




Technology Intelligence & Performance

Last Mile: The consumer need, the profitability challenge

September 2021



Last Mile: The consumer need, the profitability challenge

The Challenges in FMCG & Retail Industry

**Continuous Changing
Consumer Behavior**

**The Evolution of
Consumption**

**Strong
Competition**

Cost Pressures

**Technological
Innovation**

Business Strategies



How can CX create value for a company

Customer Centricity Is the Key to Business Results

Modern businesses reach their customers through multiple channels. The omnichannel nature of modern business interactions means companies need to think beyond customer service.

There is one key factor that cuts across most of these cost and revenue levers: **customer behavior.**

Business Levers



Customer behavior



Business results



The key to Business performance is influencing customer behavior



Customer behavior

Customer behavior is shaped by experiences customers have with your brands throughout the buying and usage cycle of products and services



A company that is customer-centered focuses on what the customer needs and how they can deliver their core value proposition to their target customer



Business performance

Influencing the behavior of customers and prospects in a strategic direction is a very impactful way to move business levers and achieve business success



The key to Business performance is influencing customer behavior



Greek B2C eGrocery market overview

2020 estimated market size & growth
(inc. VAT)



€163.3M



260%+
Year over year
growth

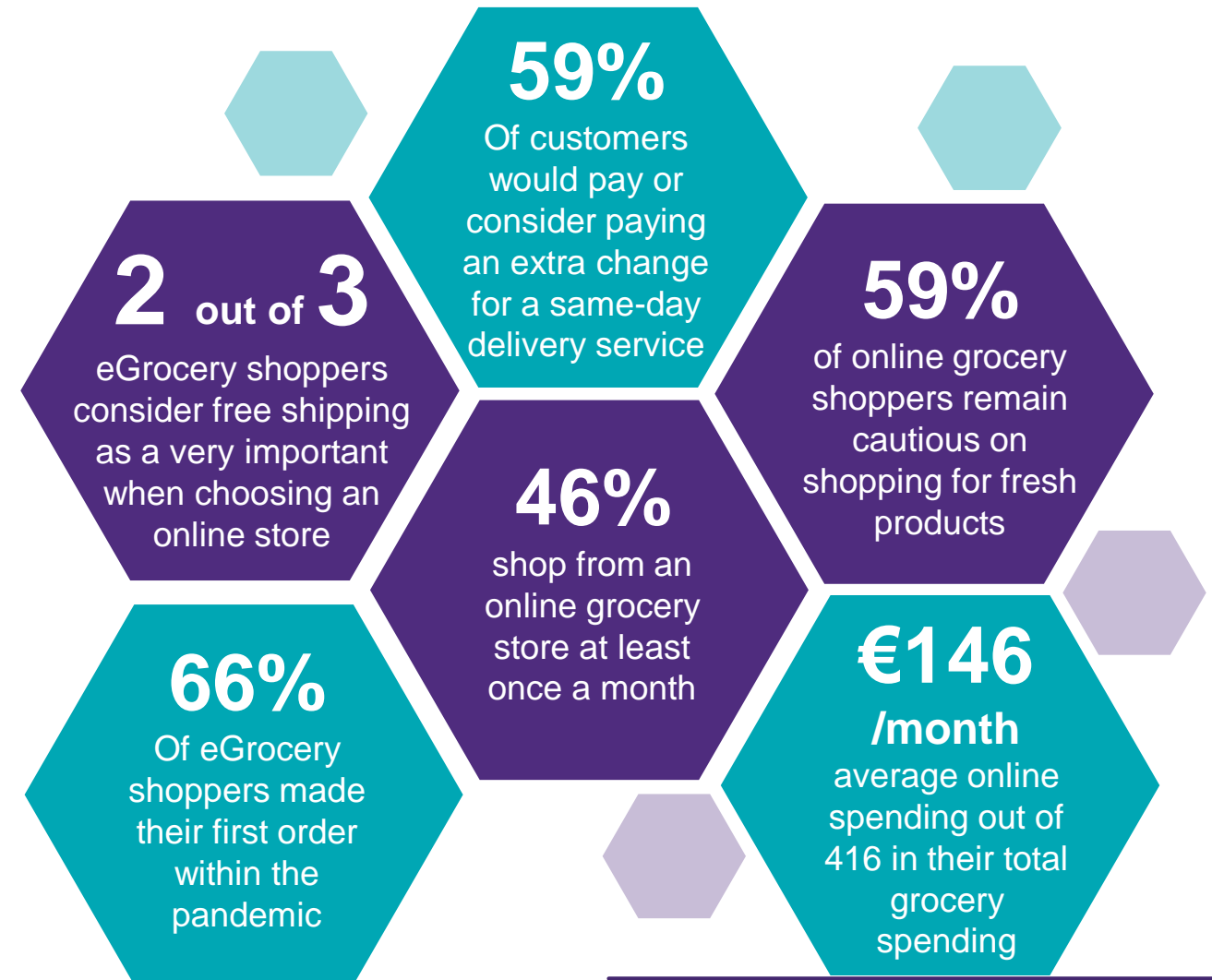
S1 2021 (Jan-June 2021 vs Jan – June
2020 estimated size & growth (inc. VAT)



