CONNECTED
COMMERCE

Connect Directly

Discover commerce strategies for serving people in today's dynamic marketplace.

Shopping without limits

The way humans exchange goods has changed fundamentally—and your brand has an opportunity to evolve.

Options continually expand for how, when, and where to shop. How well you serve people during every interaction—from initial research and order to delivery and support—will make or break their perception of your brand.

It's time to reset your perspective, whether you're just getting started or are already experimenting with radical new retail experiences.

Ask, has your shopping experience evolved to serve what customers want and how they behave, whenever they choose? Or is your strategy confined to store locations, product lists, and shopping carts?

86% Consumers believe a brand's shopping experience is as important as its products.

— Salesforce

Seamless experiences everywhere

The traditional path to purchase is now an odyssey. No longer linear or channel-specific, the journey is situational and dynamic. It’s at home, in the aisles, and on the go—taking many sharp turns at a moment's notice.

Sellers must connect with customers who are in constant motion.

Wherever brands and people connect, it’s essential to remove friction and make products and services easy to discover. This requires an approach that places people, and their ever-changing needs, at its center.

Connected Commerce Playbook for Retail and Consumer Goods

Successful commerce removes friction from people's lives.

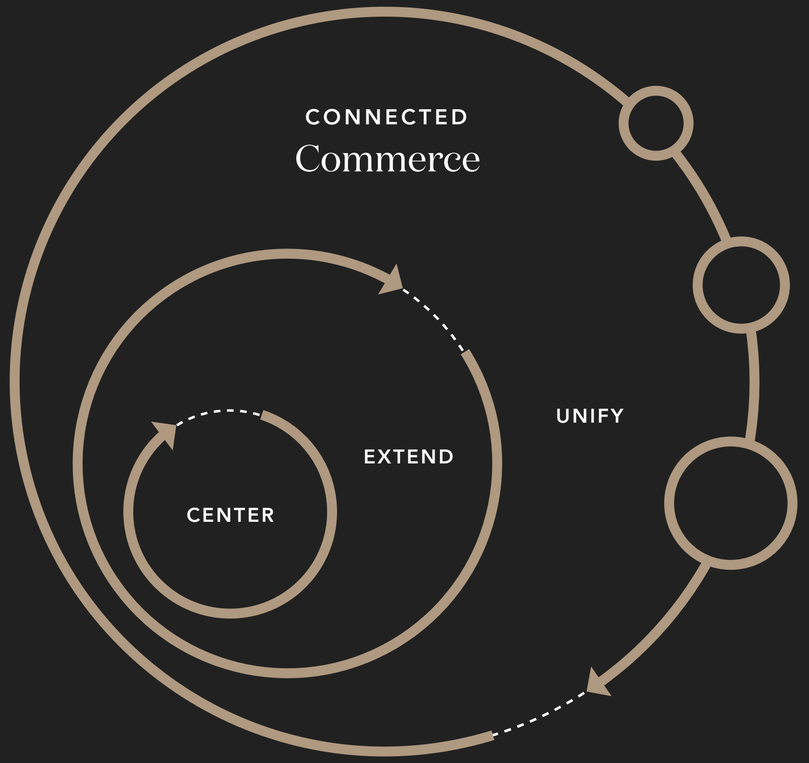
Serving the relevant shopping experiences people expect requires a cohesive commerce ecosystem that removes friction during every interaction. Strategy, data, design, and technology must work together in harmony.

Hero Digital's Connected Commerce Playbook for Retail and Consumer Goods helps sellers connect meaningfully with customers through digital experiences. Dig into this report to create value for people, scale globally, and integrate everywhere.

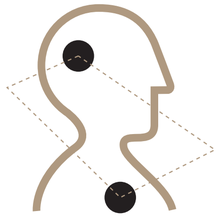
Place people at the center

Commerce serves human needs. By placing people at the center of your strategy, your commerce ecosystem expands naturally, gaining momentum as it grows.

At every stage and with every new selling touchpoint, it's critical to assess how well you're serving people. Your present and future commerce objectives should aim to enhance their lives.

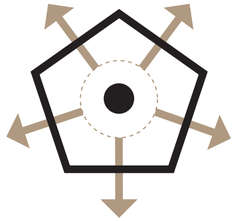


Serve people through a human-centered strategy



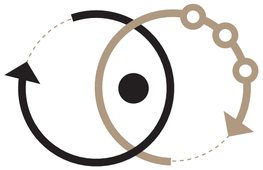
Center
on people

Serve your customer's important human needs.



Extend
across boundaries

Build connections between physical and digital.



Unify
your ecosystem

Integrate the platforms that matter.

