



TRANSPORTEC
LOGI

SALONE DEI TRASPORTI
E DELLA LOGISTICA

TUTTOFOOD
MILANO

UNA BUSSOLA PER L'E-COMMERCE

Come orientare le scelte giuste per il tuo business

28 gennaio 2021 ore 11.00-12.30



FIERA MILANO

**Creare un eCommerce è una leva di business essenziale
ma dobbiamo capire quale sia**

**IL GIUSTO MODELLO PER AVERE L'ATTESO
IMPATTO SUL BUSINESS**

...altrimenti rischiamo non solo di sprecare risorse (tempo e denaro) ma di danneggiare l'immagine della nostra azienda.



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GAS Intro

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eCommerce

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Let's start



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GAS is a leading Independent Marketing and Digital consultancy group that support the clients in the selection, implementation and adoption of the best and most innovative digital solutions

BOOST THE DIGITAL TOP-LINE

with a Data-Driven and Plug-n-Play approach

DATA



Building evidence-based marketing programmes rooted in data and analytics

INNOVATION



Designing the right technology ecosystem to drive higher value from digital investments

GROWTH



Helping CMOs achieve higher Digital performance through best-in-class campaign mngmt and transparency



Our teams develop platforms and experiences, create marketing and communication solutions and design new products, services and business models for the digital age:

GROWTH AS-A-SERVICE

with 100% focus on Business Results



**DISRUPTIVE
TECHNOLOGY**



**STRATEGIC
ROADMAP**



**STREAMLINE
EXECUTION**

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HIGHLIGHTS
MERCATO ITALIANO



• **Attese crescenti** in termini di **Customer Experience** omnicanale

• Livello di **maturità del canale online inferiore** rispetto ad altri paesi

OUTSOURCING

MODELLO IBRIDO

INSOURCING

OPPORTUNITÀ

- ▶ **Time to Market** veloce
- ▶ **Minimizzazione** impatto investimento iniziale
- ▶ **Gestione end-to-end** del canale
- ▶ Centralizzazione **competenze** e **aggiornamento tecnologico** accelerato

OPPORTUNITÀ

- ▶ **Investimenti focalizzati** con gestione in-house delle sole attività core
- ▶ **Effort gestionale ridotto**
- ▶ **Sviluppo** interno di **skill e competenze digitali**

OPPORTUNITÀ

- ▶ Padronanza **scelte tecnologiche**
- ▶ Programma di **loyalty integrato**
- ▶ **Marketing Personalizzato**
- ▶ **Analytics** potenziati ricavati dall'integrazione **cross-channel**
- ▶ Maggiore **conoscenza dei clienti**

- ▶ **Limiti** nella realizzazione di un modello di **business omnicanale**
- ▶ **Scarsa conoscenza** dei **comportamenti** del cliente finale
- ▶ **Minore controllo** diretto
- ▶ **Dati e competenze** all'esterno

- ▶ **Difficoltà** a misurare la **qualità** del servizio e del processo e2e
- ▶ **Perdita di controllo diretto** su **tutta la filiera** con il rischio di aumentare i tempi di gestione e di conseguenza i costi

- ▶ **Allungamento** del **Time to Market**
- ▶ **Perdita di competenze** nel lungo periodo
- ▶ **Refresh tecnologico** più oneroso
- ▶ **Maggiori costi di gestione**

