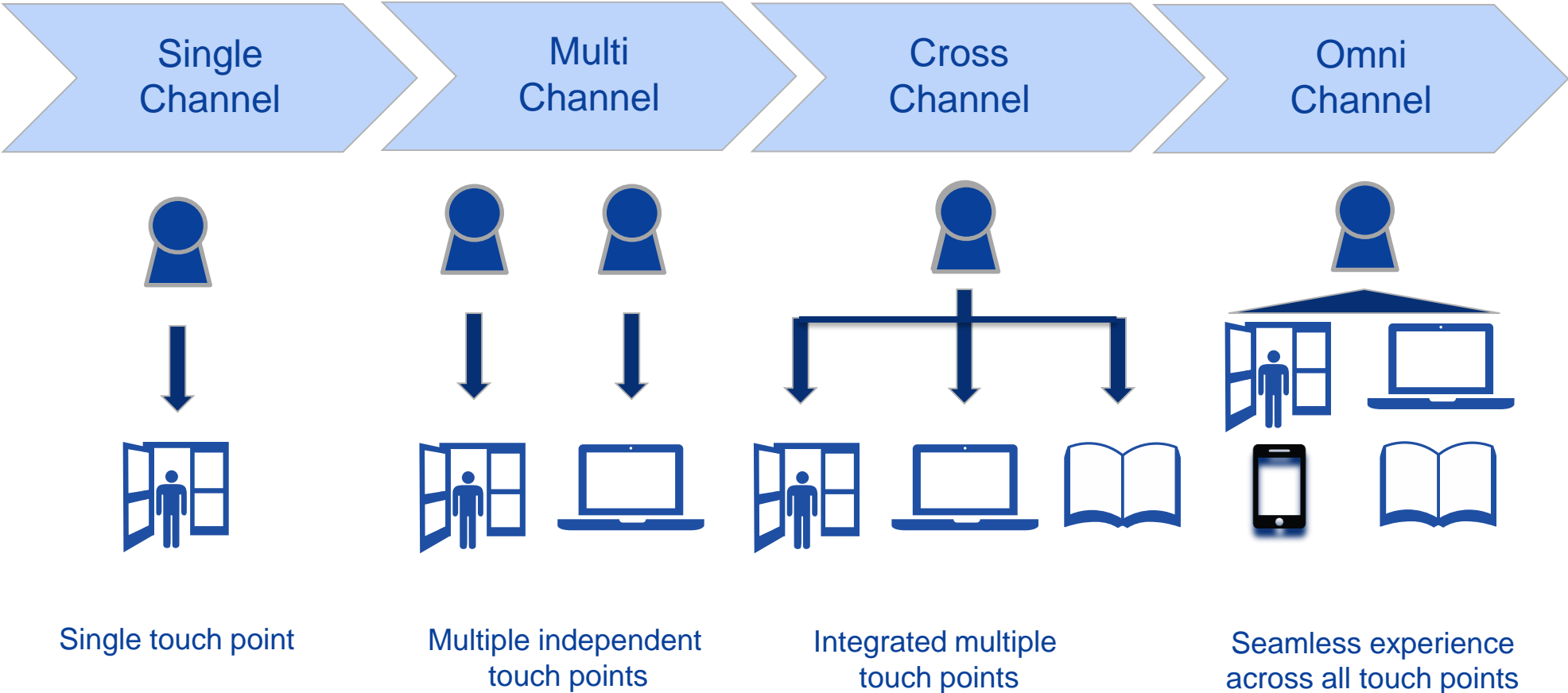


# Bernstein E-Commerce Conference

12 June 2015

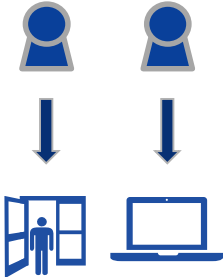
# Multi Channel Evolution ..... a classic model



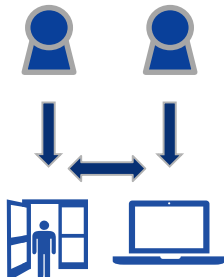
# Multi Channel Evolution ..... our experience



