

## Unified Commerce



### **Technological innovations enable a new era of retail with seamless physical and digital shopping experiences.**

In today's digital world, a retailer's relationship with their customer has never been more complex. While shopping options are now diverse and dispersed, consumers expect each point of engagement with a retailer to be connected and consistent across physical and digital environments. Industry leaders recognize that to be competitive and successful, they need to achieve unified commerce. Microsoft solutions for unified commerce enable connected shopping experiences across online, stores, and mobile devices by harnessing the power of the intelligent cloud to gain near real-time customer insights to deliver dynamic, personalized interactions and offers.

**Deliver relevant, connected brand experiences to your customers where, when, and how they desire—on devices of their choosing, at times of their choosing, and locations of their choosing—creating positive interactions that win new customers, enhance customer loyalty, and drive revenue.**

## **Deliver connected experiences tailored for each customer throughout their shopping journey**

Customers respond best to offers that are personal and relevant, leading to increased promotional effectiveness, higher conversion, and larger basket size. Customers also expect seamless online and offline interactions with a retailer. The Unified Customer Experience Management Platform integrates CRM and CMS systems, enabling retailers to use data and insights for better personalization and sales-stage progression.

## **Empower marketing and sales teams to drive rich, engaging customer experiences**

Connected marketing, sales, service, and content management systems provide a unified customer profile and customer insights that are shared among stakeholders. This enables your teams to deliver consistent, engaging customer experiences in real time, at the right time, and across channels to increase conversion and customer engagement with their brand.



**The Unified Customer Experience Management Platform provides a connection between marketing departments and their websites, and merchandising departments and their product data. Retailers will be able to use a single platform that enables them to manage the customer experience in context—before, during, and after the sale.**

## **Take advantage of a unified social media channel**

Customers are often active social media users, sharing their experiences with a retailer's brand through status updates, tweets, and reviews that contribute to an ongoing conversation. The Customer Experience Management Platform provides unified social media management within and between CRM, CMS, and analytics solutions, offering a single interface to holistically track and act on insights to tailor personalized content across multiple social channels. And the ability to host a dynamic social community within a portal or brand site builds value, grows site visits, and enhances customer engagement.

## **Speed time to value**

The Unified Customer Experience Management Platform uses a full featured, cost-effective, dynamically scalable, and highly secure cloud infrastructure for faster time to value and the flexibility to expand or contract consumption and services to align with business requirements.

# Solution overview

## Unified Commerce

Unified Commerce provides a centralized customer experience management system enabling you to deliver positive, relevant, measurable brand experiences across all channels, driving revenue and building meaningful long-term customer relationships.

### Connected experience delivery



### Core experience functionality



# Why Microsoft

Retailers are embracing digital transformation to thrive in today's competitive environment. Microsoft and partner solutions enable retailers to combine the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences. Empower people to deliver maximum business impact. Personalize your customer engagement by using unified commerce to collect rich and diverse online and offline data with consumer information like social engagement and purchase history. Deliver relevant, connected interactions and offers that increase loyalty and revenue.

**Accelerated time to value:** Full featured, cost-effective, managed, dynamically scalable and highly secure cloud infrastructure for faster time to value and flexibility to expand or contract consumption, services, and geographies

**Comprehensive, unified solution:** Connected marketing, sales, service, and content management systems for a unified customer profile and understanding that is shared among stakeholders and delivers on customer expectations.

**Rich partner network:** Microsoft is working with partners Sitecore, Episerver, and Orckestra to deliver a unified commerce solution for retailers.

“Sitecore’s experience platform provides a robust and scalable central framework for all our brands, regions, and countries”

**Jean-Christophe Sautory**  
Chief Information Officer, L'Oréal S.A

**sports  
experts®**

Sports Experts is the largest sporting goods retailer in Quebec, Canada. Sports Experts wanted to offer an interactive, digital shoe shopping experience to customers.

The interactive signage solution seamlessly connects with their online product catalog. The “Shoe Wall” lets customers put a shoe on the RFID scanner, to check if their size is in stock.

## L'ORÉAL

L'Oréal is one of the world's strongest portfolios of trusted cosmetics brands. L'Oréal deployed a unified commerce solution to enable their marketers to deliver personalized and connected customer experiences online.

This solution enables L'Oréal to provide immersive and personalized experience to consumers globally, scaling across regions and languages.

“Consumers just love the interactive walls. They automatically know if their size is in stock”

— **Sebastien**  
Sports Expert Carrefour Laval,  
Shoe Department Manager

Learn more  
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