

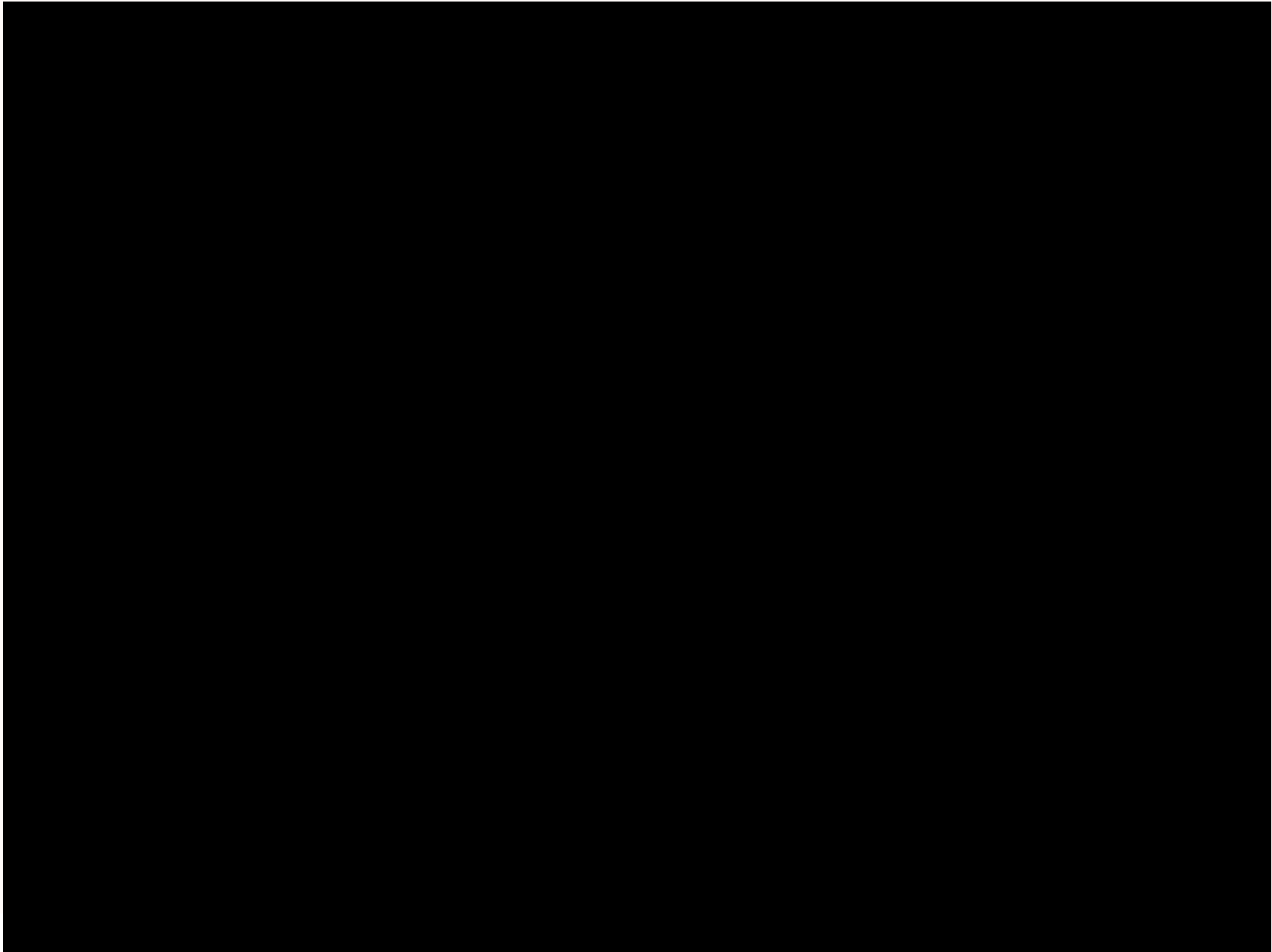
## Digital Impact on Omni-Channel Experience

### What do Service Providers need to focus to compete effectively in 2020?

Renato Osato

August 2016





# Physical and digital retail worlds have blurred



# Combining the Assisted with the Unassisted



● Rebecca Minkoff Store In Soho, NYC

**Objective:** Provide a fun, differentiated, interactive experience and help them better and more easily accessorize outfits.

**Objective:** Use store windows to demo products & engage consumers to come inside and communicate customization possibilities.

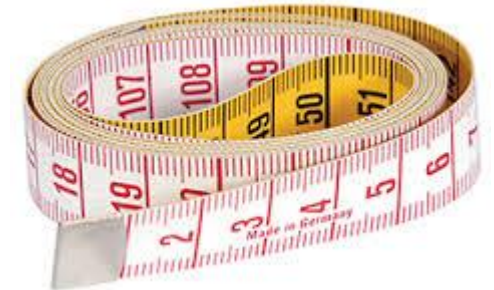
● Havaianas at Bloomingdales



● Tesco – Korea and the U.K.

**Objective:** Make shopping for staples as quick & easy as possible, with the added convenience of delivery when customers want and need it.

● Les Nouveaux Ateliers – France & Belgium



**Objective:** Give customers the best possible fit for their custom made clothes, so they get the exact look they want.



# Expected Result: Seamless and Convenient cross channels



Red VIP

Scan & Go



Find what you want, and get it today!

Online shopping with in-store pickup gives you the best of both worlds.

Buy now

Online shopping  
In-store pickup



TESCO



John Lewis

Click with johnlewis.com

Shop whenever you want.  
Great products, expert advice and convenient delivery.

Click & Collect



# But, is that enough? Digital lowers the barrier to new competitive entrances



Project Fi

Launched in  
April 2015



Apple SIM  
is available in more  
than **90 countries**



**NETFLIX**

In January 2016,  
Netflix reached  
**130 countries**

**HBO NOW**<sup>SM</sup>

Available in North America,  
so far, with a potential to  
have a presence in **over  
60 HBO's markets**

Allowing digital disruptive players to engage and communicate  
directly with customers

# “A message from your future customer” Amdocs Research shows that the battle is already on

Q. Which of these companies would you describe as a "communications service provider"?



Q. Which companies do you love?



# The “Real Digital” Lesson

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**USE OF DIGITAL TECHNOLOGY IS NOT ENOUGH**

**ARE YOUR SERVICES INTEGRATED?**

**IS YOUR LEGACY BACK END PROCESSES AND SYSTEMS READY?**

**IS THE CLIENT EXPERIENCE IMMERSIVE?**

**IT IS ALL ABOUT THE MOMENT OF THE TRUTH**





Thank you

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