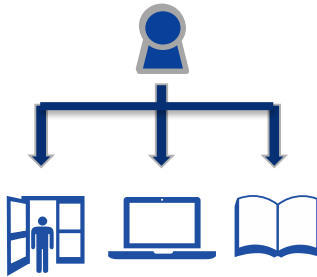
Single touch point



Multiple independent touch points



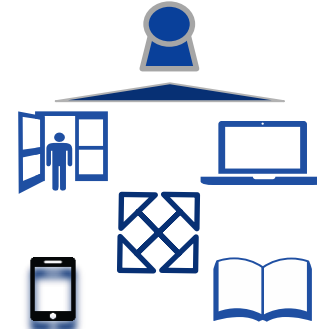
Multiple touch points evolving integration between



Seamless integrated across multiple touch points



Evolving experience across all touch points



All touch points optimised for customer shopping paths

# Multi Channel Evolution ....



Increasing integration between channels usually driven by Click & Collect



Low Volume  
Single fulfilment route



High Volume  
Multiple fulfilment routes

Inventory visibility and accuracy key factors

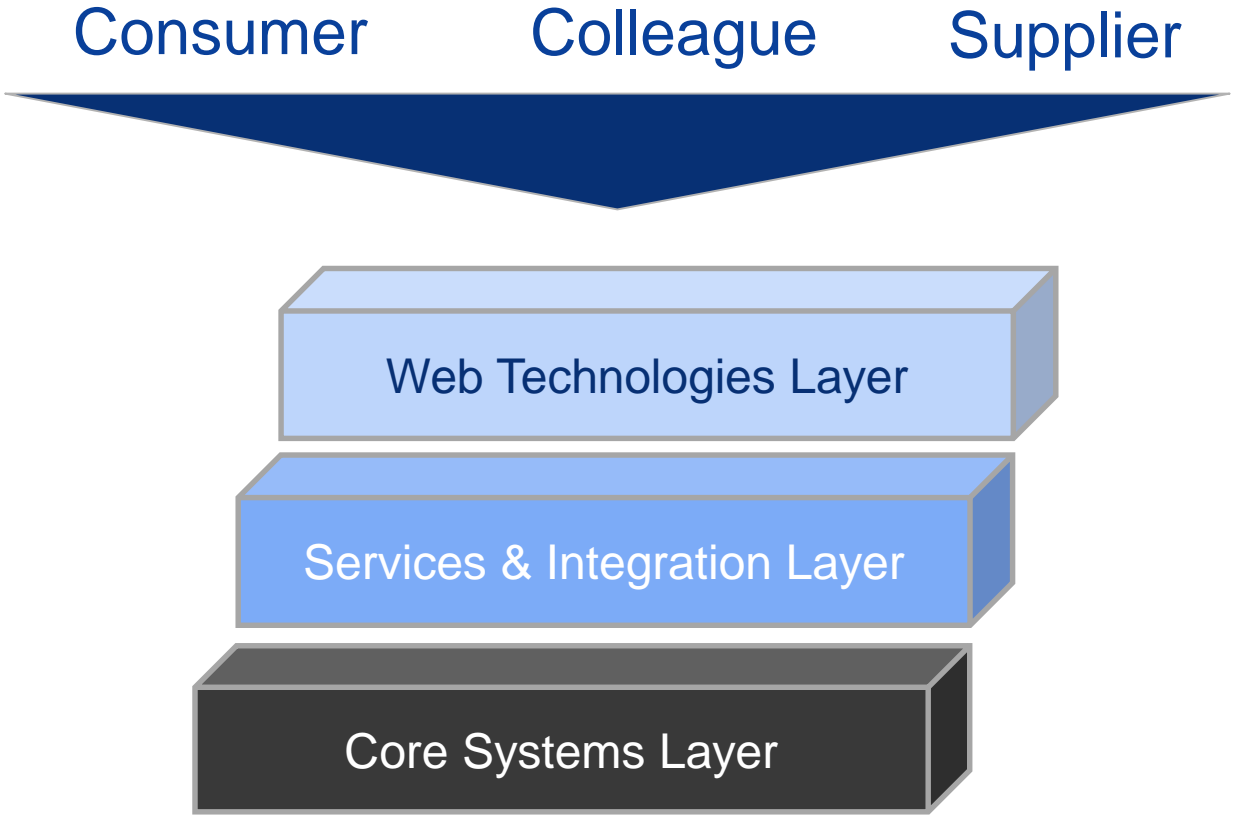
# Multi Channel Evolution ....