Illustrative

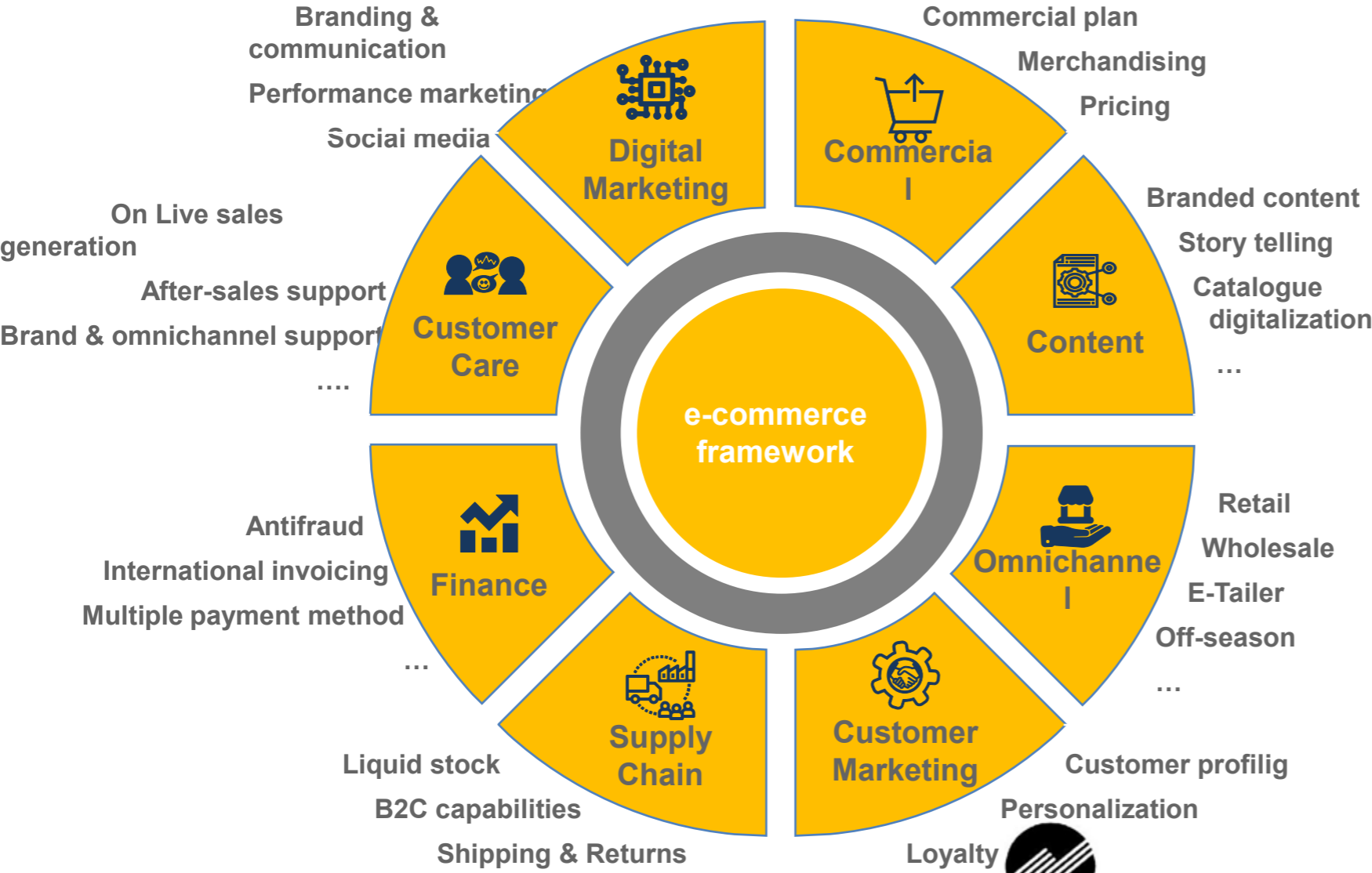
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