€140,6M



122%+
Year over year
growth



*Source:



Customer experience is the impression your customers have of your brand throughout all aspects of the buyer's journey. It results in their view of your brand and impacts factors related to your bottom-line including revenue

Customer Experience in Numbers

Customers who rate their experience with a brand as “VERY GOOD” are:

20%

more likely to
purchase more from
the brand

25%

more likely to
recommend the
company

30%

more likely to
forgive a bad
experience

. .than customers who rate it just “OKAY.”

60%

of consumers are
willing to pay more for a
great experience

73%

of consumers say one
extraordinary experience
with one brand raises
their expectations of all
others

84%

of consumers say the
experience a company
provides is as important
as its products and
services

How to respond to the profitability challenge?



The following sources and techniques may be used to establish a thorough understanding of the market landscape:

01

Improve Customer Engagement, Create Customer Experience

03

Be Different – Be Competitive

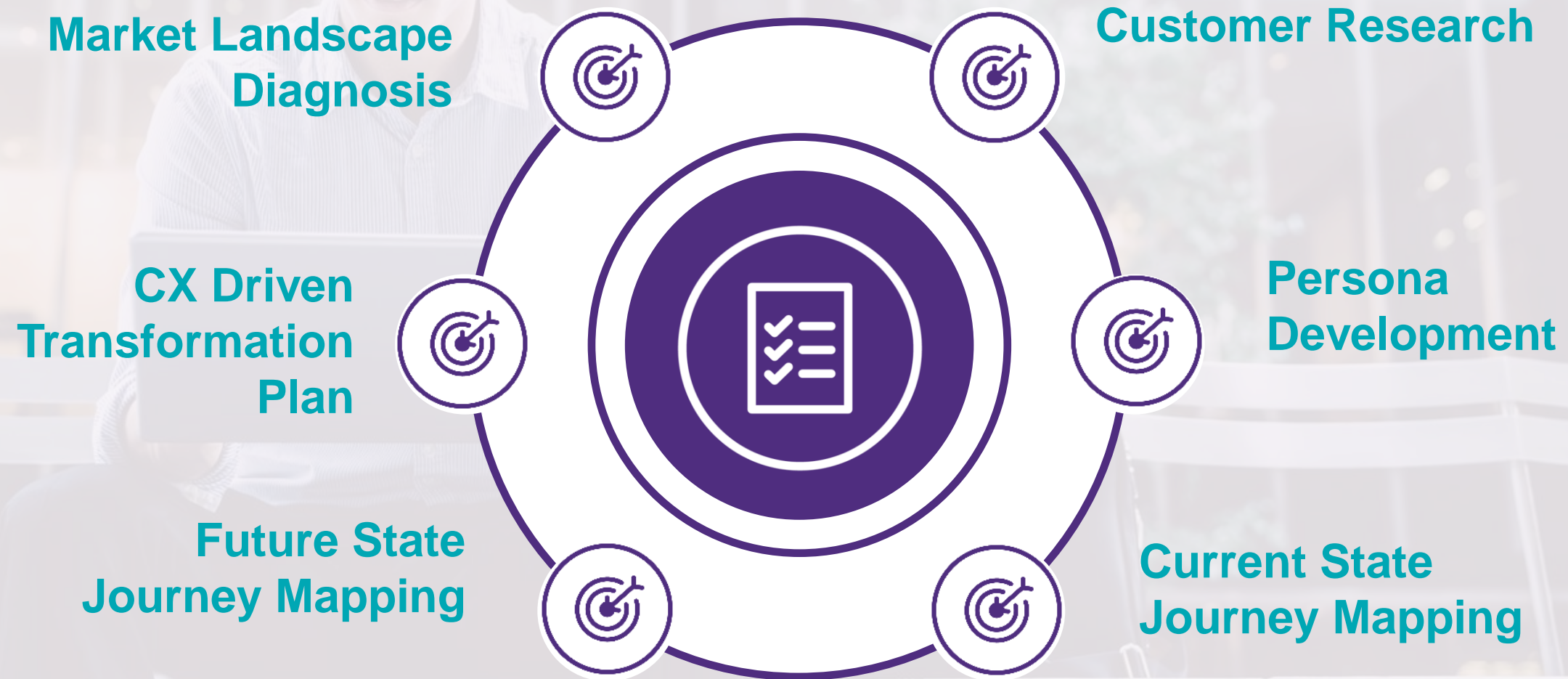
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Build a successful Omni-channel Strategy

