

# **Aldo, a journey to adaptive commerce**

**RCC STORE 22**

**June 1<sup>st</sup>, 2022**

**ALDO**

# **Consumer Experience**

Identify, pilot and rollout relevant ways to  
**improve the shopping experience and grow loyalty**





ALDO

New Arrivals ▾

Women ▾

Men ▾



# Summer Starts Here

From getaways to summer days, discover our latest edit of shoes and accessories designed to stun in the sun.



ALDO



New

Summer Shop

Women's Sandals

Men's Shoes

## Summer Starts Here

From getaways to summer days, discover our latest edit of shoes and accessories designed to stun in the sun.

[Visit the women's Summer Shop](#)

[Visit the men's Summer Shop](#)

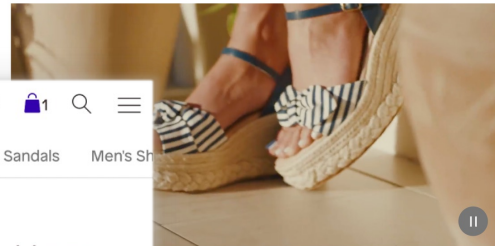


ALDO

New Arrivals ▾ Women ▾ Men ▾



Women /



## ts Here

ings in summer essentials designed to embrace every sunny moment.



Wedges & Platforms



Flat Sandals



Sunglasses & Eyewear



Mules



Casual Sand

## es

adventure-ready  
is summer.

Shop travel essentials

an Leather



Lightweight



\$80

New



\$80

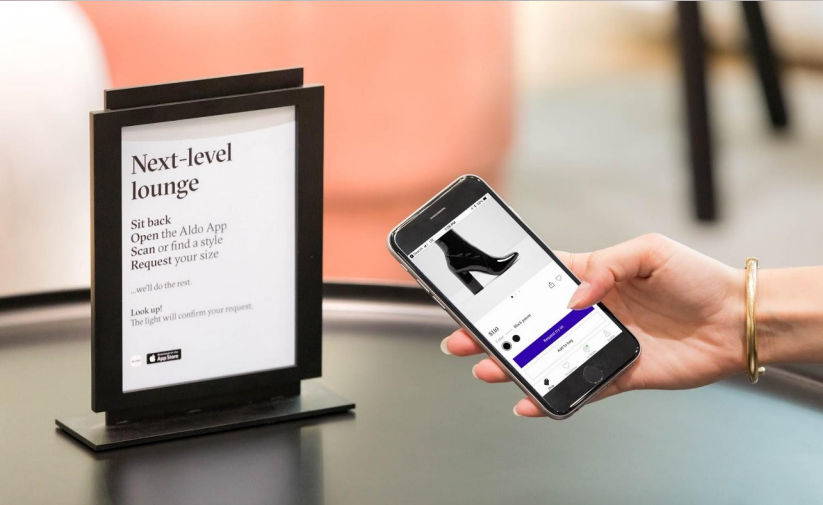
\$8



## Just Add Sunshine

Flat sandals, wedges, slides and more. Your search for the perfect summer sandals ends here.











Store 1037



**Remove frictions. Focus on interactions that matter.**

**What have we done so far**

**Aiming for digital symbiosis**



**Our stores = our ecomm distribution centers**

= our ecomm distribution centers

**Our stores = consumers favorite shipping option**

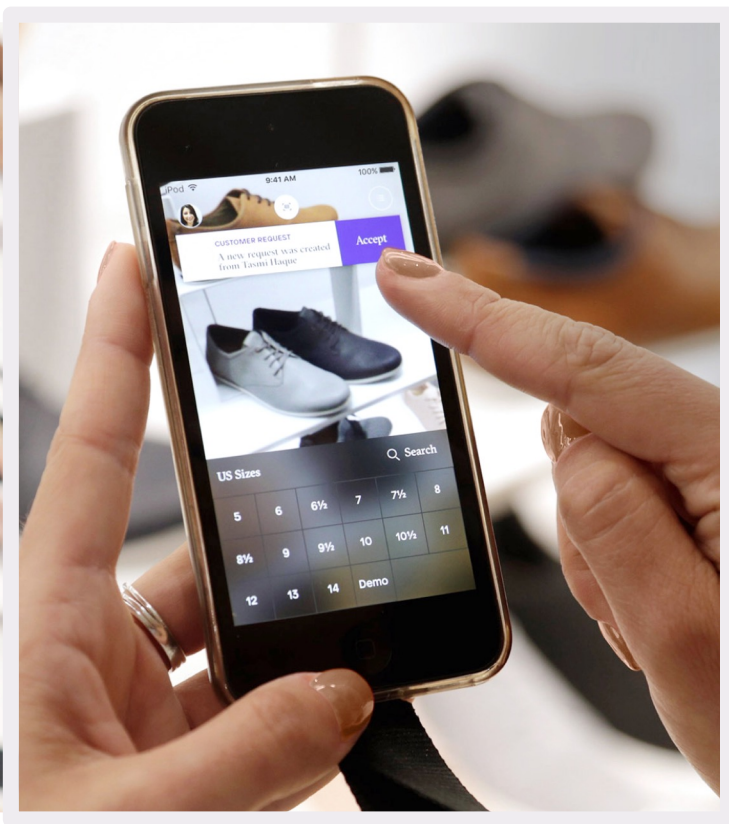
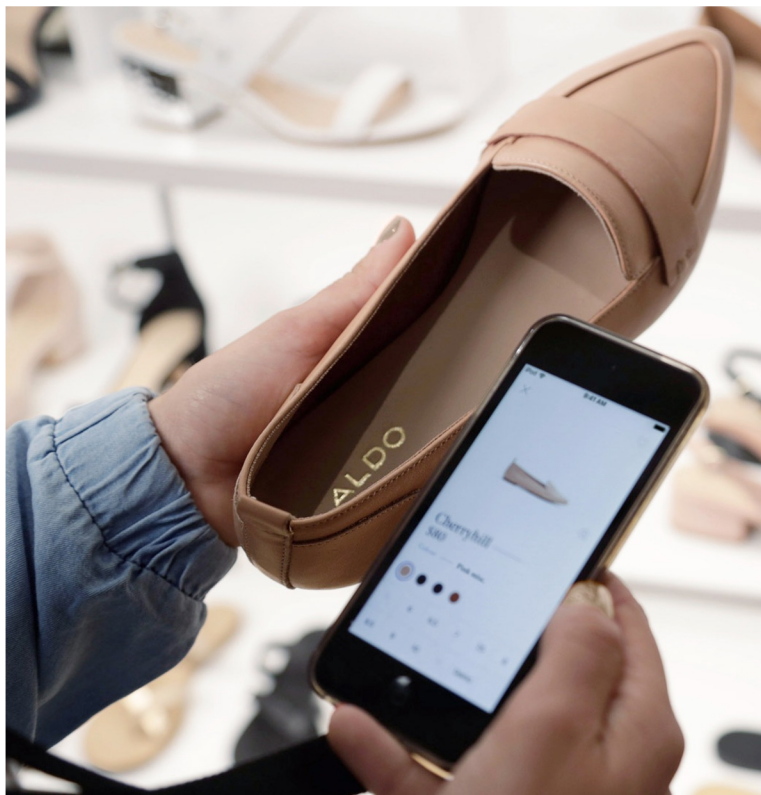
= our ecomm distribution centers