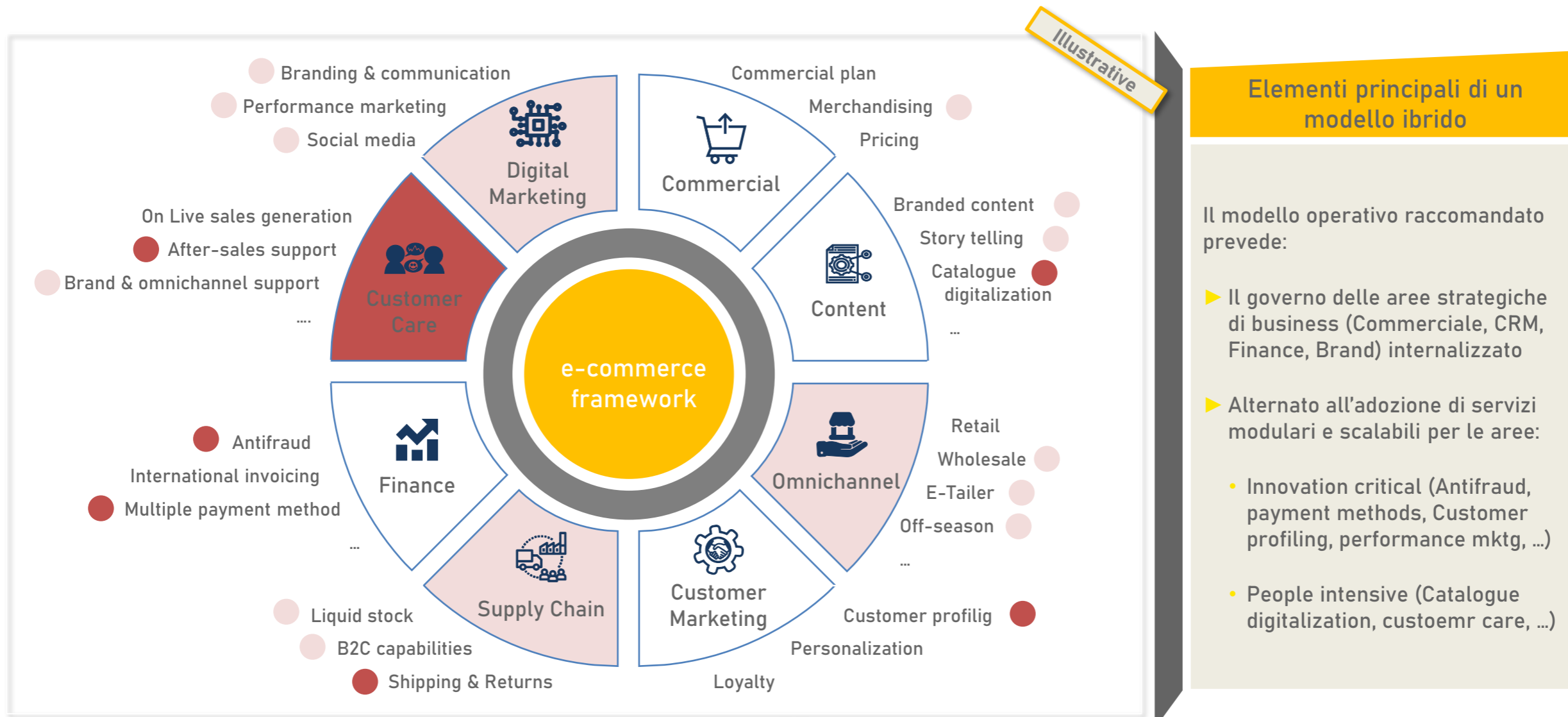
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FIERA MILANO