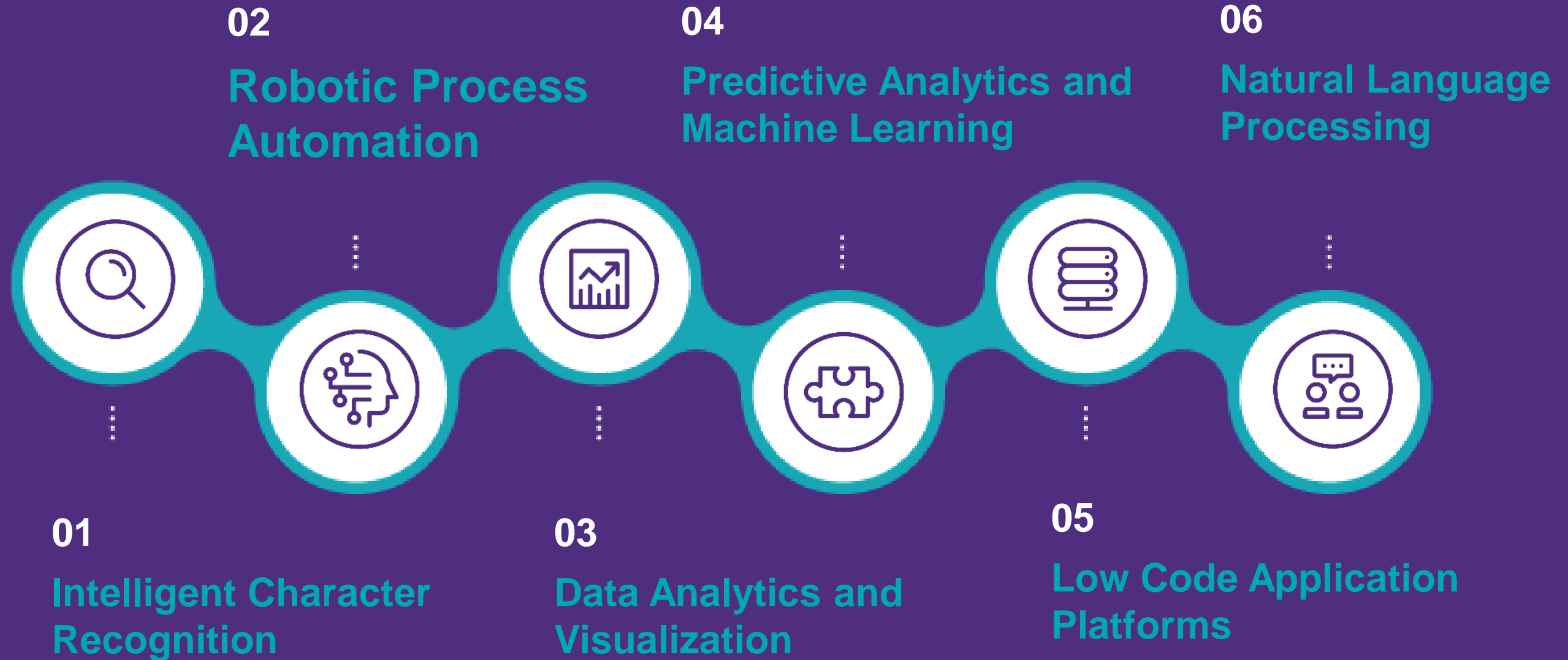
04

Invest In Innovation & Technology

Improve Customer Engagement, Create Customer Experience



The journey of Intelligent Automation



Intelligent Automation

Intelligent Automation as a game changer.