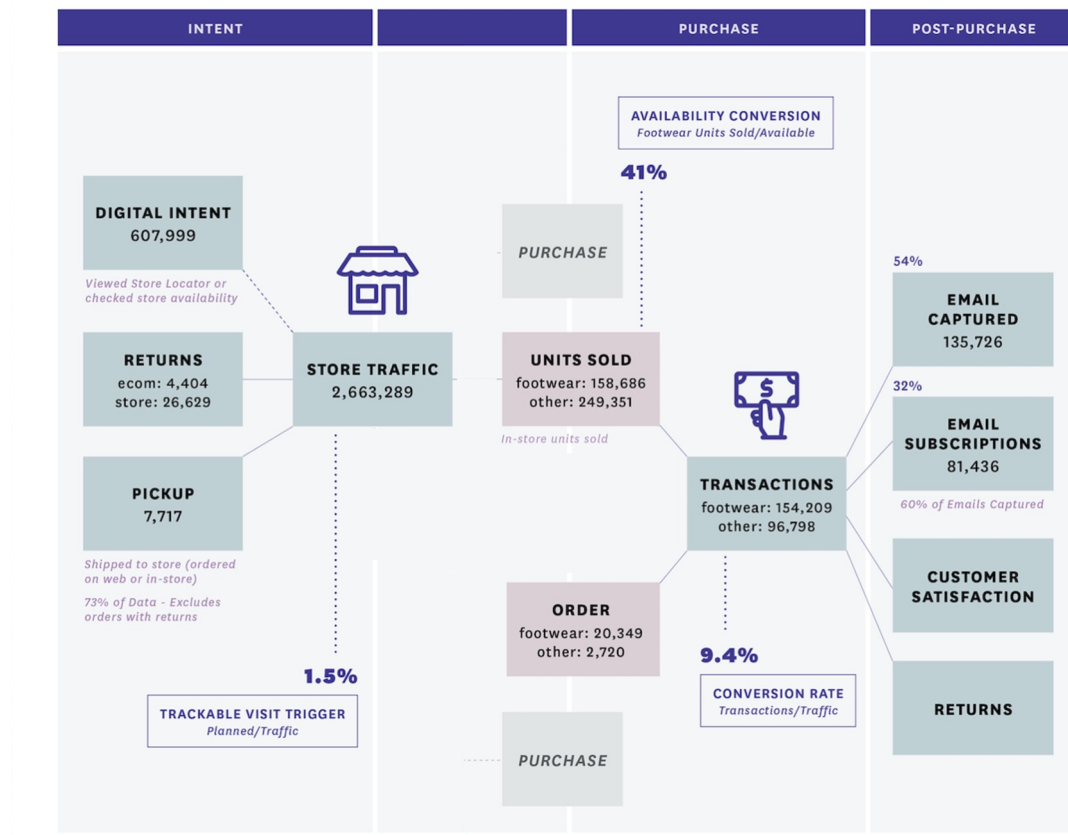
= consumers favorite shipping option

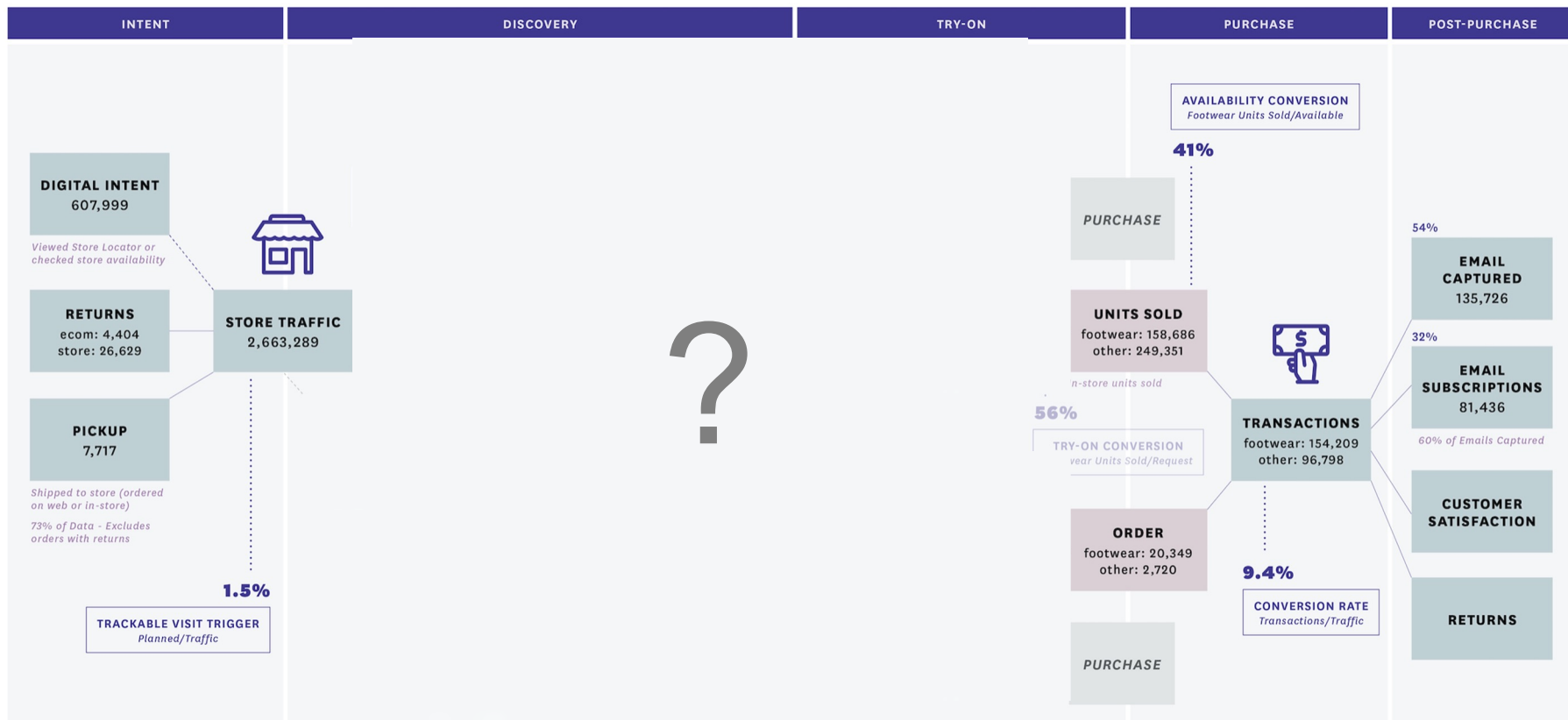
**Our stores = digital acquisition