

# The End of Omnichannel:

THE ONE CONSUMER / ONE WORLD REALITY

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brand or business rests  
firmly on its consumers*  
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## **The End of Omnichannel: The One Consumer /One World Reality**

The success of any brand or business rests firmly on its consumers. If we take our eye off what our shoppers and consumers see as relevant, the game is over. The problem is what consumers 'value' has shifted significantly over the past 10-15 years, further complicated by the fact that we need to satisfy an ever-widening set of consumer needs, everything from Baby Boomers to Gen Z.

However, applying the new consumer values, and placing the consumer and shopper at the centre of everything we do, will ensure we stay relevant throughout this era of rapid disruption. Technology is not driving disruption, consumers are. The shifts in expectation and brand loyalty in recent years is driven by an ever-changing consumer. Understanding these shifts is critical for success.

What follows are 7 key values that we should be thinking about bringing to life for our consumers and retail customers, values that modern consumerism expects of intelligent brands. While we don't need to activate every one of them on every consumer journey, we should be keeping them all in our sights.

7

key learnings  
from this speech





*Learn to be more 'Blue Dot'  
and shopper centric in  
everything you do*

### **01. Absolute connection**

Commerce has always been catalysed by better connections and communication. We have gone from an internet and eCommerce world, to a mobile and m Commerce and are now stepping into an AI driven eCommerce step-change. Forget B2B and B2C, in Retail we need to get ready for B2M (Business-to-Machine).

### **02. Phygital**

Today's consumers are the first generation to truly grow up inside a physical/digital world. To them the world has always been omni-channel. This is their norm. They don't understand why a Brand would not have the same tone and common message and experience across every touchpoint of the customer journey. Forget omni-channel, we need to be omni-present and omnipotent!

### **03. Flexibility**

Brands that are putting the consumer at the centre of their strategy are winning. Building out from the consumer or client might sound obvious, but few brands and businesses truly do it. Instead they are defined by their own brand values or processes. Learn to be more 'Blue Dot' and shopper centric in everything you do.

### **04. Vocal**

Voice has remerged as a dominant interface in technology and is set to become the primary user interface for consumers interacting with brands and businesses. Does your business have a voice strategy or plan? What will happen when our digital shelves shrink down to one or two options? Voice is the next retail step-change and is one few are actually ready for.



*Consumers only want to buy from brands they feel a connection with*

### **05. Weconomy**

The next generation of consumers are all about sharing. They are going to explode the Sharing Economy and prefer 'access to, over ownership of'. It challenges the fundamentals of consumerism. They also seek collaboration with brands as they see themselves as a brand also. The 'collaborative consumer' is key to our future success.

### **06. Authentic**

Consumers only want to buy from brands they feel a connection with, something special, a brand and business that stands for something, has a purpose or shares their values. We need to inject 'soul' into the brands so that shoppers feel they can share our story with their peers. We need to ensure that our CX sparkles, regardless of whether that is human or machine driven.

### **07. Emotive**

Relationships are formed by sharing emotional experiences. If we want to build brand loyalty we need to engage with consumers using emotion, engaging them, making them feel something. If we make a consumer smile or feel loved, then we build a relationship. Technology might enable that but we need to keep our focus on the creative execution and ensuring that we are delivering the 'feels'



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Conversation...*



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