Insourcing ● Mixed ● Demanded ●





Elementi principali di un modello ibrido

Il modello operativo raccomandato prevede:

- ▶ Il governo delle aree strategiche di business (Commerciale, CRM, Finance, Brand) internalizzato
- ▶ Alternato all'adozione di servizi modulari e scalabili per le aree:
 - Innovation critical (Antifraud, payment methods, Customer profiling, performance mktg, ...)
 - People intensive (Catalogue digitalization, customer care, ...)



Incremento delle performance aziendali

I consumatori hanno accesso a più canali di acquisto e i retailer possono acquisire maggiore visibilità, incrementando così le vendite tramite 'mixed channel'



Incremento marginalità tramite channel shift

L'incremento dei volumi e la riduzione del «*cost-to-serve*» consentono di aumentare la marginalità compensando le difficoltà del settore retail



Internazionalizzazione

L'ottimizzazione del canale online permette di raggiungere clienti a livello globale, abilitando la diffusione in altri mercati



Creazione di un asset proprietario

Integrazione delle nuove capability interne (tecnologia, risorse, competenze) con gli asset e infrastrutture esistenti in azienda per la creazione di un vantaggio competitivo



Reputazione e posizionamento del Brand

Una gestione coerente del brand cross-channel migliora la reputazione del brand e la sua percezione da parte dei clienti, migliorandone il posizionamento sul mercato



Miglioramento customer experience

L'integrazione dei diversi canali di vendita consente una esperienza di shopping omnicanale e customizzata in grado di soddisfare le aspettative dei clienti



Miglioramento customer loyalty & engagement

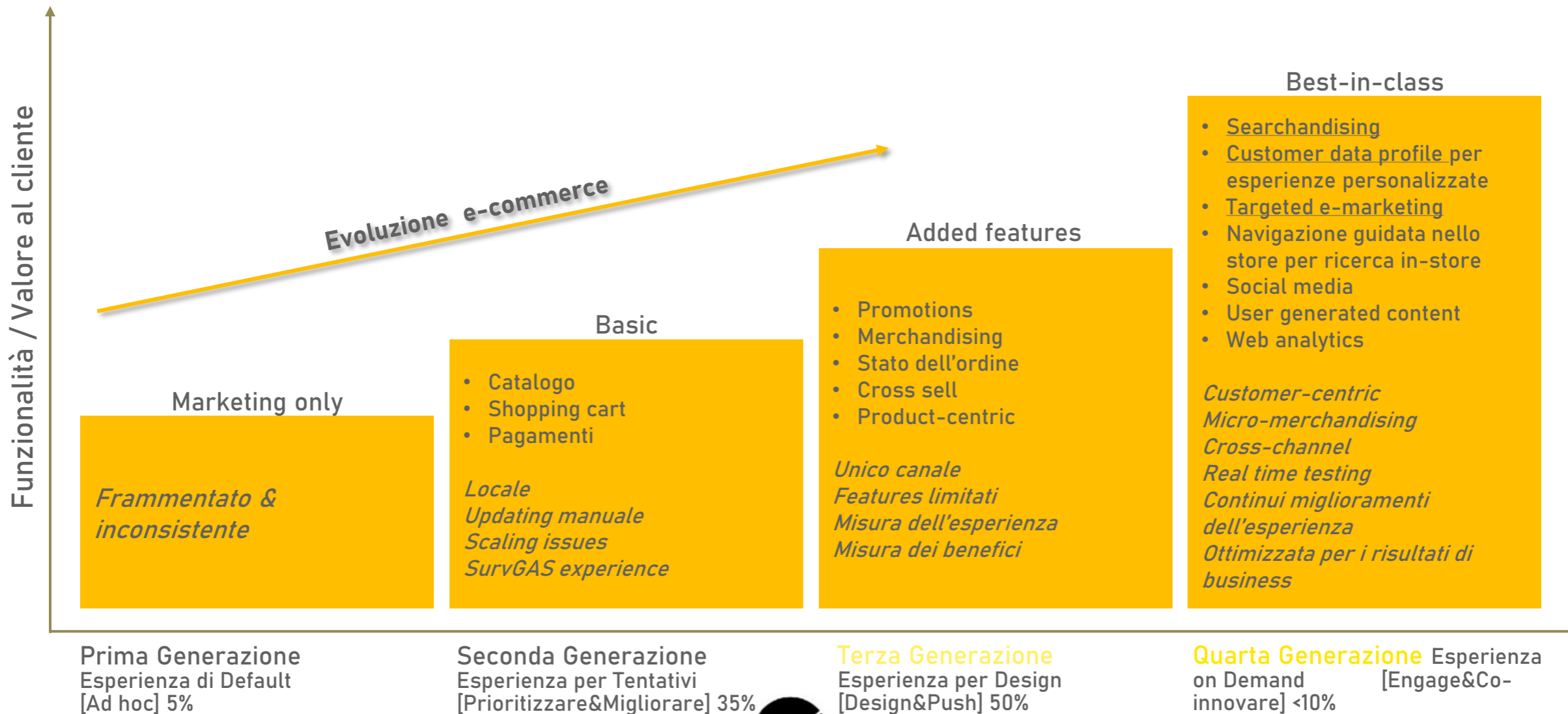
Una migliore customer experience, trasversale a tutti i canali, aumenta la fidelizzazione e l'engagement dei clienti con il brand