channel**

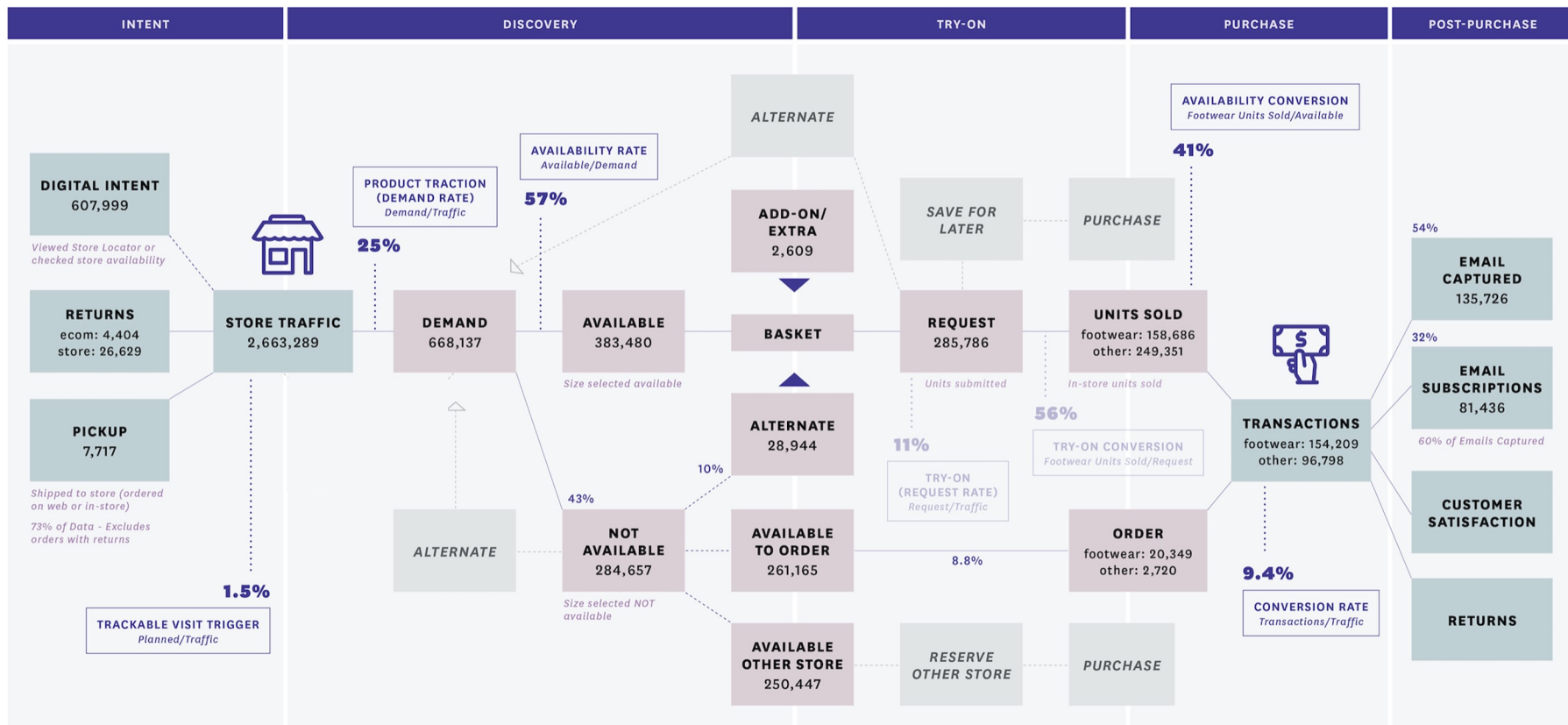
- = our ecomm distribution centers
- = consumers favorite shipping option
- = digital acquisition channel