TABLE OF CONTENTS

08 Center on people

13 Extend across boundaries

18 Unify your ecosystem

23 Hero’s Commerce Connect

29 Connect with Hero

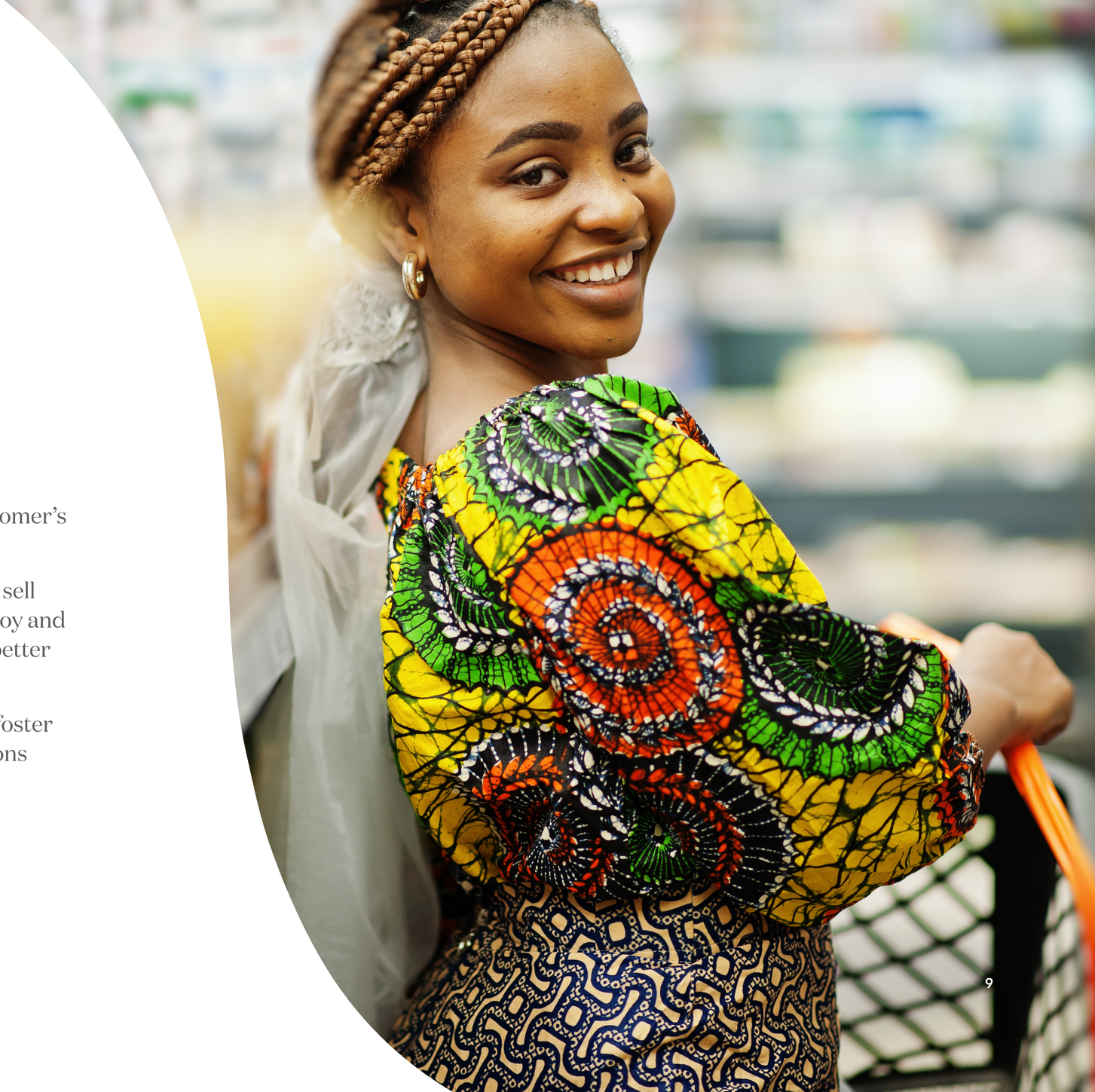
Center
on people

Serve, don’t sell

First and foremost, you must center your strategy around serving your customer’s important human needs.

Beloved brands make a meaningful impact on people’s lives. They don’t just sell products and offer discounts. They’re heroes in the eyes of those they employ and serve because they help people accomplish goals, solve problems, and live better lives.

To earn loyalty, brands must show that they authentically care. You have to foster trust, create access, and continually improve. Delivering on these expectations requires insight, agility, and a human touch.



Know your customers

Understanding what your customers value most is the key to serving their important needs.

When examining customer data, move beyond the simple choice to deeper questions about what drives advocacy.

TOP 10 ATTRIBUTES THAT DRIVE BRAND ADVOCACY	
1	Is a brand I can trust
2	Provides outstanding customer service
3	Easy to shop
4	Has stores I love going to
5	Has the highest quality products
6	Consistently has the products I'm looking for
7	Prices are reasonable
8	Is constantly improving
9	Offers the right balance between quality and price
10	Gives me confidence in my purchase decisions

Source: Hero Digital CX Index

Request data in a way that builds trust and shows clear benefits to the customer. Then use it to create relevant interactions.

Apply microsegments with attitudinal and behavioral traits to build cultural sensitivity into your code.

Use agile models to understand customer behaviors and prioritize actions to meet emerging needs.

