



# DIGITAL REVOLUTION

## Technology and the omni channel experience



"Omni-channel" may feel like a marketing buzzword, but it represents a significant shift in the retail and consumer sector. Consumers now engage with businesses through a variety of mediums and increasingly through digital channels (websites, mobile/tablet apps, social media) using their mobile, tablet, laptop or desktop computer. Those operating in the consumer space need to provide a seamless experience, regardless of channel or device.

- ▶ **Supply chain fundamentals** will need to align with customer expectations. To stay competitive suppliers will need to adjust and re-think order fulfilment and logistics operations to meet the demands of the omni-channel customer
- ▶ **Manufacturers must invest** in software that provides inventory visibility, specific customer preference data and logistics management applications
- ▶ **Collaboration is key.** To support "direct-to-consumer" shipments, store replenishment, in-store pick-up and other omni-channel services, suppliers must exercise a high level of transparency and maintain communications with retailers
- ▶ Businesses should consider employing **omni-channel logistics** which source products from the nearest outlet to the customer's location
- ▶ **"Direct-to-consumer" business** will become a significant sales strategy for brand manufacturers. Establishing stronger customer recognition and brand loyalty is paramount
- ▶ Brand owners can engage customers and **generate brand loyalty via customisation**. Customers expect a lot from their relationship with a brand. Each step of the customer's journey should be customised, convenient and consistent
- ▶ The collection and analysis of **"Big Data"** can help by affording recognition of a customer's purchase history and preferences, enabling the creation of targeted offerings
- ▶ Engaging customers through bespoke content or one-to-one interactions can **build a relationship** that transcends the checkout
- ▶ A **seamless communications strategy** should be employed across channels, to ensure a strong brand voice and smooth engagement with the market
- ▶ **Social media** can be used to engage customers and build your brand. Sales can be driven organically by harnessing the power of Facebook, Twitter and other social media platforms

*They give a very business-centric view of the law; they understand how our business operates and what we need to know.*

## How we can help

COMPLIANCE, MARKETING AND REGULATORY ADVICE	DIGITAL CONSIDERATIONS
Advising on legislative proposals relating to the "Digital Single Market" and e-commerce	Regulatory advice (FCA and Data Protection)
Marketing advice (advertising and privacy)	Cyber crime & litigation advice
Copy clearance	Big Data
Compliance modelling (current and future proofing)	Payments and Digital
	Commercial risk notes on omni-channel selling

  

PROACTIVE MANAGEMENT	REDUCING COSTS
Extranet service for project management	Competitive fee proposals
Milestones tracker for key dates/targets	Embedded Transaction Services Team of paralegals
Market intelligence on new developments	Development of standard precedents and approaches
Social Media - one of our solicitors is the author of the "seminal text" in the area of social media	Sharing industry know-how, market practice and horizon scanning updates
Bespoke training and seminars	

## Who we have helped

Clients we have recently helped include **Diageo** with the creation of an "Africa app" containing legal updates relevant to Diageo regarding African territories; **PZ Cussons** on the global implementation of SAP ERP systems supplied by IBM; a major **UK supermarket** with their omnichannel strategy; acting for the **Weve joint venture between Telefonica, Vodafone and EE** in relation to data protection regulations; and advising **several global financial services institutions** on the negotiation and implementation of Apple Pay and other digital payment methods.

## Who to contact

**FIONA GHOSH**  
Partner

0207 788 5120  
fiona.ghosh@addleshawgoddard.com



**LAURA SCAIFE**  
Associate

0207 160 3287  
laura.scaife@addleshawgoddard.com



**JONATHAN DAVEY**  
Partner

0161 934 6349  
jonathan.davey@addleshawgoddard.com