**Our stores = data collection on products traction**











- = our ecomm distribution centers
- = consumers favorite shipping option
- = digital acquisition channel

**Our stores = data collection on products traction**

**Our ecomm = a view on products availability**

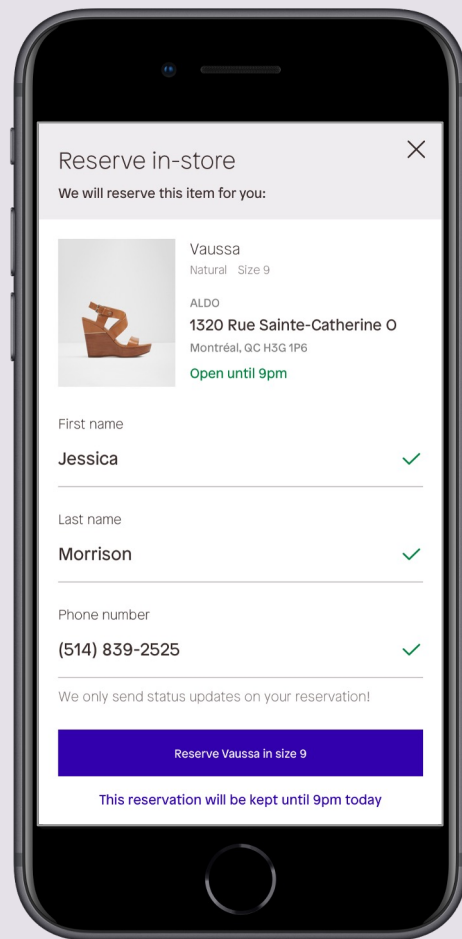
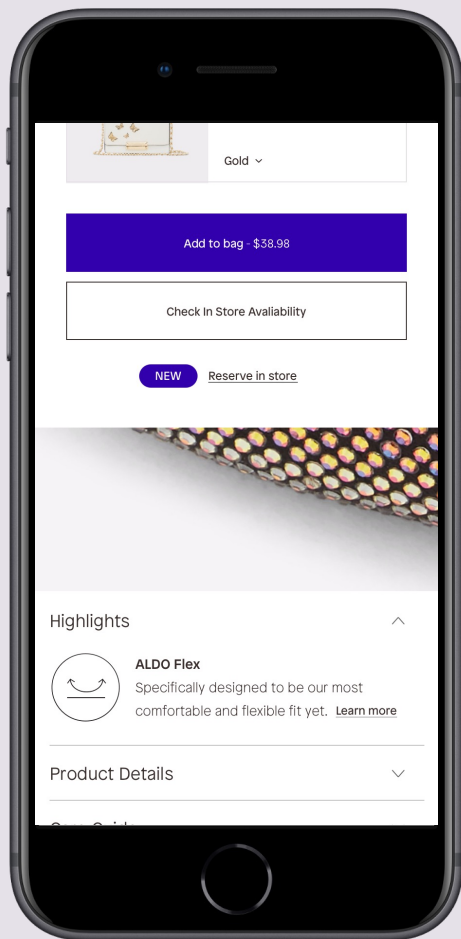
= a view on products availability

**Our ecomm = a traffic and try-on driver to stores**

= a view on products availability

= a traffic and try-on driver to stores

**Our ecomm = a connector to stores associates expertise**





**Omnichannel = sequence**

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**Omnichannel = combination**