Partnering in nutrition

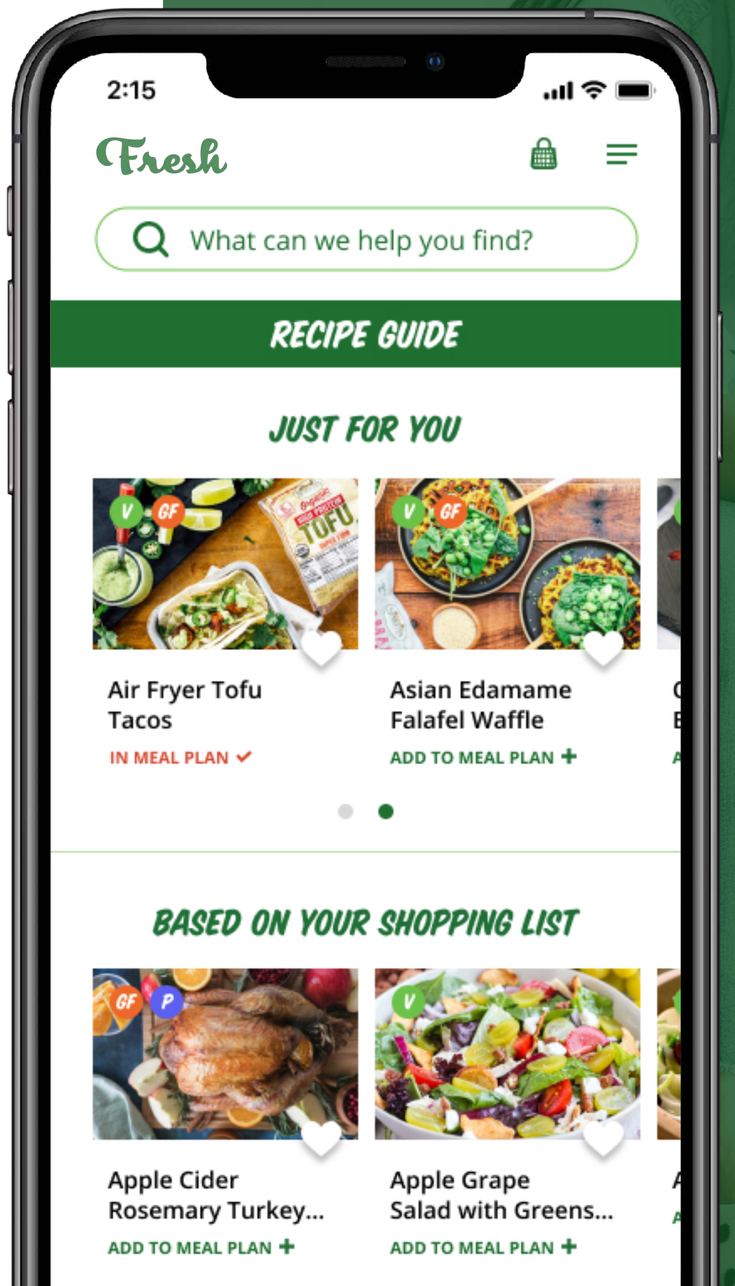
TRUTH

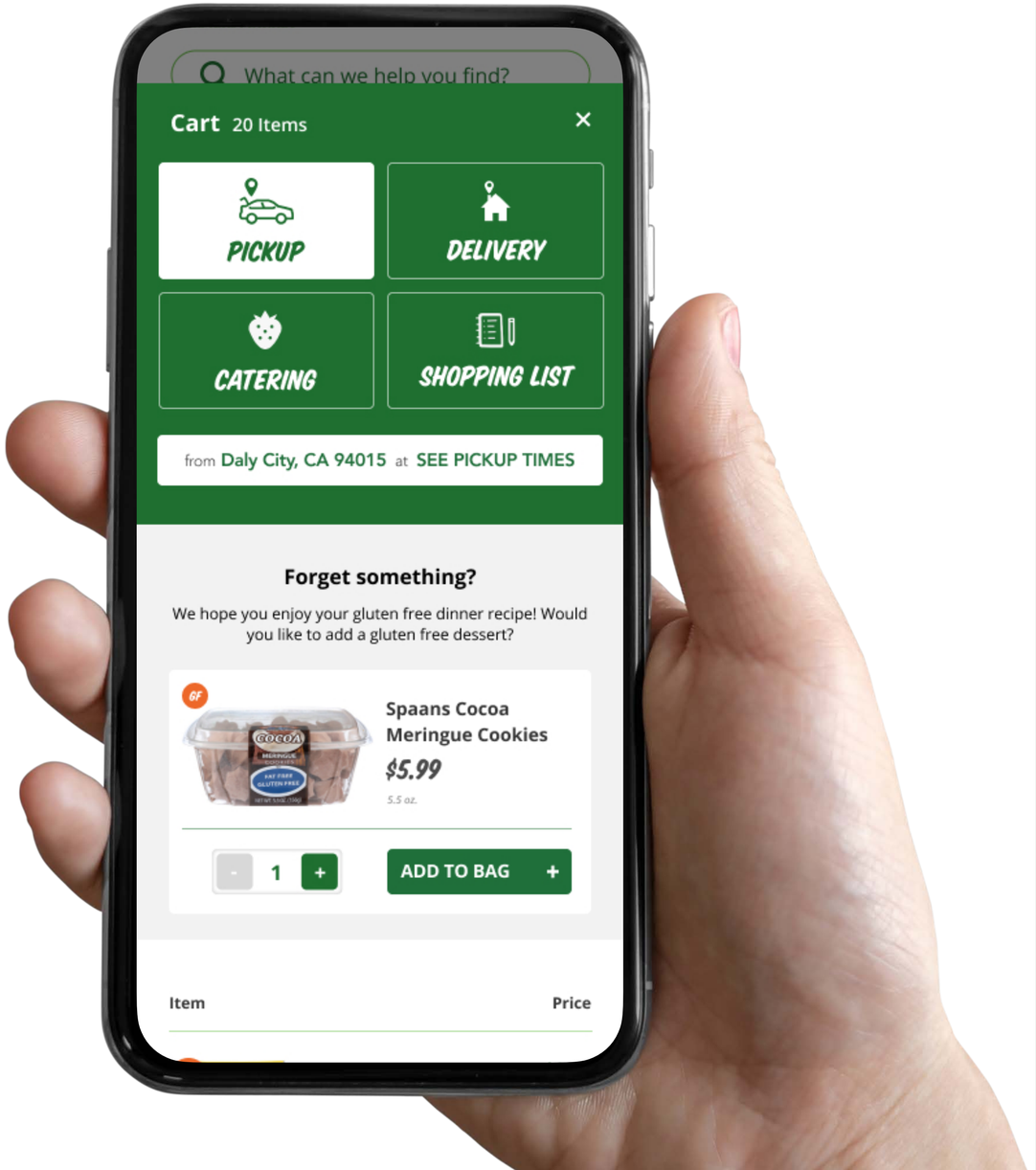
Commerce customers want to see and hear from you at the right time and place with the right message, in all the places and times they shop. Taking your customer segments to a microsegment level lets you understand real human attitudes, needs, and behaviors.

BEAUTY

For a leading grocery store brand, Hero Digital architected experience blueprints at the micro segment level and brought key concepts to life.

By creating a tailored content and engagement strategy for each customer microsegment, we turned the grocery store into a culinary and nutrition partner, helping customers by recommending products, scheduling ahead, sending reminders, and recognizing patterns.





VALUE TO PEOPLE

Convenience and wellbeing

VALUE TO BUSINESS

Repeat purchases/visits and increased basket size

Extend

across boundaries

Photo by Patrick Federi on Unsplash

Build digital bridges

The key to growth lies in the customer data you already have. Start with your customer's holistic experience in and around your brand. Study their behavior as they try to accomplish goals and solve problems.

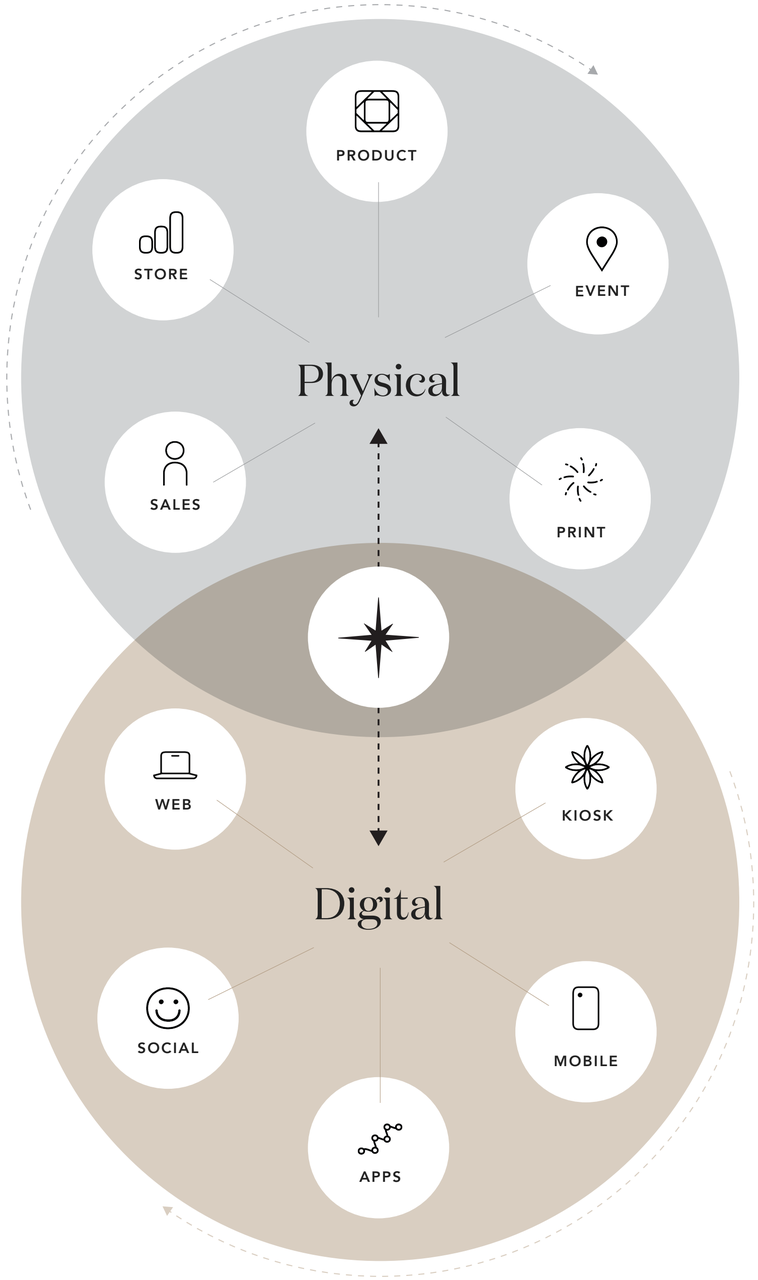
Specifically, focus on the seams between digital and physical: how they discover and compare options, when they get advice from friends and family, how they try on products for fit, or what questions they ask sales or service reps.