Customer insights & analytics

Le crescenti opportunità di data collection permettono di approfondire la conoscenza dei propri clienti per offrire esperienze e vantaggi personalizzati





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amazon®

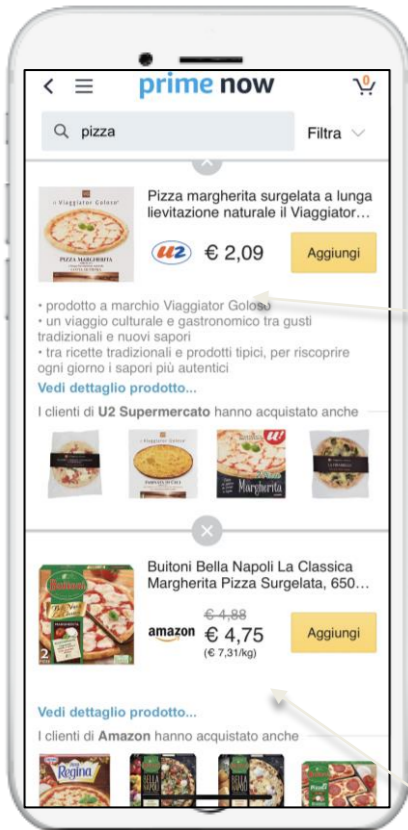
YOUR VALUE
PROPOSITION

YOU



ENTIRELY ONLINE SERVICES

Amazon Prime Now



Through Amazon Prime Now, consumers can shop from a local store, or restaurant. Products are presented with different levels of detail, depending on their standards (for example not all have a long description).

Il Viaggiatore Goloso (Unes) presents products by including:

- The **name**
- The **price**
- Whether it is **in stock** or not
- Exhaustive product details
- The section "*Customers who viewed this item also viewed*"
- Featured customer **reviews**

Buitoni also offers a **price reduction**, but no description.



INTEGRATED OFFLINE AND ONLINE SERVICE

AmazonGo

Amazon Go is a new kind of store with **no checkout required**. With this **Just Walk Out Shopping experience**, all the consumer needs is an Amazon account, the free **Amazon Go app** (), and a recent-generation iPhone or Android phone.

When the consumer arrives, they use the app to enter the store, the phone is no longer needed in the store process. Once shopping is done, the consumer just leaves the shop: **no lines, no checkout**



THE INCREASING AMOUNT OF DATA TO BE MANAGED IN ORDER TO "WIN" ON THE DIGITAL SHELF

The OREO Case on Walmart



1. Items features
2. Specification (brand, food form, product dimensions)
3. Nutrition facts
4. Comparison chart (flavors, great for groups, etc.)
5. Dessert recipe suggestions
6. Customers ratings and reviews



About This Item 1

We aim to show you accurate product information. Manufacturers, suppliers and others provide what you see here, and we have not verified it. [See our disclaimer](#)

Wonder-filled Chocolate Oreo Cookies are milk's favorite cookie and people aren't far behind. Whether you are craving the classic taste of childhood or wanting to delight in fun new flavors, there's an Oreo waiting to tease your taste buds. You can twist them, dunk them, share them or enjoy them all on their own. Oreo cookies are the ideal anytime snack- and coffee-break companion. They're also a welcome addition to any party or gathering. Add them to your favorite dessert recipes for a delicious new sensation that will keep family and friends coming back for more. No matter what size, shape or flavor you choose, every variety of the Oreo family is sure to delight. Oreo Cookies, Chocolate, 14.3 oz: These sandwich cookies are milk's favorite cookie. Always there for you when you are craving the classic taste of childhood. Enjoy them in a wide variety of ways. Ideal anytime snack and coffee break companion. Work well as party offerings. Add them to your favorite dessert recipes for a delicious new sensation. Consider an Oreo crunch parfait, Oreo cookies 'n cream crispy treats and Oreo chocolate cheesecake. Every variety of Oreo is sure to delight your taste buds. Only 160 calories and 7g of fat per 3-cookie serving.

