customer facing systems



Customer management systems



Supply Chain Management Systems



ERP Systems



EUROPEAN MARKET LEADER

Partners



Technologies

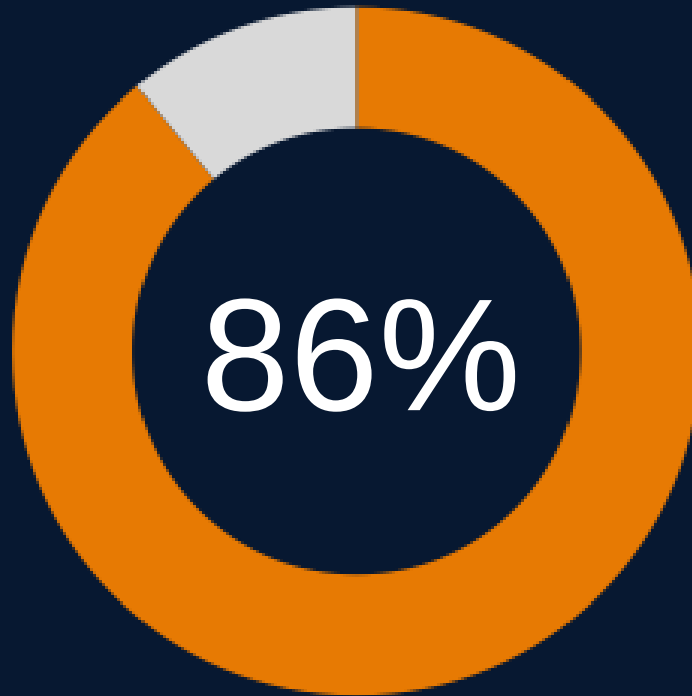


WHO WE WORK WITH



CONNECTED CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE IS THE **MODERN COMMERCIAL BATTLEGROUND**



of buyers are willing to
pay more for a **great**
customer experience – it
is more important than
price or product

ECOMMERCE POST-COVID

John Lewis will be 60-70% online retailer by 2025, alongside its shops (March 2021)

10 years of e-commerce adoption was compressed into **three months** - a shift in consumer behaviour that will have a lasting impact (McKinsey)

38% of consumers plan to do more online shopping after the pandemic. Two thirds of these people because they find eCommerce **more convenient** and 42% because it is **more enjoyable**.
(paysafe.com, 2020)

By the end of 2021, mobile devices are expected to make almost 73% of total ecommerce sales. 30% of online shoppers are likely to abandon their carts in the middle of shopping if they find out that your website is not mobile-friendly.
(blog.shift4shop.com)

5 things retailers must do to get back to business post Covid-19:

1. Expand the digital shelf
2. Omnichannel strategy
3. Create sustainable PIM and ecommerce system for structured selling
4. Build strong customer relationships
5. Hit the strategy reset button

(retailcustomerexperience.com)

In 2021, ecommerce sales are expected to account for **18.1% of retail sales** worldwide. Statista forecasts that these figures will keep growing and reach 22% in 2023.
(ecommerceguide.com)

Since the pandemic began, **46% of UK consumers** purchased a product online that they had previously only ever purchased in store (Econsultancy.com, March 2021)