**Our path forward**

**The omni-associate, core to our model**

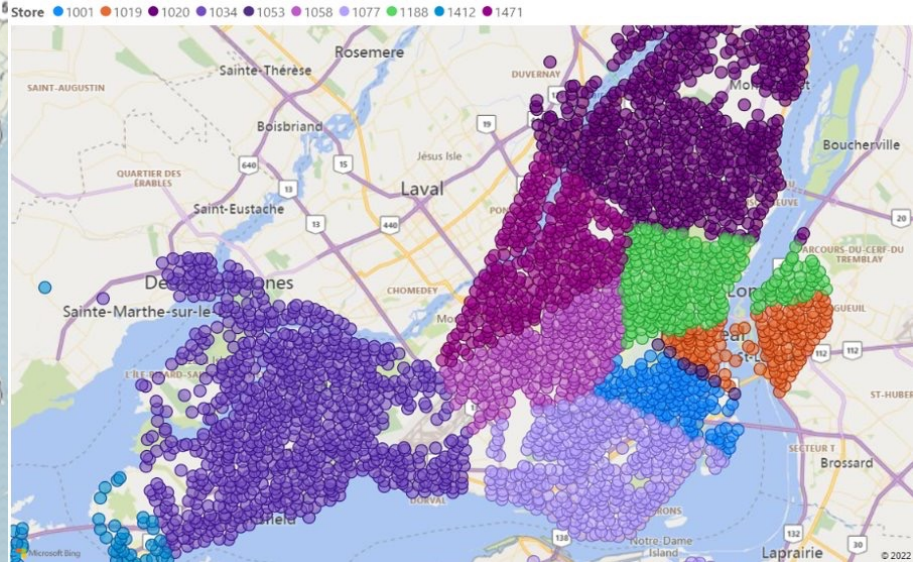
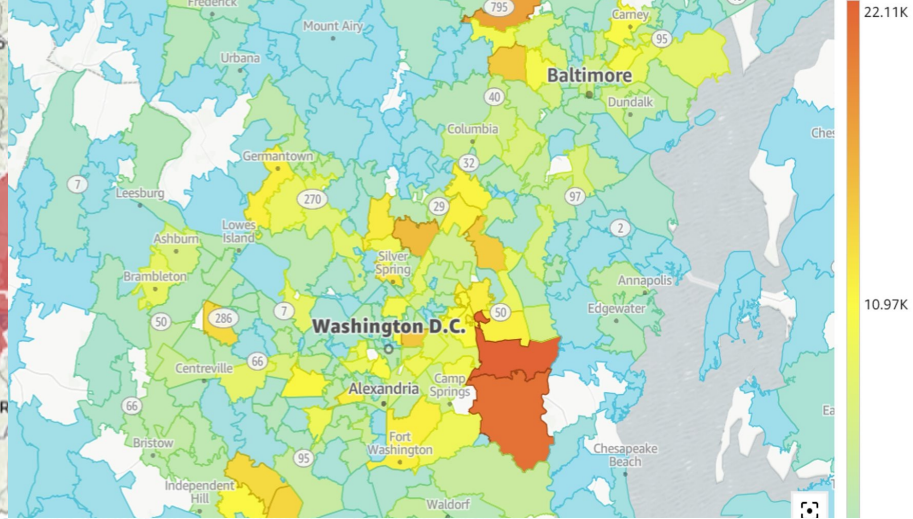
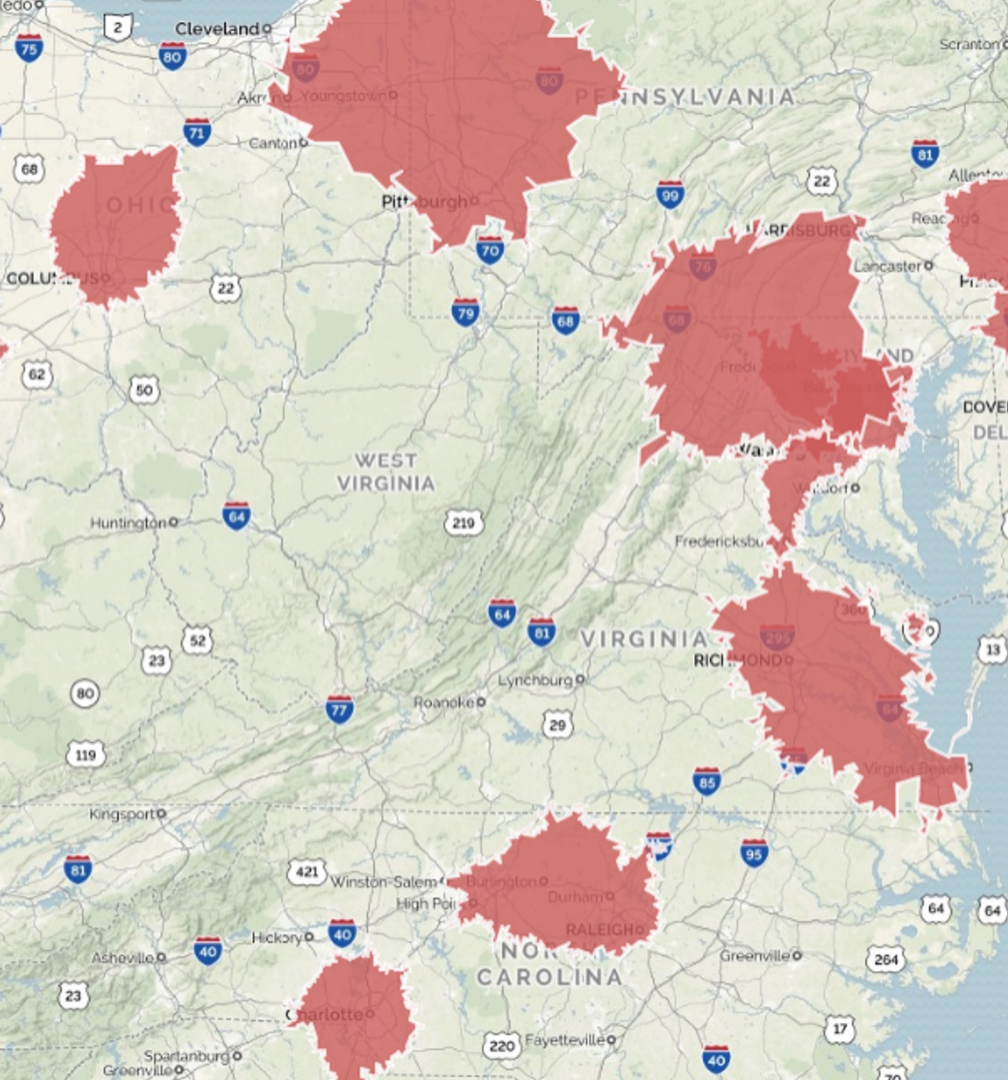
**Oh. Wait...**

## **Oh. Wait...**

The retail standard is usually following a 4-wall mindset, focusing on result per channel. A lack of proper attribution will end up with limited store motivation to support ecomm, preventing a true omnichannel unlock.