Once you've identified places where a bridge between physical and digital is beneficial, define a value proposition that compels people to switch to or layer in another channel.

Weaving interactions

Digital bridges bring unknown customers into your known customer set. Each bridge brings rich data and context to show known customers you care about them.

Once you've identified your digital bridges, next bring in the "digital consultant." Weave passive, active, and proactive consultative interactions in the experience throughout the customer journey.



Identify digital bridges: Proposition-driven linkages between human and digital interactions that make unknown customers known and show existing customers you know them.

Create digital 'consultants': Content and tools infused throughout the experience to guide and support customers along their journeys.

Inspiring through consultation

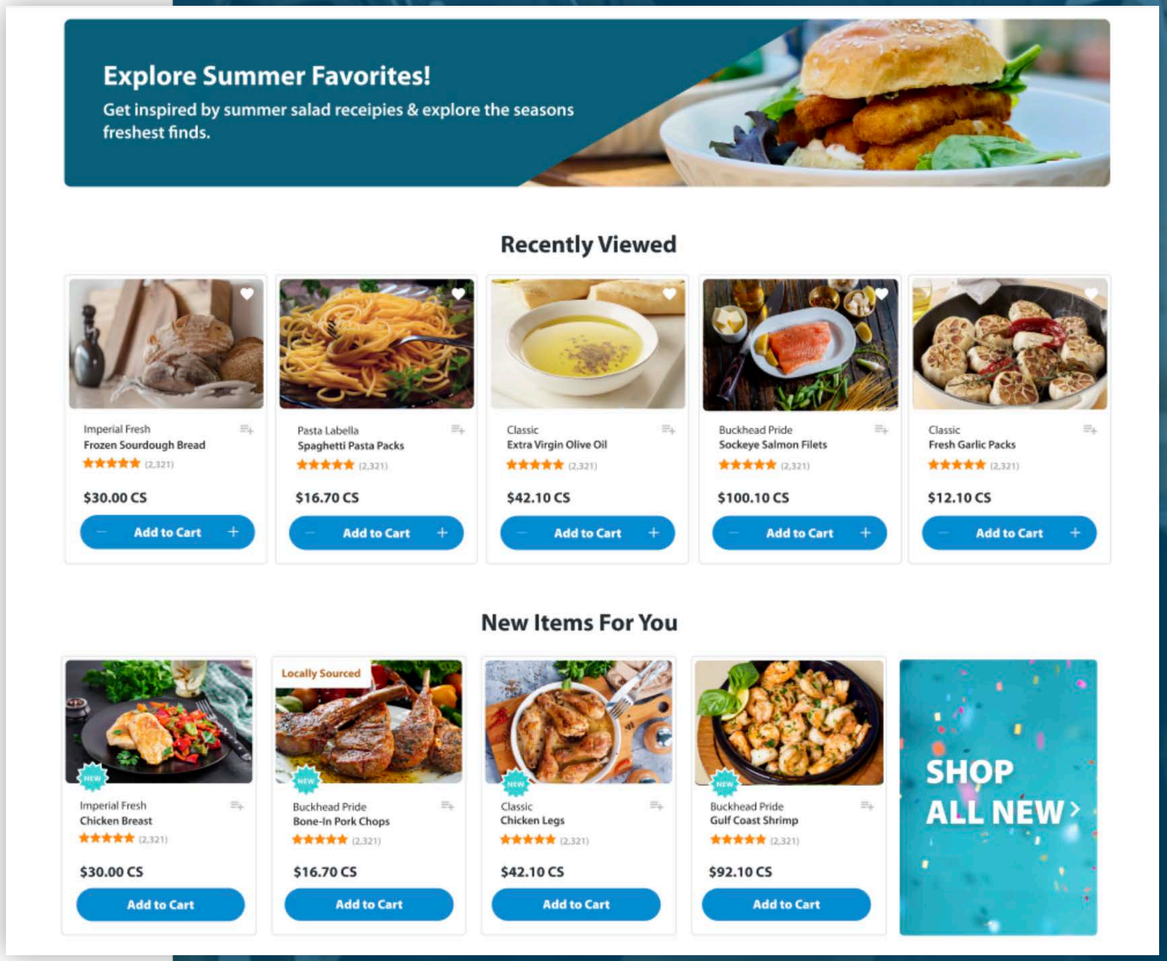
TRUTH

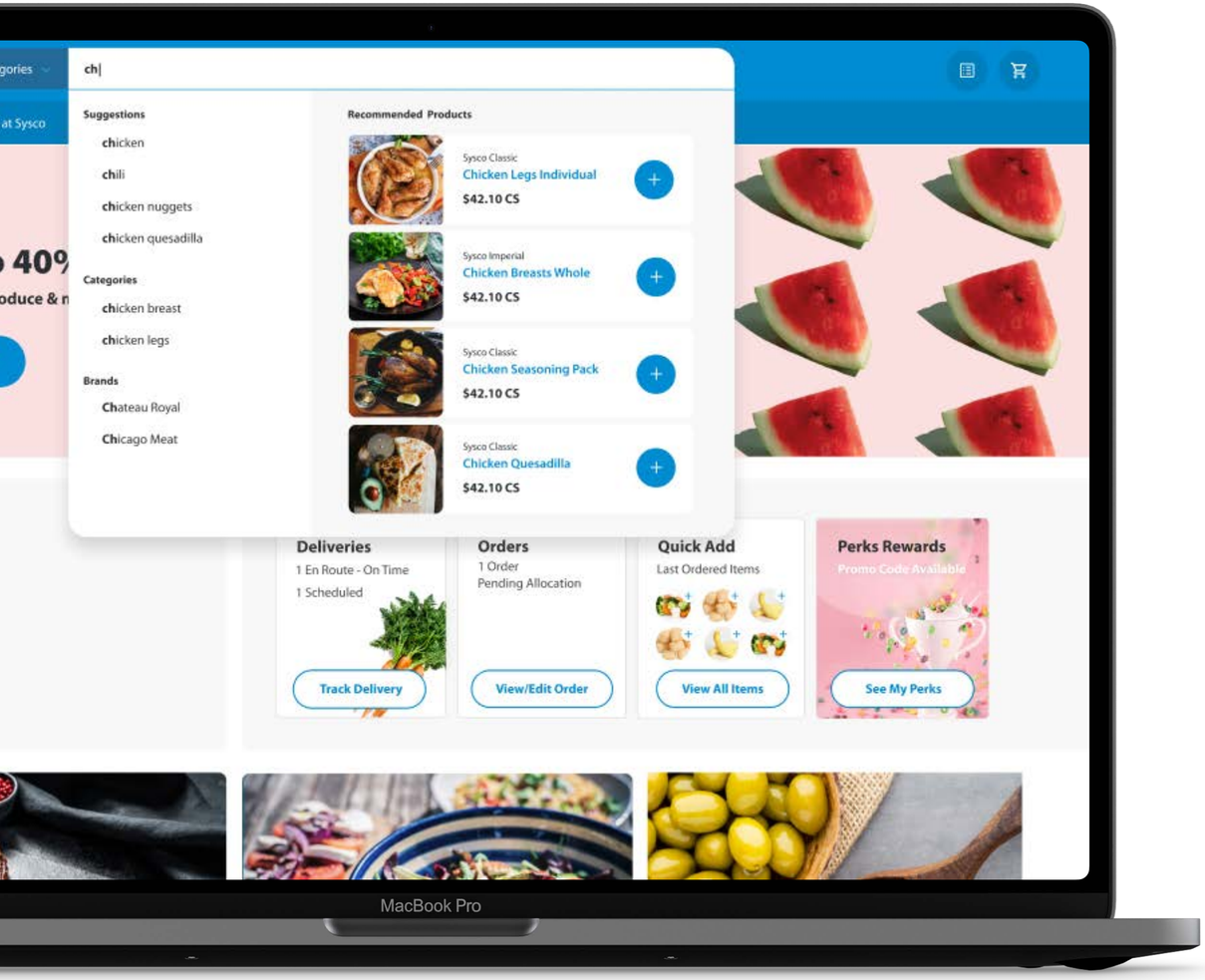