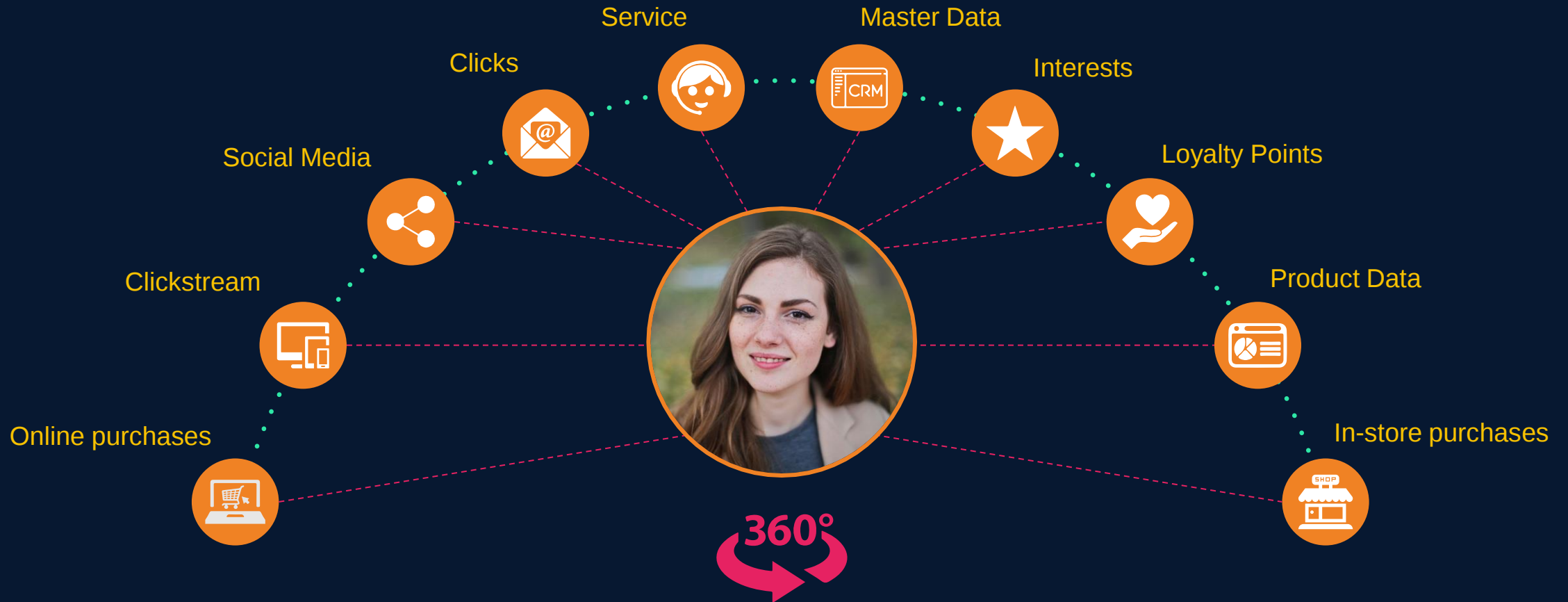
Companies with the strongest **omnichannel strategies** enjoy **10% YOY growth**, 10% increase in average order value and 25% increase in close rates (PWC report, 2020)

THE CUSTOMER IS AT THE CENTRE OF OUR WORLD...



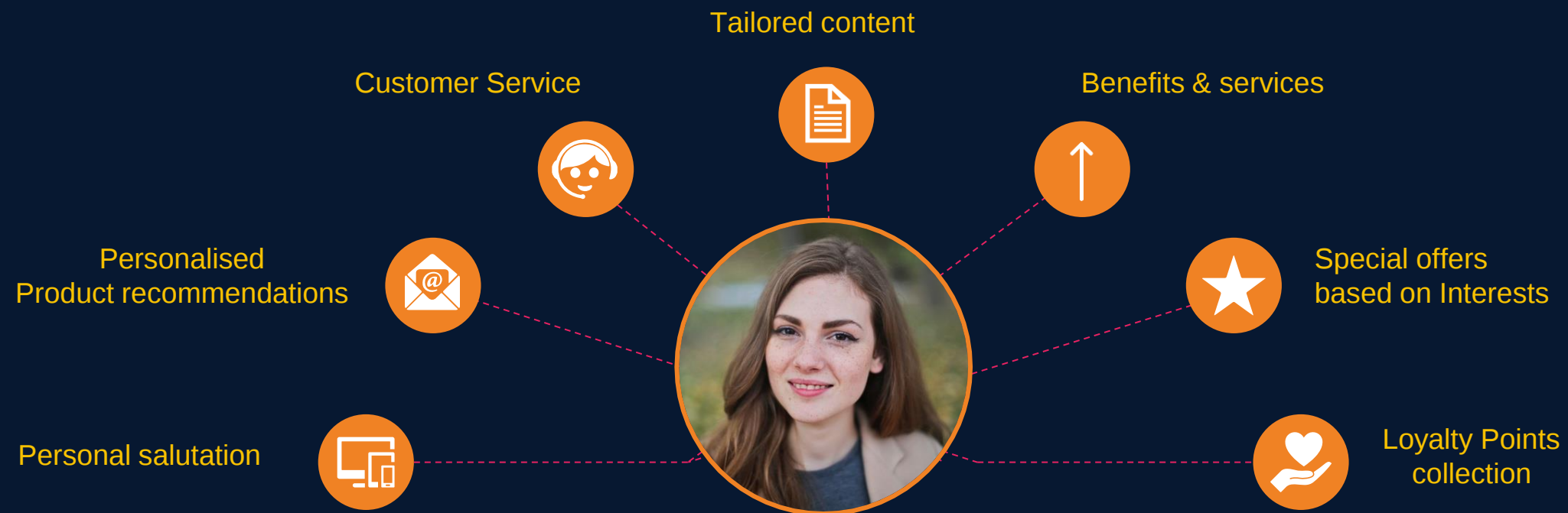
...AND CUSTOMER EXPERIENCE IS **EVERYTHING**

