Consulting Services

Multi-Channel Maturity Model (|MCm²®)

ivisgroup

Strategy	**Transformation**	**Optimisation**	● **Alignment**
Envision	Implement	Mentor	● **Agility**
Assessment	Educate	Monitor	● **Customer-**
Blueprint	Transition	Map	**centricity**

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Multi-Channel Experts

Market Dynamics

Today, your customers are connected, informed and in control as never before. With increasingly high expectations, growth of social and mobile commerce, and continuously changing shopping trends, they expect to find information, make a purchase, and get service when, where and how they want it, across multiple touch points/channels.

Faced with the parallel pressures of maintaining legacy business processes and having to innovate to meet market expectations, retailers need to transform their businesses to fit around the customer. To present their brand in a consistent and compelling fashion, retailers must keep pace with the constantly changing landscape, deal with limitations in systems and technology and confront process and organisational constraints.

The goal of Omni-Channel is clear - to provide a rich and consistent shopping experience to customers across all channels. To fulfil the vision of Omni-channel, retailers need to innovate and achieve agility across people, process and technology.

The IVIS Multi-Channel Maturity Model (MCm² ®) is a customer-centric methodology enabling retailers to successfully navigate this multi-channel journey.

Using our extensive experience over the past 18 years of working with some of the world's leading multi-channel retailers, IVIS Group has developed a methodology to assist organisations in their journey to achieving omni-channel success.

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The MCm² ® Model

The Multi-Channel Maturity Model (MCm² ®) simplifies the complex journey of transitioning from a single channel to a multi-channel retailer by providing a customer centred, systematic and proven step-by-step approach in three phases.

Benefits

- Defining/reaffirming the vision based on customer value proposition
- Opportunity to review and optimise existing processes and code of practice
- Taking advantage of best practice and lessons learned over 18 years
- Ensuring we have common values among stakeholders to achieve alignment
- Identifying the capabilities and KPIs needed for multi-channel success

Approach

- Collaborative and coaching-based to ensure maximise knowledge sharing
- Applying a systematic step-by-step method with clear deliverables
- Focussing on the Customers' journey as the foundation for the methodology
- Working with international Subject Matter Experts
- Our consultants are equipped with best practice business models, strategies and processes – so we build on what we have not starting from scratch

Executing the model

The MCm2® methodology consists of three phases, Strategy, Transformation and Optimisation

Phase 1 - Strategy

ENVISION

Top-down approach, working with the leadership team to understand the brand values and the culture. Establishing why customers buy and how you want your customers to remember you

o   Confirming the opportunities, challenges and vision from leadership perspective

o   The Vision is quantified using tried and tested metrics to ensure we have the basic building blocks in understanding the value proposition of the organisation

ASSESSMENT

Bottom-up approach to identify the strengths and weaknesses using the following tools:

o   *Target: "Who"* – understanding the target Customers and – Partners – today and tomorrow

o   *Capabilities: "What"* – examining the strengths and weaknesses of the five multi-channel competencies: Customer experience; Sales & marketing channels; Information management; Supply chain & logistics; and Infrastructure

o   *Readiness - "How"* – assessing how People, Process and Technology are currently used and highlight the changes needed to address the gaps on all three levels

o   Gaps and action plans to address them will be the output of the Assessment stage

BLUEPRINT

Developing a Business Model, Organisation Impact and an Implementation Roadmap

o   The business model is developed outlining objectives, direction and strategies based on: Target Segments, Target Range, Marketing strategies, Logistics strategy and financial modelling

o   Using a Capabilities Maturity Model and KPIs for Marketing, IT, Merchandising, Logistics and Customer Service we provide a clear assessment and plan for organisational change

o   Implementation Roadmap is defined with quarterly targets and clear, measurable milestones

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Our team of Subject Matter Experts and our panel of industry experts combine to provide a unique pool of experience and knowledge about the multi-channel retail market

Phase 2 - Transformation

Accomplishing the strategies and objectives identified in the Strategies phase in order for the new venture to go-live

➢ **Implementation** – We help you execute the business blueprint delivered in the previous phase. This is a change programme that impacts people, process and technology within the organisation. In addition to Programme Management, extra services will be provided as and when required, including; Visualisation/Branding, Photography/Styling guides and Product Enrichment.

➢ **Education** – in addition to on-the-job training and knowledge sharing, formal education is provided in two categories: Multi-channel skills (Marketing, Merchandising, Logistics and Customer Service) and General Management/Soft Skills (for example Communication, Leadership, Team Building)

➢ **Transition** - Aligning the business to the use of dashboards, best practice standards and HR tools to leave the organisation in a position where the multichannel teams are operating' business as usual', but with a competitive edge.

Phase 3 - Optimisation

The intention during optimisation is to support the business after going live to ensure it is running at maximum efficiency in line with the roadmap and maintaining pace with the market trends.

➢ **Mentor** – Building on the Education programme delivered in the Transformation phase. Regular post-delivery checkpoints to assist the team in their new responsibilities and supporting them to deal with their challenges

➢ **Monitor** – Making sense of the plethora of information gathered in a typical multi-channel organisation and measure where the business needs to focus to fine tune the value proposition. We will be using defined metrics aligned to agreed KPI's to gauge and improve the performance of the business and individuals.

➢ **Map** – Ensuring we are taking into account market trends and competitive landscape. We need to achieve the right balance between on-going innovation and day to day trading needs.

Deliverables

- Business model based on target segment, ranging, fulfilment, sales, marketing and financial modelling

- A roadmap aligned to the business vision, with clear quarterly milestones & KPIs

- Guidance through the blueprint implementation process

- Training and knowledge transfer through workshops to ensure operational efficiency

- Post-implementation support

- Post-launch monitoring of the business operation to ensure against KPIs