**Evolving to a true omnichannel model requires a new attribution logic, meant to motivate and empower the associates...**

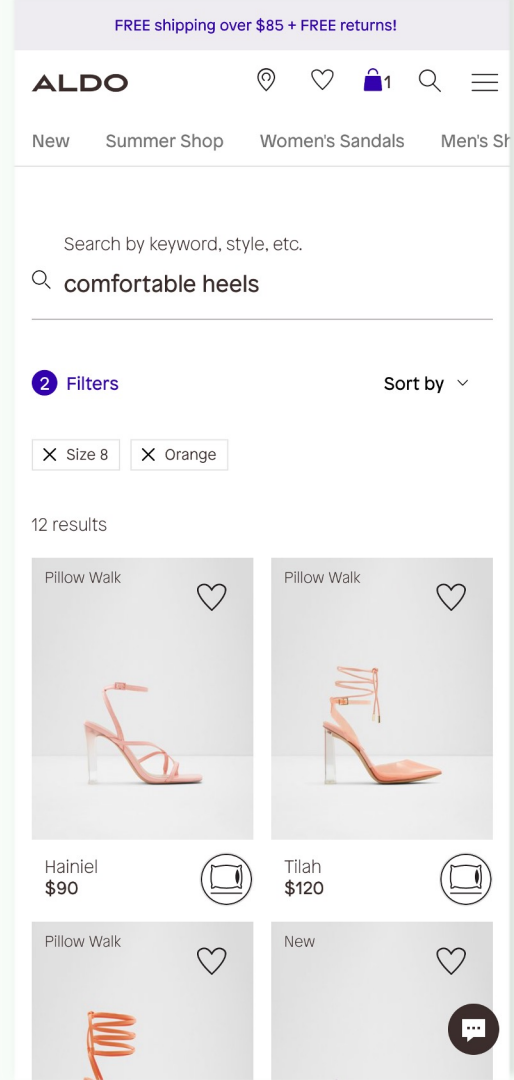
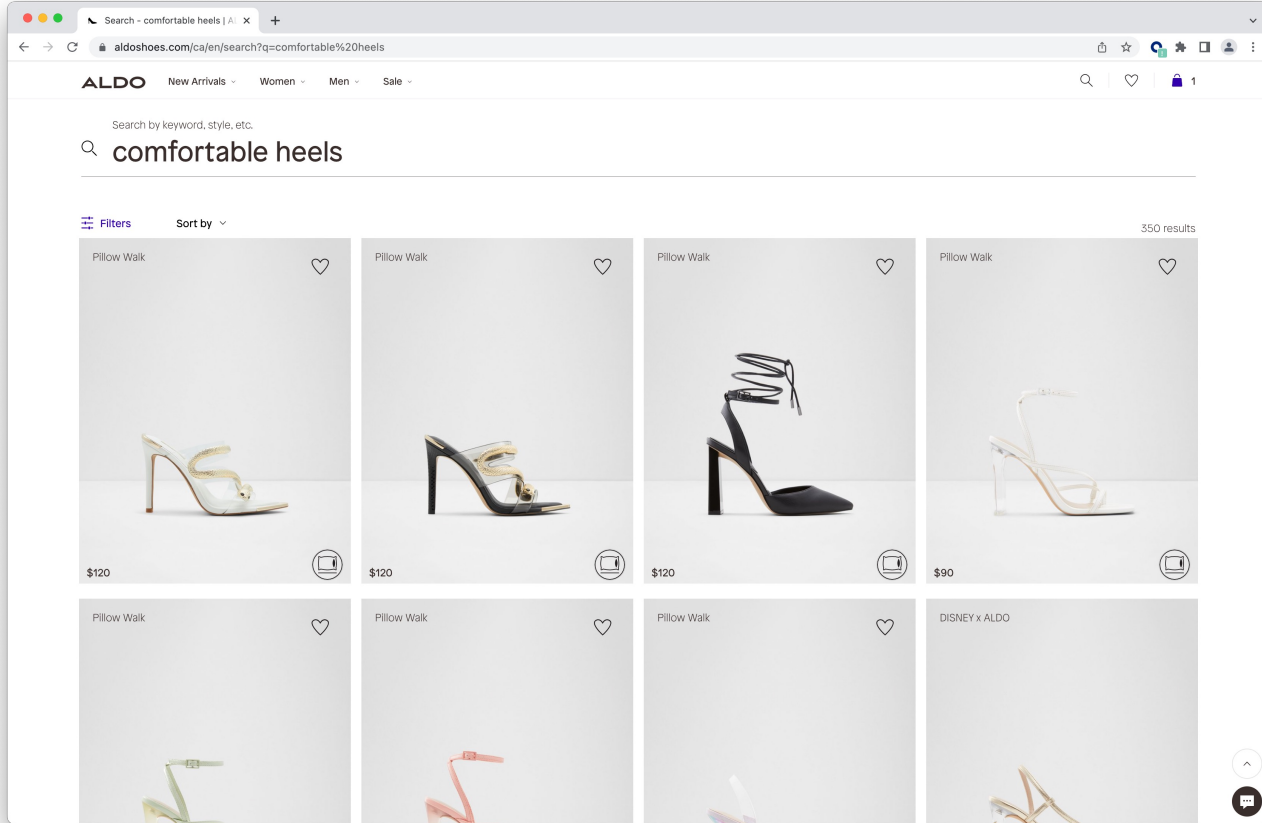
**... and to collect new product insights**