360° VIEW OF CUSTOMERS



Data Collection & Aggregation in Real-Time

A PERSONAL & REWARDING RELATIONSHIP



Dynamic Marketing Profiles

Marketing Automation

Elkjøp- largest electronics retailer in the Nordics

KPS are helping to drive Elkjøp's Next Generation Retail (NGR) program with the goal to achieve a seamless customer experience that engages and empowers users in B2C and B2B sectors. Close collaboration between KPS and the Elkjøp retail and digital teams.

Best of Breed Solution: Microservices, API First, Cloud, Headless.



Perfecting
the customer
experience



Elkjøp Nordic AS, Norway

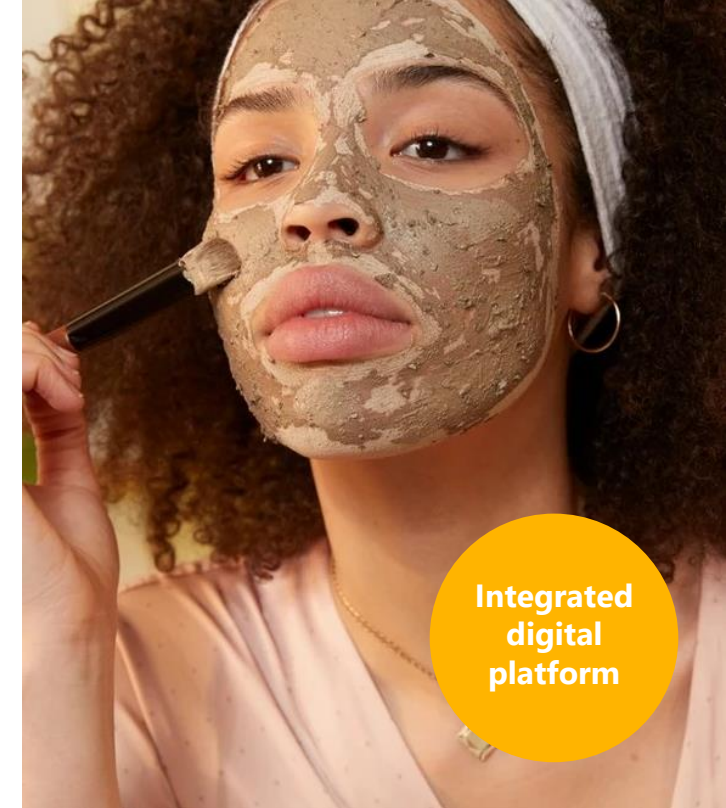
- Elkjøp Nordic AS, Norway - Part of Dixons Carphone, UK
- No. 1 Electronic retailer and wholesaler in Nordics
- Brands Elkjøp, Elgiganten, Gigantti, Elko, Lefdal, Elding
- 261 stores in 6 countries + 130 franchise stores
- 8,500 employees
- EUR 3,4 billion turnover
- www.elkjop.no

The Body Shop – global cosmetics retailer

A retail platform enabling rapid digital growth and to enable The Body Shop to deliver its ethical values.

Integrated eCommerce, Digital Marketing and Customer Data platforms.

The roll out has been done globally, with 10 different releases over a few weeks to go Live in over 60 countries. This is also one of the first large SAP Spartacus implementations in the world.