Ingredients:
Ingredients: Unbleached Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Folic Acid), Sugar, Palm And/Or Canola Oil, Cocoa (Processed With Alkali), High Fructose Corn Syrup, Leavening (Baking Soda And/Or Calcium Phosphate), Salt, Soy Lecithin, Chocolate, Artificial Flavor.

Customer Reviews 6

4.8 ★★★★★
230 reviews

See all reviews Write a review

5 stars	205
4 stars	11
3 stars	6
2 stars	6
1 star	2

Explore this item 2

Specifications	
Brand	Oreo
Food Form	Solid
Assembled Product Dimensions (L x W x H)	1.95 x 7.42 x 6.25 Inches

Dress Up Dessert with OREO and SnackWorks 5

OREO Crunch Parfait
Makes 4 servings, 1 parfait each

Ingredients

- 2 cups sliced fresh strawberries (about 16)
- 1/2 cup thawed frozen whipped topping
- 8 OREO Cookies, coarsely chopped

Instructions

- LAYER half each of the ingredients in 4 (8-oz.) glasses.
- REPEAT layers.
- REFRIGERATE 15 min.

Oreo Pretzel "In-a-Cloud" Bars
Makes 20 servings

Ingredients

- 1 pkg. (14.3 oz.) OREO Cookies, divided
- 1/4 cup butter, melted
- 1 jar (7 oz.) marshmallow creme
- 1/2 cup semi-sweet chocolate chips
- 1/2 coarsely chopped pretzels
- 1/4 tsp. coarse sea salt

Instructions

- HEAT oven to 350°F.

Explore this item 4

Specifications		Nutrition Facts		Comparison Chart	
Oreo Chocolate Sandwich Cookies		Oreo Cookies Family Size		Oreo Golden Sandwich Cookies	
Features					
Flavors Offered	Classic, Golden, Mint, Peanut Butter, Birthday Cake, Red Velvet	Classic, Mint, Golden, Classic Double Stuf, Chocolate, Mega	Golden, Lemon, Double Stuf, This		
Great for Groups	✓ Yes	✓ Yes	✓ Yes		
Great for Travel	✓ Yes	✓ Yes	✓ Yes		
Supremely Dunkable	✓ Yes	✓ Yes	✓ Yes		

Explore this item 3

Specifications		Nutrition Facts	
Nutrition Facts			
Serving Size	3 cookies (34g)	(-) Information is currently not available for this nutrient.	
Servings Per Container	12.0	* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.**	
Amount Per Serving		** Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.	
Calories	160.0 Cal		
Calories From Fat	60.0 Cal		
Total Fat 7g		% Daily Value	
Saturated Fat 2.0 g		11%	
Trans Fat 0.0 g		10.0	
Polyunsaturated Fat 1.00 g			

MISS SOMETHING ?