Ensure that every customer interaction with a brand connects from the past to the future. Sales and service reps are most effective when using digital experiences in tandem with live discussions. Because human interactions are siloed, digital can both enhance and capture the knowledge and insight otherwise left in the space between.

BEAUTY

In working with a global food distribution company, it was clear that when chefs and restaurant managers consult with product experts live, they're inspired to improve their menu quality and variety.

We translated and extended the human art of sale into the digital realm by centering key product attributes around customer values in everything from product descriptions to search and product recommendations. Then, we incorporated unique elements that customers couldn't get anywhere else, giving them a reason to browse early and more regularly.



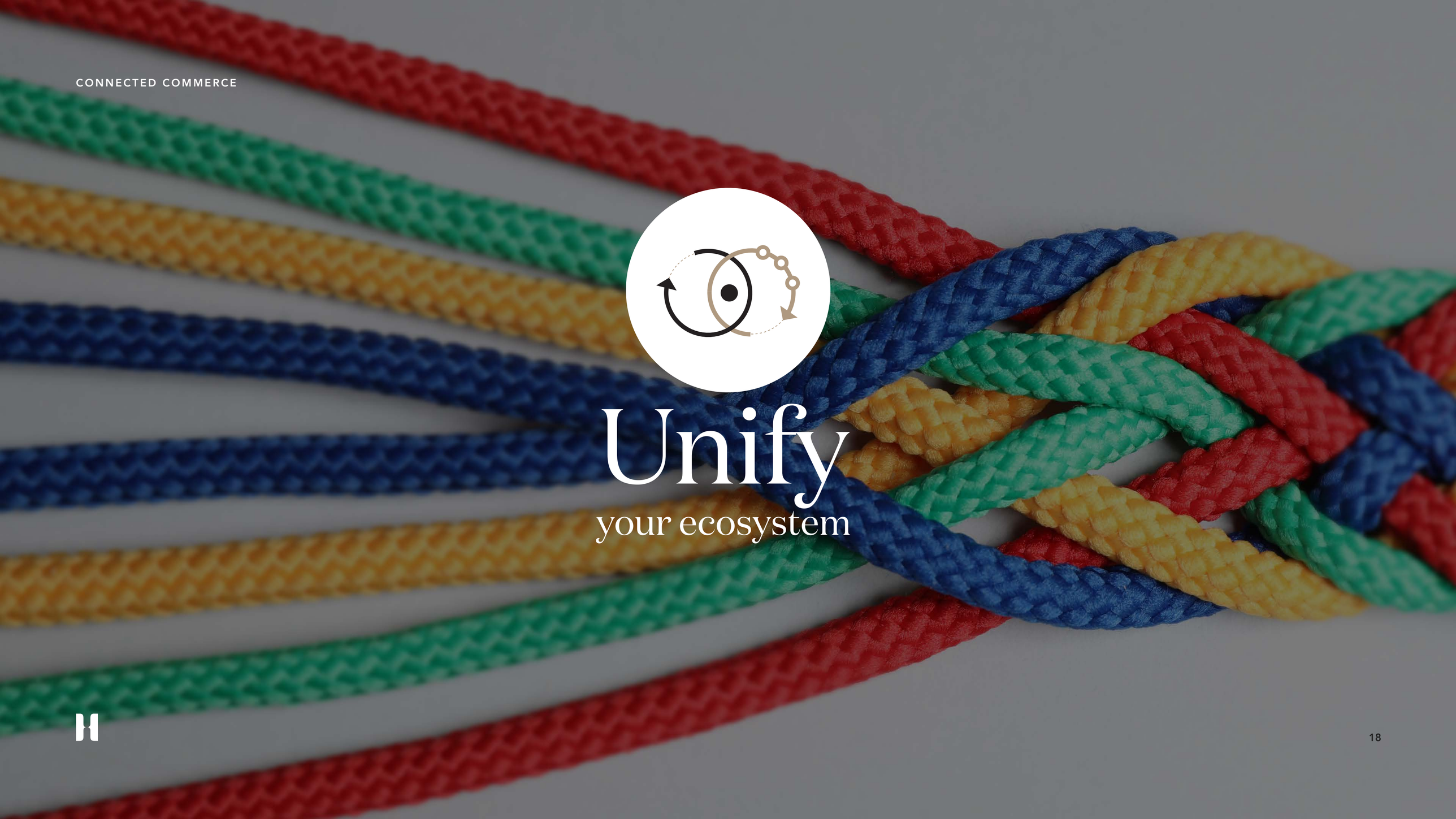


VALUE TO PEOPLE

Menu quality and greater variety

VALUE TO BUSINESS

Increased frequency and higher order value



Unify
your ecosystem

Create cohesion everywhere

Now that you've optimized your core commerce experience, it's time to integrate with the platforms that matter.