Major systems step change, our first was Screwfix



# Multi Channel Evolution ....

Our latest group systems project moves concept on even further



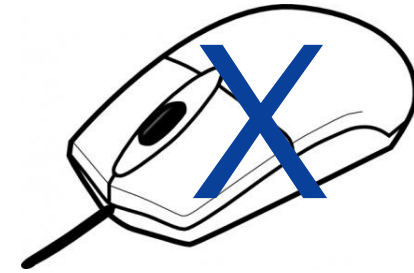
# Multi Channel Evolution ....



## Trend 1 – Device Change



Device form and capabilities constantly changing

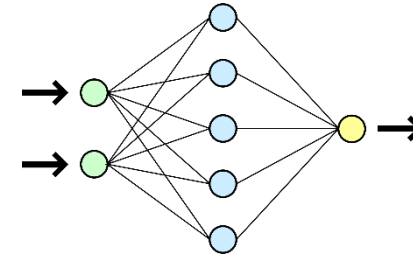


# Multi Channel Evolution ....

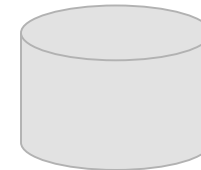
## Trend 2 – Personalisation



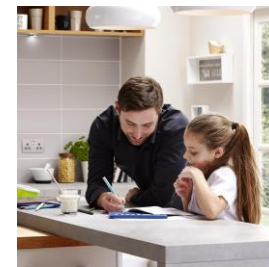
Users want a more personal experience



Algorithmic content



Data



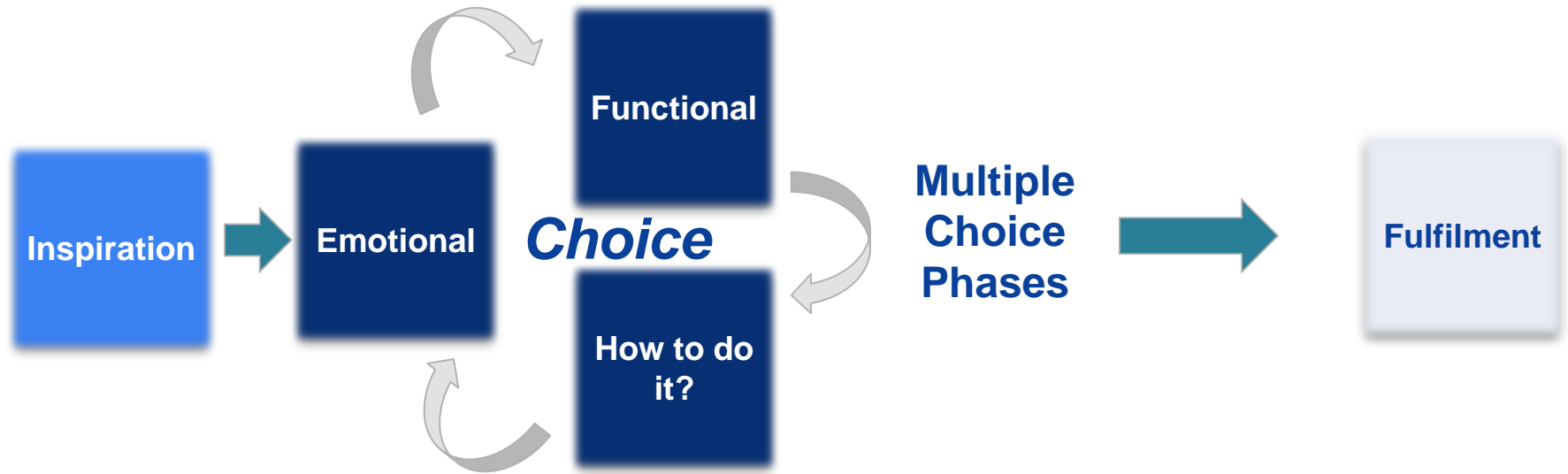
User content



# Multi Channel Evolution ....



The next set of challenges .....



← Bathroom Project c7 Months Cycle →