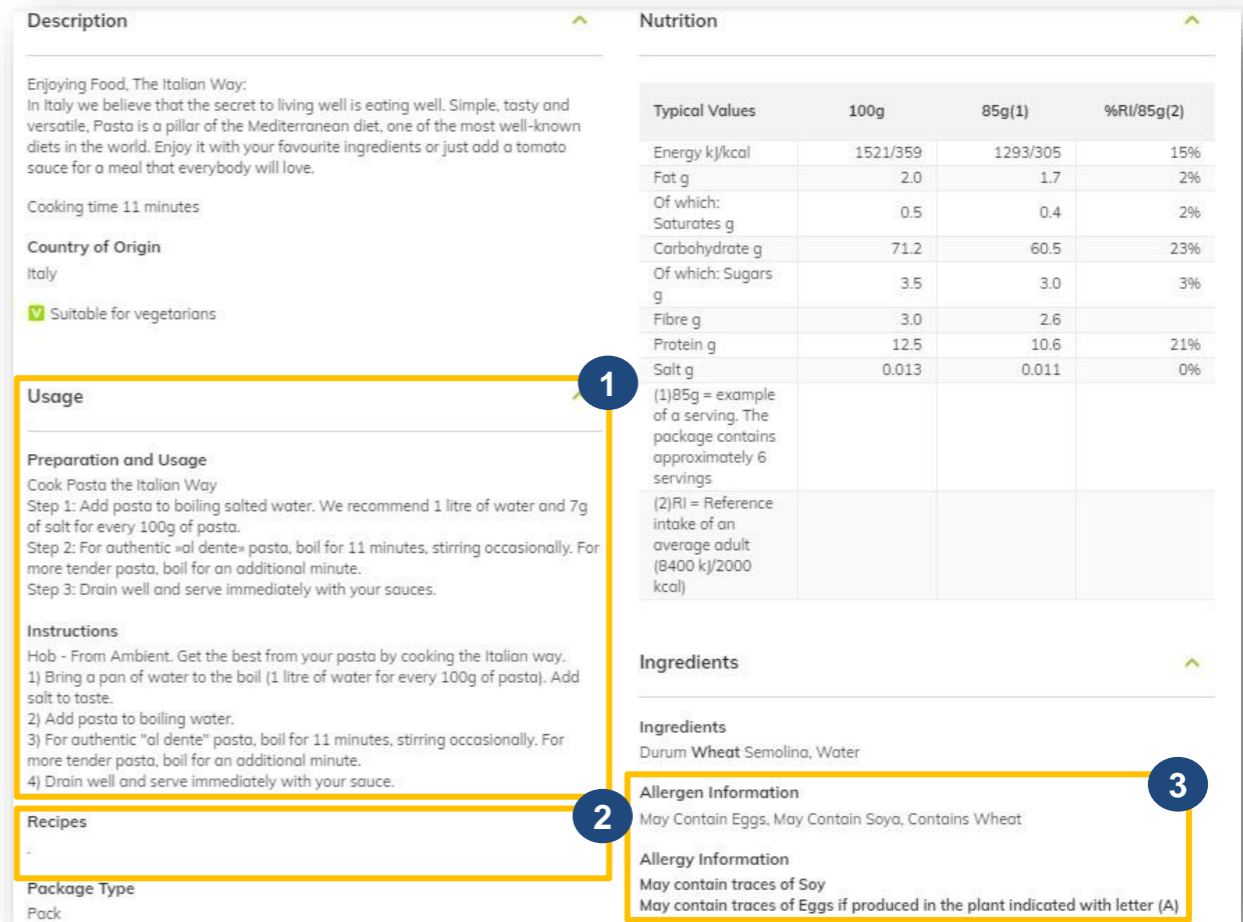
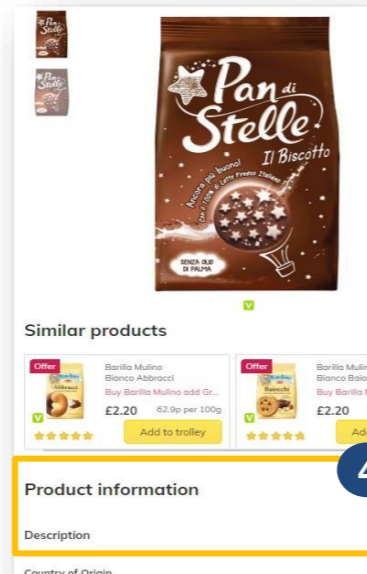
NOTICED IMPROVEMENT AREAS ...