Unify your commerce experience across markets, tools, and channels, like social media and emerging tech, to expand your reach and elevate your brand in meaningful ways.

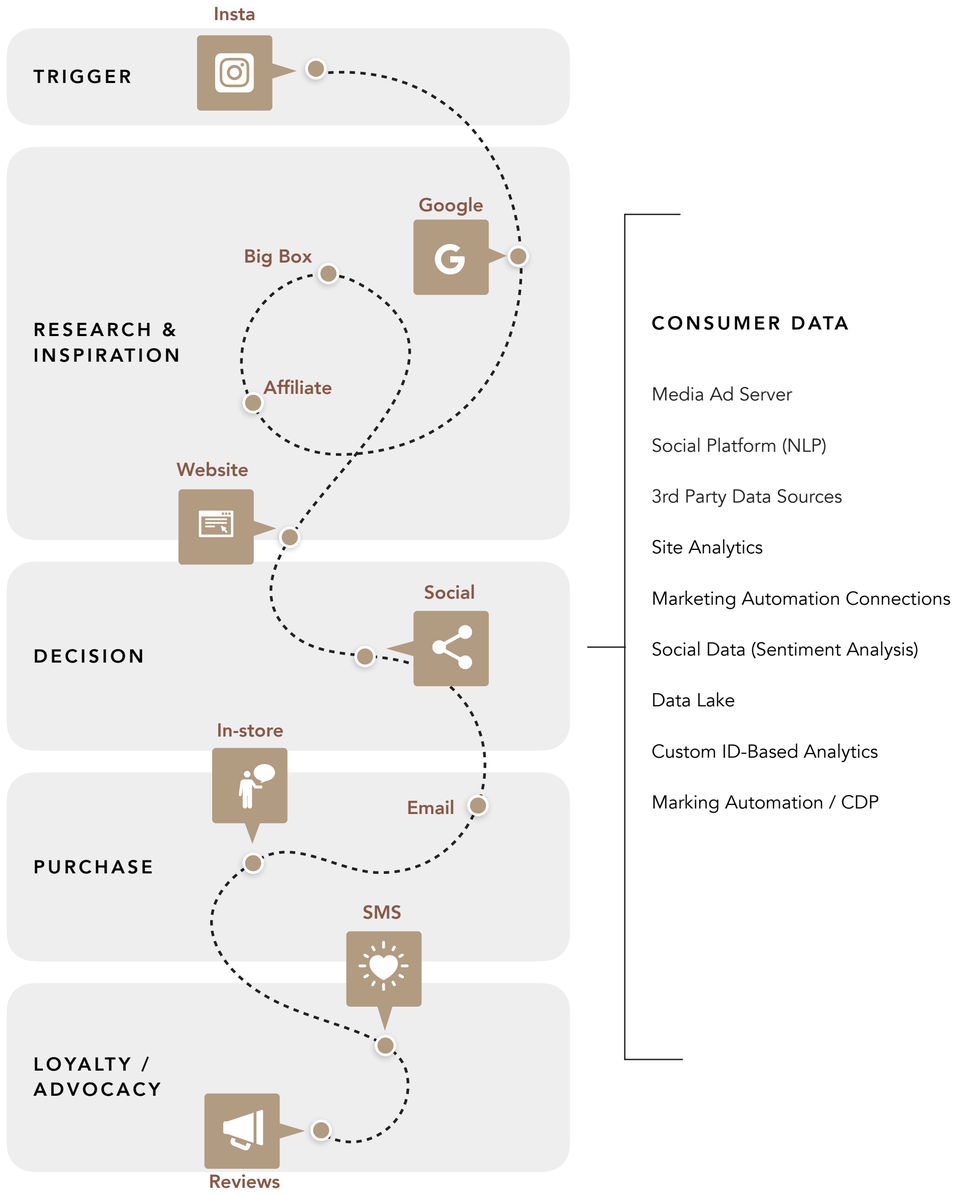
Use the data you already have about current customers to hone your targeting and engagement in other channels, attracting new customers more efficiently at higher returns.

With every market or channel you enter, new human connections are made that can bring deeper insight and broader opportunities.

Integrated connections

Inventory all the data you already have about your current customers — their profile data, channel behavior, interactions with store associates, and past purchases.

Then map it to all the possible places in the current CX where that data could be leveraged to personalize the products, contents, and promotions on offer — not only in your website but in email and in human interactions as well.



Define a holistic microcontent strategy to leverage and capture first-party data about your microsegments that extends across their entire journey and the platforms they traverse. Engage in a way that will serve customers' needs and goals, not sell to them.

Create a human-balanced scorecard that triangulates customer, channel, and business metrics to continually track and optimize in a way that's good for both people and business.