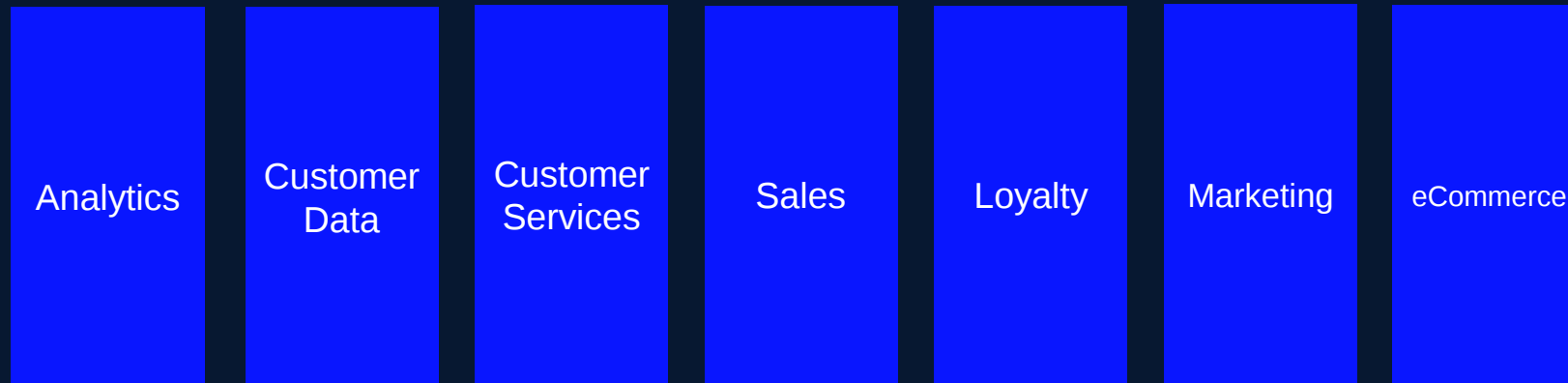


The Body Shop - Global

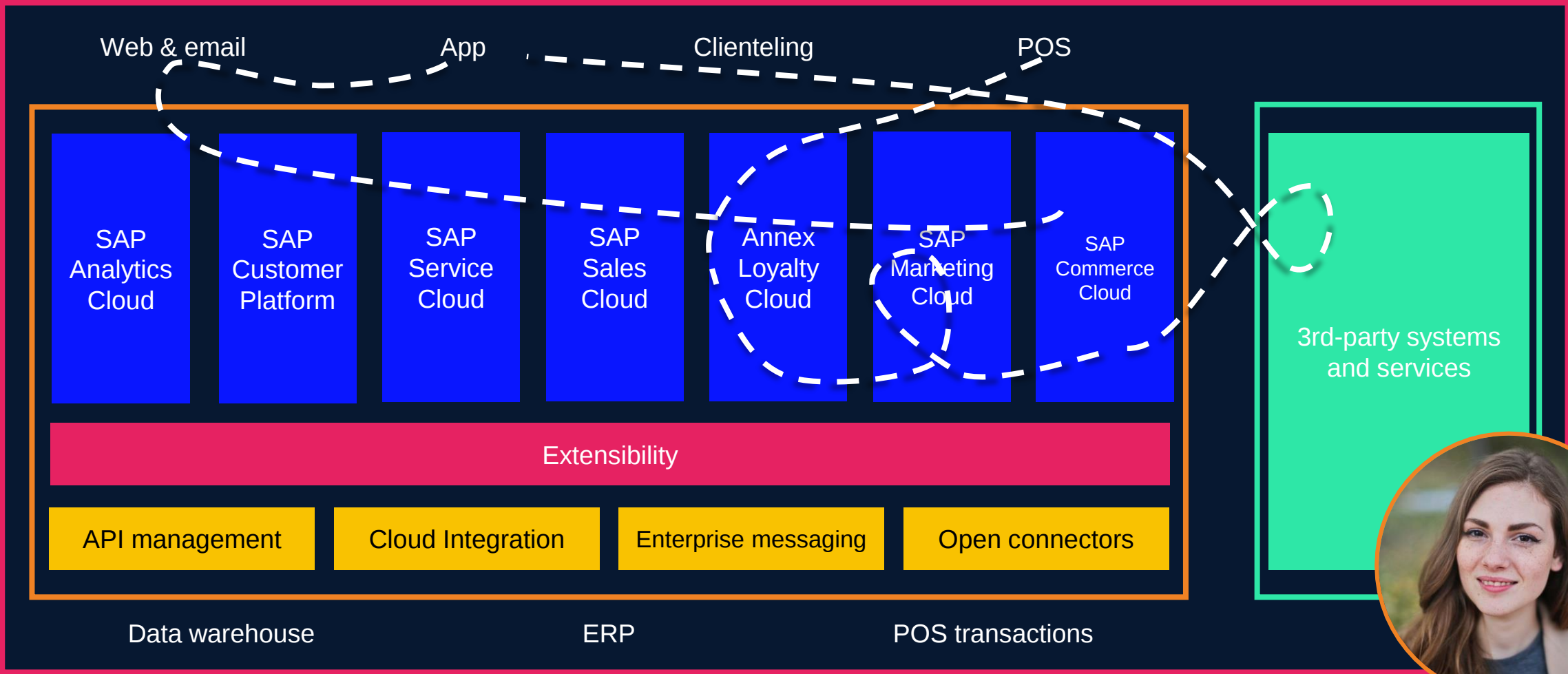
- 3000 outlets, 60 countries
- 30 Million customers
- 10,000 employees plus 12,000 franchise employees
- EUR 1,2 billion turnover per year
- Increased sales and flexibility with the new platform
- www.thebodyshop.com