- **Review** of current processes and highly repeatable activities.
- **Identification** of optimization opportunities.
- **Intelligent Automation** leveraging BPM, AI, DMS & RPA technologies.

Vertical offerings



Finance



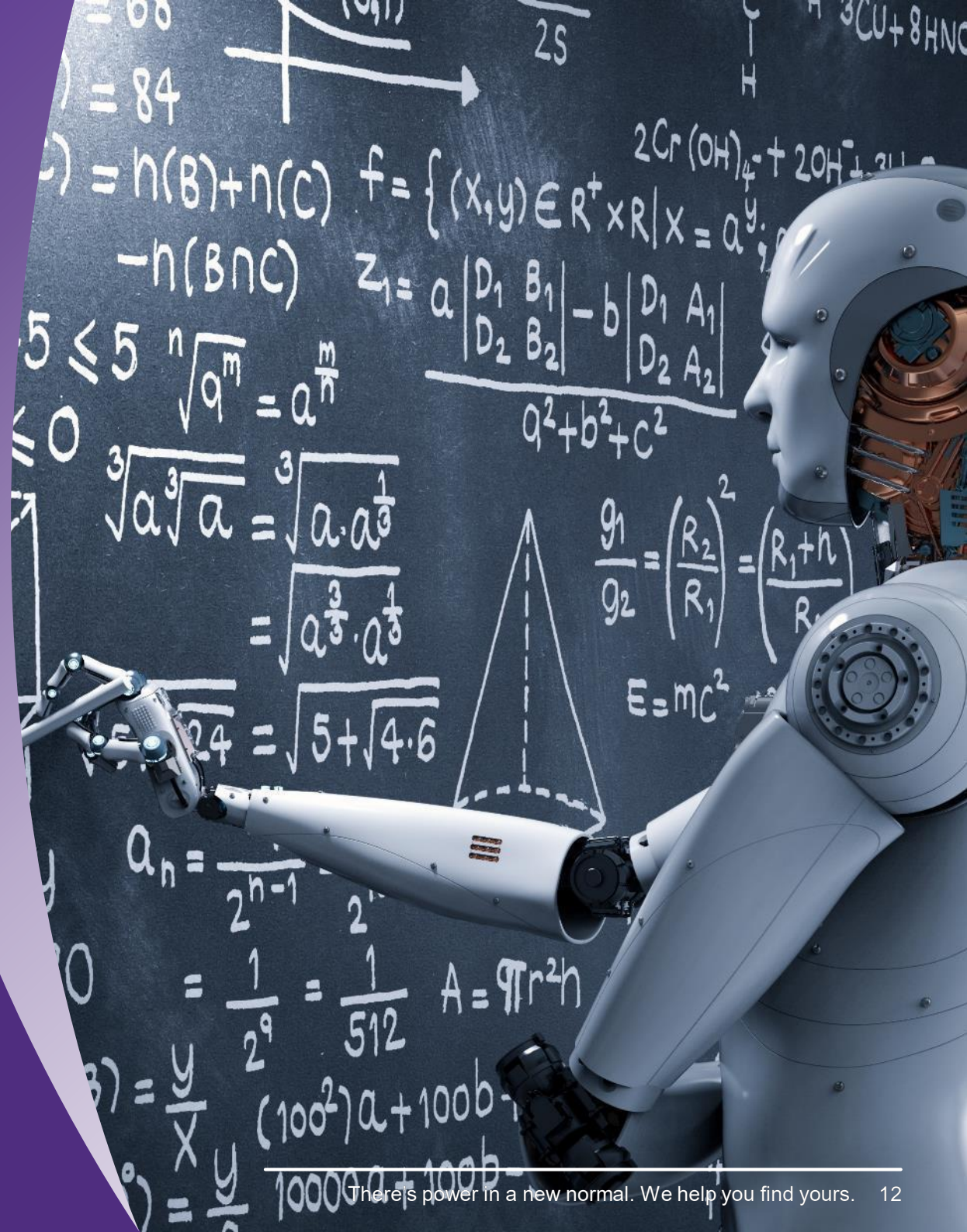
Supply Chain



Logistics



Human
Resources



Big-Data analytics & insights

Your data is your currency.

The abundant amount of data available today has the power to fundamentally **change companies and their business models.**

- Data Management
- Data Democratization
- Data analysis & insights
- Reporting & BI
- Data Visualization
- Predictive Analytics



Drivers of Intelligent Process Automation



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Thank you!

Any Questions?

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