On some eCommerce sites, we highlighted Data Quality problems

For example, on Ocado:

1. The information about how to cook pasta in Italian way is repeated twice
2. Recipe suggestions are missing
3. Allergen information are repeated twice
4. Product description is missing

THIS KIND OF PROBLEMS AFFECT NEGATIVELY THE CUSTOMER EXPERIENCE



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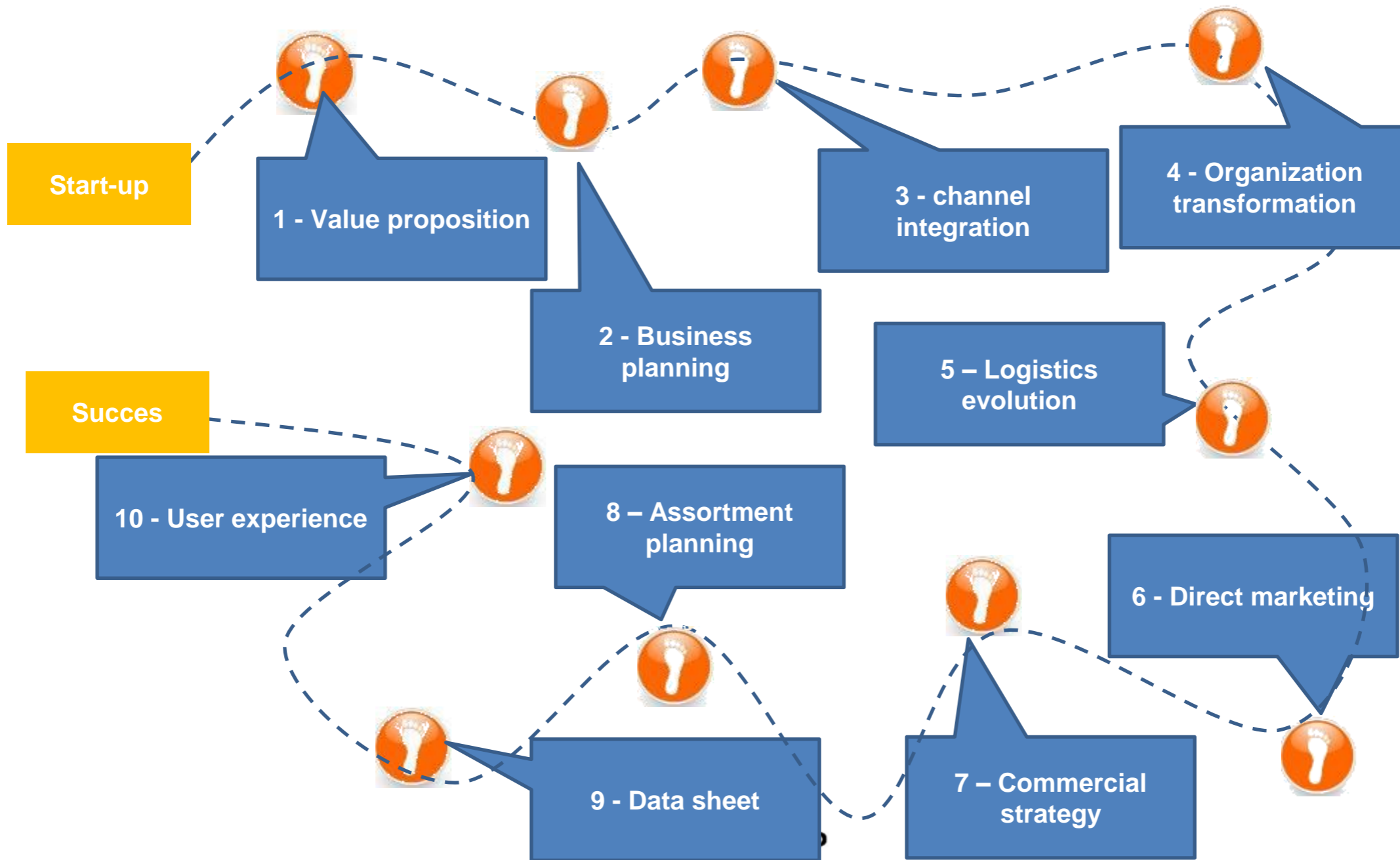
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host.fieramilano.it



www.transpotec.com



www.tuttofood.it



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