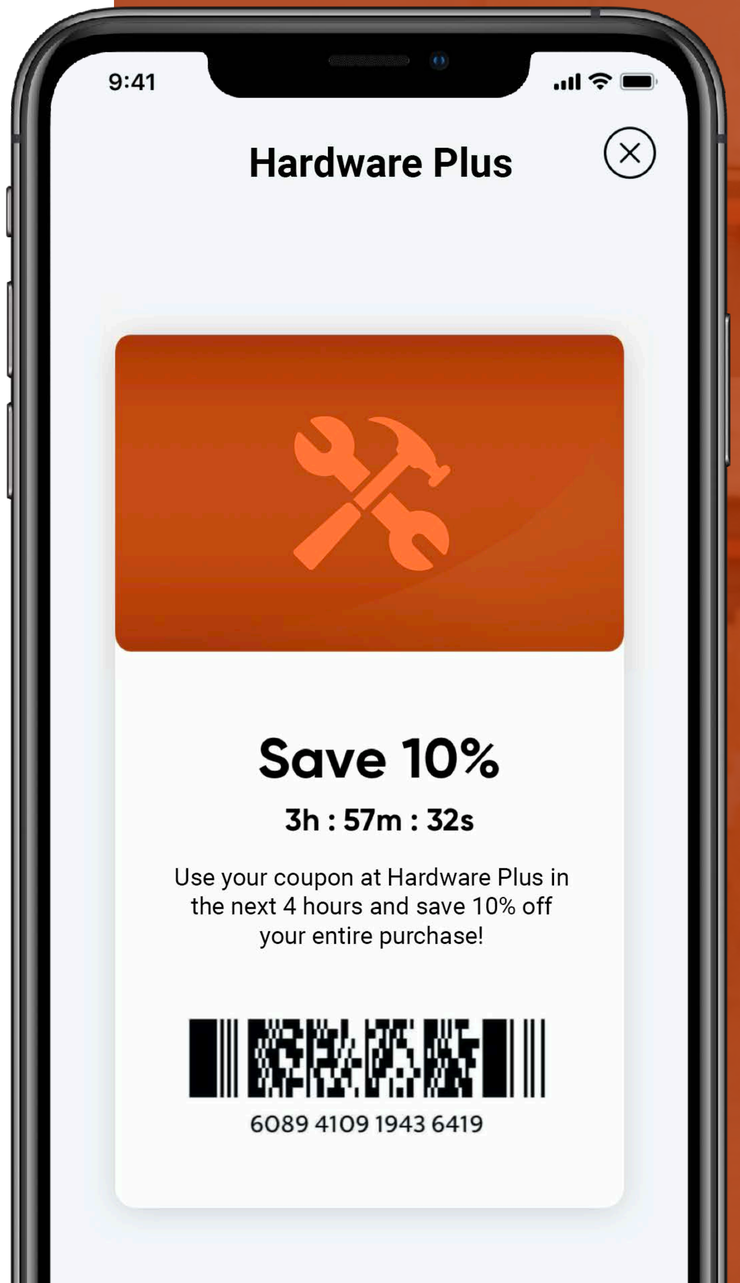
Creating a connected experience

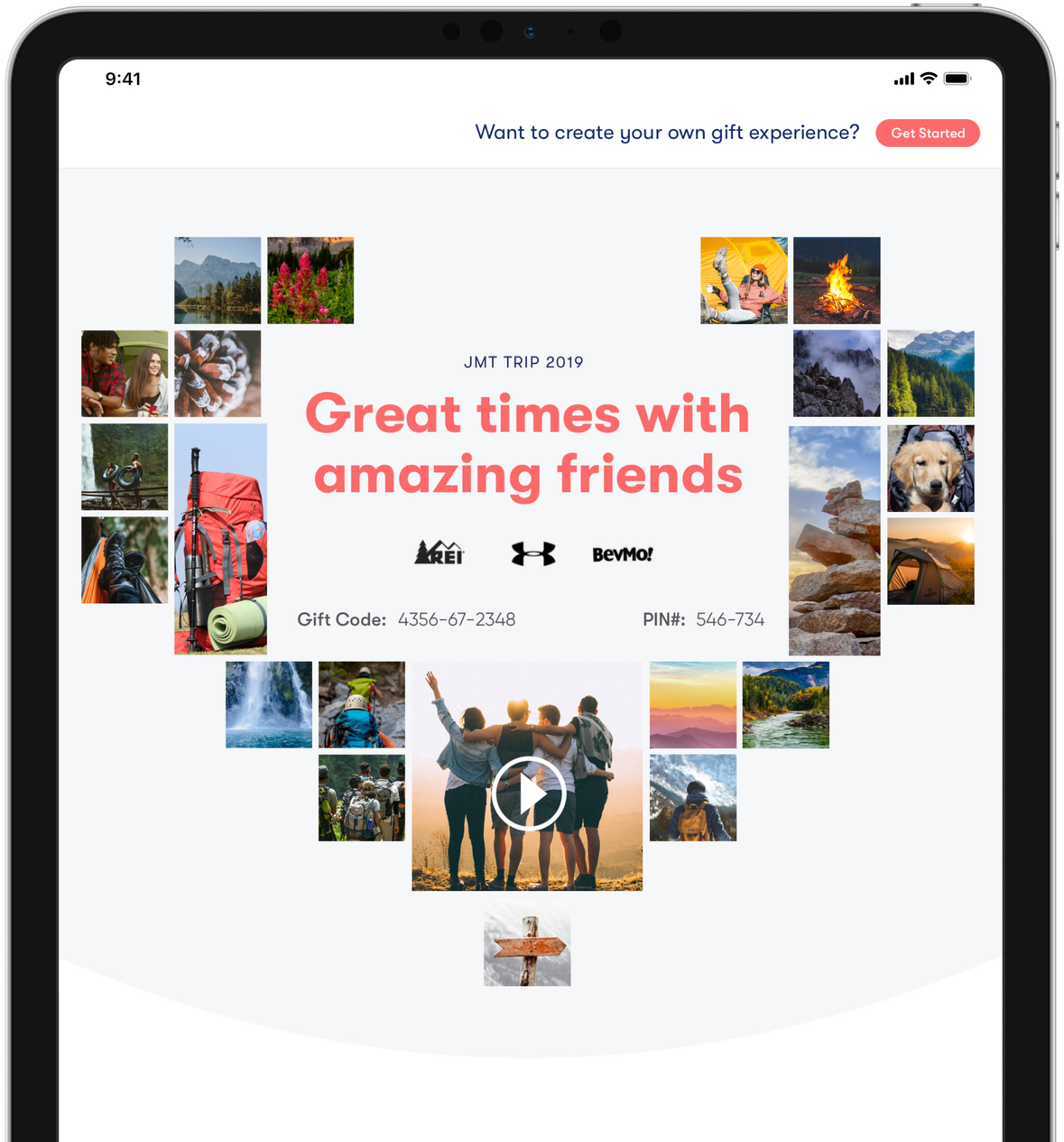
TRUTH

Especially in commerce experiences, brands must balance utility with a higher purpose and orchestrate interactions across platforms in a way that follows customers' organic behavior. The more connected the experience, the more likely you'll be to drive adoption and conversion.

BEAUTY

During our direct-to-consumer partnership with a global payments company, we developed a digital strategy that integrated direct commerce, social media, marketing, and emerging mobile tech to help customers seamlessly find, get, and use tailored offers and products. Taking a holistic view of the customer lifecycle and jobs to be done helped us identify and design key levers to create more value.





VALUE TO PEOPLE

Closer connection, reduced time and effort

VALUE TO BUSINESS

Frequency and customer lifetime value

Solution

Hero’s Commerce Connect

Photo by Dan Freeman on Unsplash

Where are you with digital commerce?

Cost of doing nothing

Companies that defer on digital transformation are unlikely to survive.

Ignoring the potential impact of the digital world won't change that people and systems are already progressing rapidly.

Cost of doing the wrong thing

Rushed digital initiatives often backfire or are met by customer indifference.

Whether failure is seen internally only or is very public, there are sizable ramifications that impact the ability to function and grow.

Value of acting now

Swift, targeted responses to customer and stakeholder needs is the hallmark of thriving retail brands.

Prioritization with a real plan for socialization inside and out is critical to digital transformation.