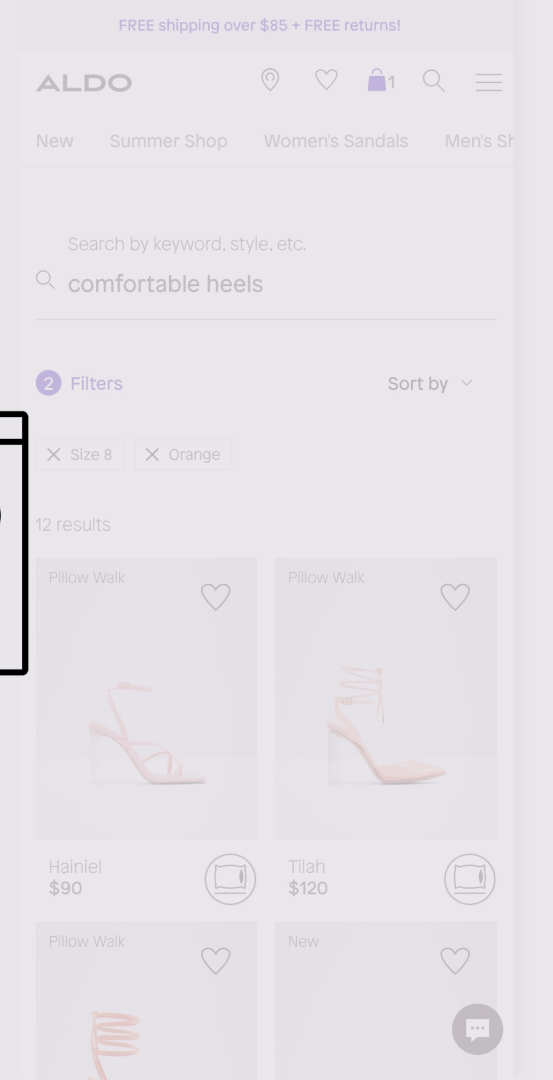
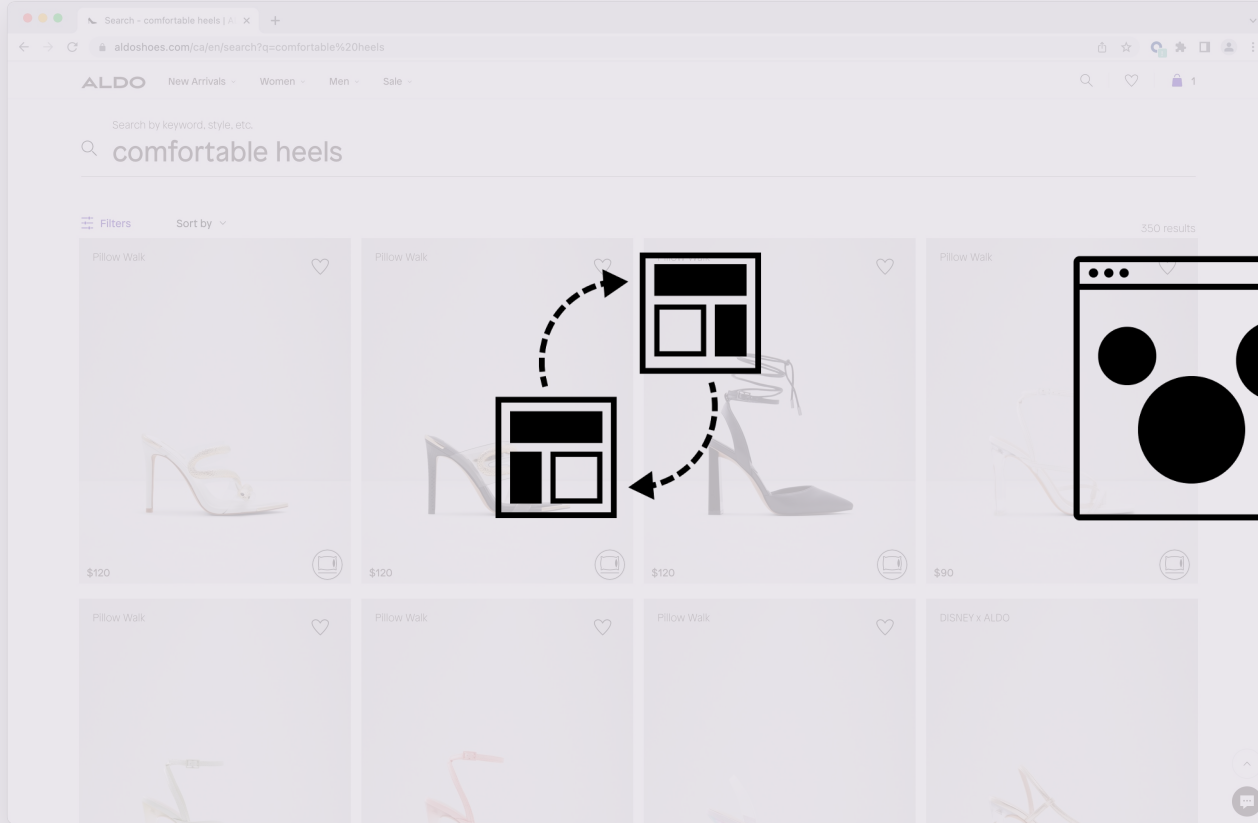


**From a channel-based to a behaviour-focused mindset.**



**Where “relevant” and “local” are key ingredients**





**2** Filters

Sort by ▾

[Eaton Centre](#)[Size 8](#)

Puddle - Ankle boot  
\$140



New Arrival



Sustainable

Reflow - Combat ankle boot, lug...  
\$135



Waterproof

Keesha - Knee-high boot  
\$76.78 ~~\$109.78~~ ~~\$129~~



Last Chance



Waterproof

Wicoeni - Chelsea boot, block h...  
\$115

ALDO  
love planet

7.5	8	8.5	9
10	11		

Oh no! Size 8 is out of stock (for now).