BRINGING IT TO LIFE

THE CONNECTED CUSTOMER EXPERIENCE IS THE INTERPLAY OF MULTIPLE SYSTEMS



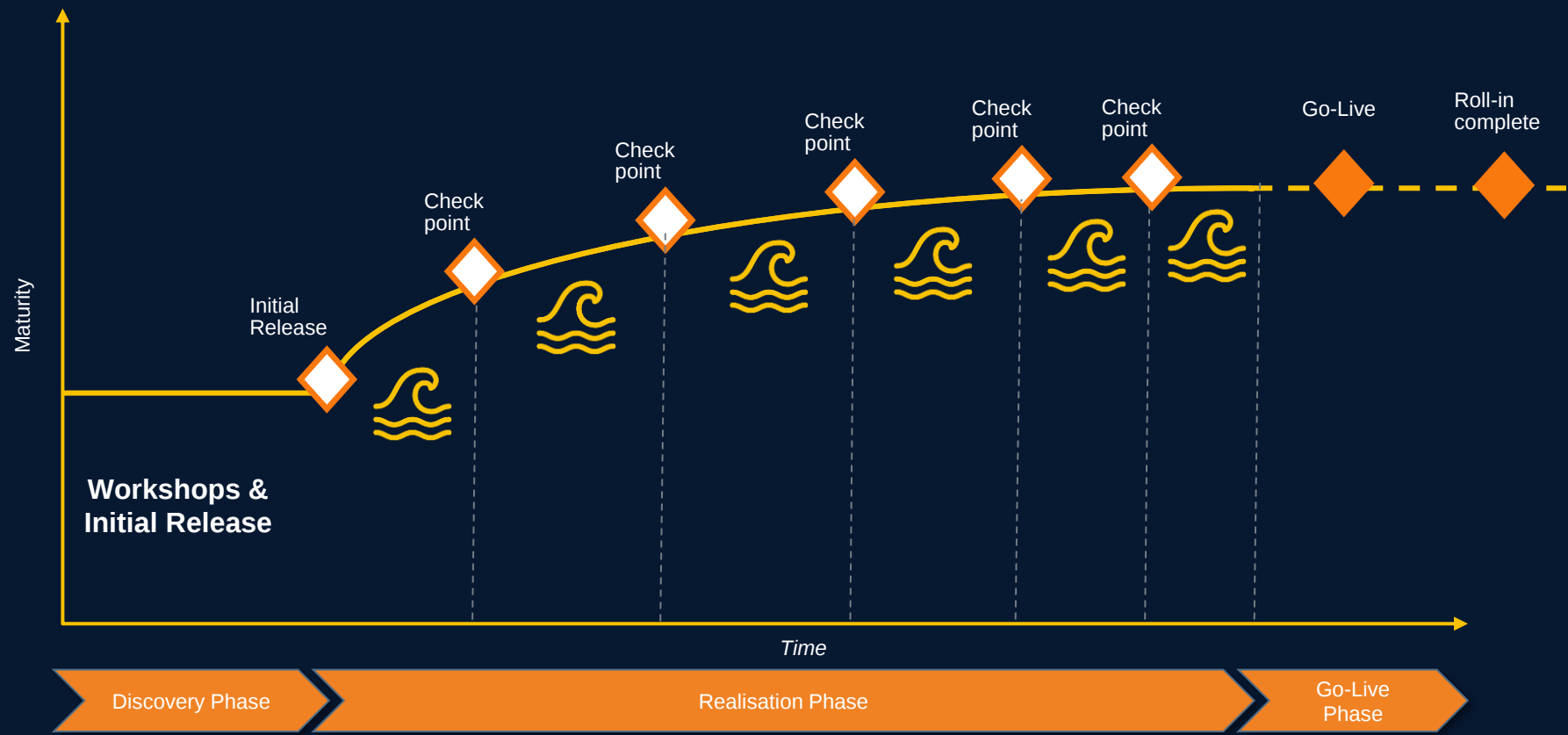
THE CONNECTED CUSTOMER EXPERIENCE



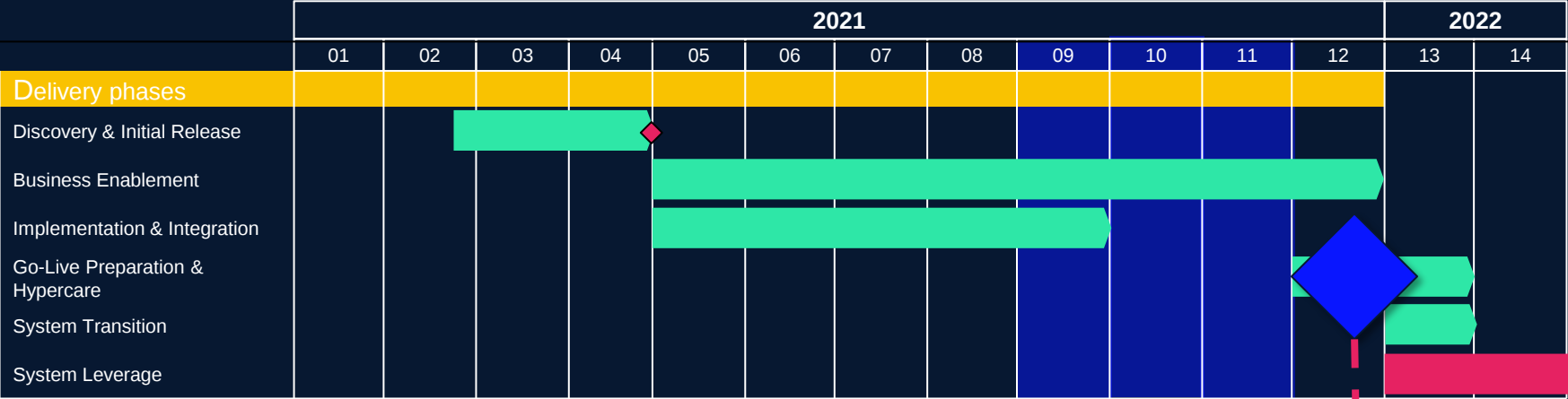
KPS INSTANT TRANSFORMATION - INSTANT SAP CX BUILDING BLOCKS

Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC	Marketing Cloud IPC
Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC	Sales Cloud IPC
Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC	Service Cloud IPC
CDP IPC	CDP IPC	CDP IPC	CDP IPC	CDP IPC	CDP IPC	CDP IPC	CDP IPC	CDP IPC	CDP IPC

KPS INSTANT TRANSFORMATION APPROACH



A PHASED DELIVERY - GO LIVE WITHIN 10 MONTHS



Frozen Period

Go-Live

Go live in 10 months





Thank You

CONTACT

Barnaby Moffat
Commercial Director

www.kps.com

+44 7718 586128

barnaby.moffat@kps.com