Value of doing it right

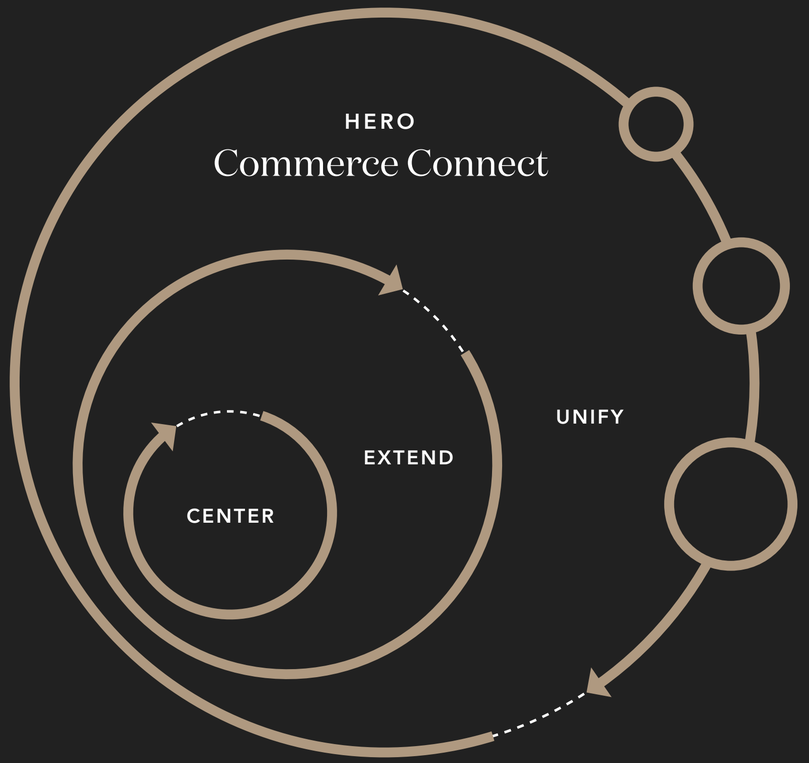
Markets respond to human needs worth solving, when executed flawlessly.

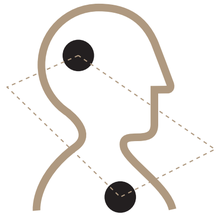
A robust approach and transparent process carry insights and ideas through to realize their full potential.

Create a cohesive commerce ecosystem

No matter where you are in your digital journey, Hero Digital's Commerce Connect solution helps you create a cohesive commerce ecosystem.

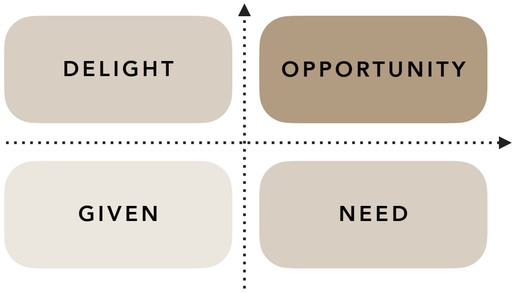
Through Commerce Connect, we work with our clients to create value for people, scale technology globally, and integrate everywhere.

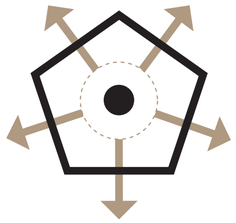




Center
on people

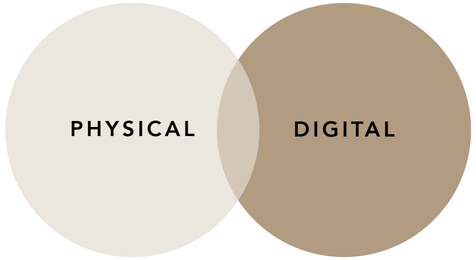
Serve your customer's important human needs.

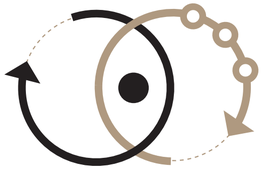




Extend
across boundaries

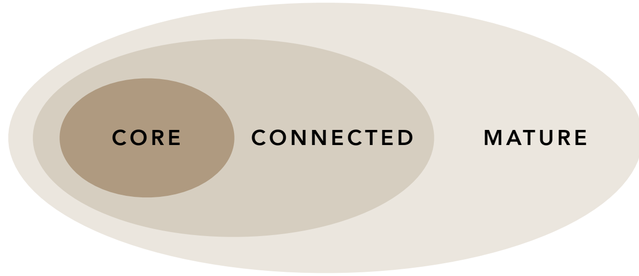
Build connections between physical and digital.





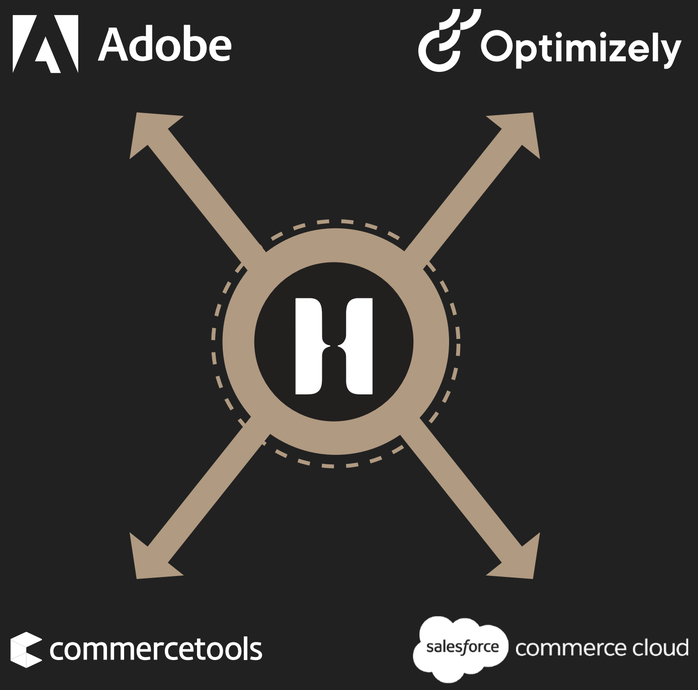
Unify
your ecosystem

Integrate with the platforms that matter.



Partners in commerce transformation

Leveraging powerful technology to bring new commerce strategies to life



Get a jump on your transformation

Hero works with you to streamline commerce transformation by incorporating assets you've already completed as key inputs.

Check off the elements below to assess the commerce assets you have already and hone in on which capabilities to begin tackling first.

WHAT DO YOU HAVE ALREADY? CHECK ALL THAT APPLY...

- [ ] Audience microsegmentation
- [ ] Digitized physical experiences
- [ ] Omnichannel commerce & marketplace strategy
- [ ] Concept testing plan
- [ ] Microcontent strategy
- [ ] Digital asset management
- [ ] Customer analytics & data platform
- [ ] Privacy and compliance plan
- [ ] Global expansion & change plan
- [ ] Value model
- [ ] Technology roadmap

Photo by mwangi gatheca on Unsplash

Transform today

Accelerate your vision and chart a new path to growth for your company.

business@herodigital.com

CONNECT WITH HERO

Truth Beautifully