Sign up to be notified when it's back in stock!

Enter your email to be notified



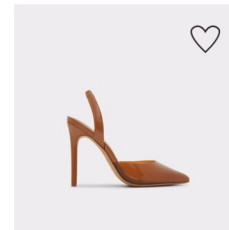
Notify me

Not available in stores

Can't wait? View similar styles in size 8



Coronitflex - High heel shoe  
\$110



Marie - Sling back high heel  
\$90



Reflow  
\$135

Don't see something you love? [View more heels in size 8](#)

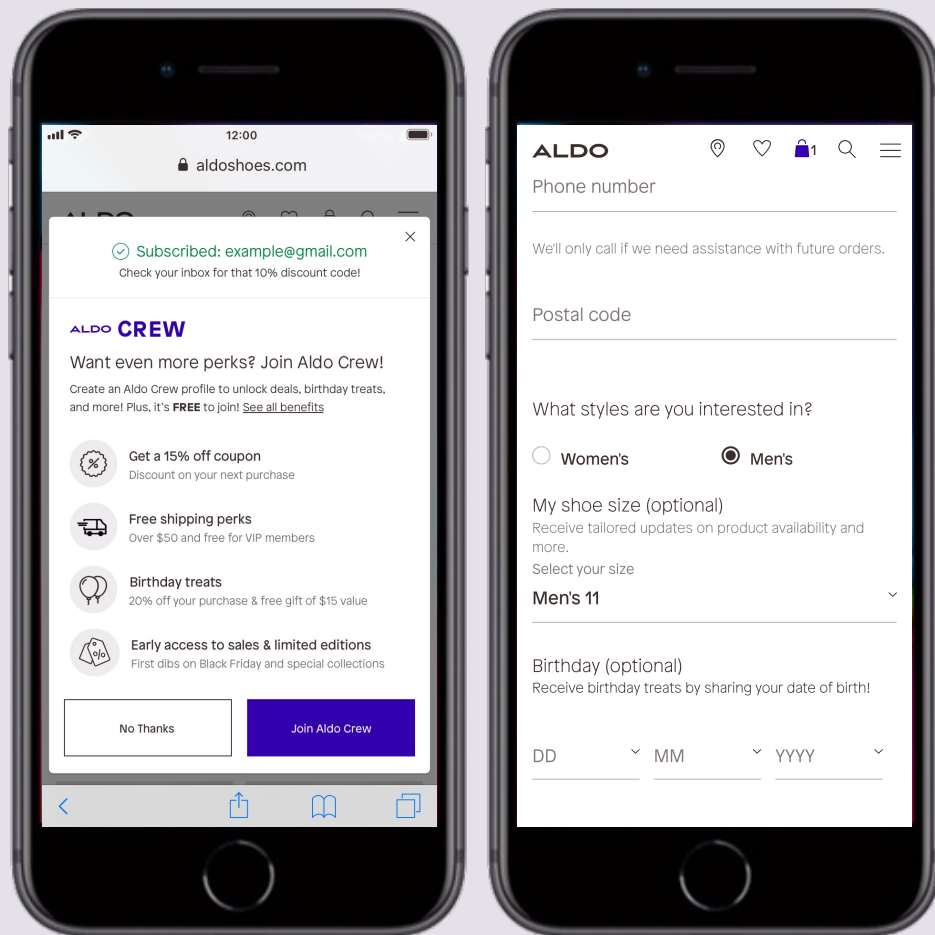
## Inferred data

Data captured on the basis of behavior tracking and machine learning

VS.

## Zero Party Data

Data shared on the basis of a perceived value exchange and control



Login, identified transaction, loyalty members identification...

**Build trust to give the right reasons for users to identify themselves  
and to progressively enrich their profile**

**... to build a predictive model based on live interaction  
and past transactions patterns**

**1**

**Contextual**

**2**

**Localized**

**3**

**Meaningful**



**ALDO**

## SOLUTION: The Customer Channel

**SAP**

# THE CUSTOMER CHANNEL

Transforming retail beyond omnichannel to a single, adaptive focus on the customer

MENU



## SOLUTION: The Customer Channel Imperatives



### Single View Of The Business

- A Clear cost of goods
- Transparency in accounting
- An accurate view of inventory, physically and financially
- A single view of the customer across the business



### Customer Trust

- Data Transparency
- Customer Control
- Perceived Customer Value
- Data Protection & Compliance
- Putting data privacy and security first



### Personalized Experiences

- Trusted Relationship with every customer
- Customer 360° view
- Data foundation for hyper personalization with access to all customer history, behavioral, and qualitative “digital diamonds”
- Create unique, predictive customer promotions based on AI analytics



### Unified Commerce

- Customer 360° view accessible at any customer touch point
- Ability to enhance customer 360° view at every engagement
- Act on analyzed customer engagement to create predictive, adaptive customer experiences



### Digital Supply Chain

- Run connected, predictive and intelligent supply chains
- Apply advanced ML/AI techniques that deliver an accurate view of FUTURE customer needs
- Drive exceptional inventory strategies
- Bring the ROI

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