



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

INSTITUTE OF MANAGEMENT

OMNICHANNEL MARKETING



M-ASK: MARKETING NEWSLETTER

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CHRIST (Deemed to be University)

VISION

Excellence and Service

MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

SCHOOL OF BUSINESS AND MANAGEMENT

VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Programme Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

Master of Business Administration

Program Learning Goals (PLGs)

PLG1	Social Responsibility and Ethical Sensitivity
PLG2	Functional Knowledge and Application
PLG3	Communication
PLG4	Critical Thinking
PLG5	Global Awareness

Program Outcomes (POs)

PO1	Apply knowledge of Management and Practices to solve business problems
PO2	Foster Analytical and Critical abilities for data-based decision making
PO3	Ability to develop value-based leadership ability
PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
PO6	Identify business opportunities, design and implement innovations in the work environment
PO7	Enhance capabilities for generating research ideas in respective management domains
PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

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Foreword



Prof. Suresh A
Head- Marketing

I am pleased to place in your hands the Vol. 9, Edition-1 of our Marketing newsletter M-Ask and the theme for this issue is Omni Channel Marketing. Omni channel marketing is not just a buzz word or flavour of the month, just because all brands are talking about it but increasingly investing in technologies and also doing acquisitions to leverage all the channels to reach the consumer. There is a paradigm shift in the way consumer is consuming things. Gone are the days when sellers decided what to sell, when to sell and where to sell (4th P is place). Technology interventions and generation shift has placed, in the hands of suave and smart consumer, multiple ways of acquiring and consuming a product. It is, therefore, important for all the brands to be present wherever and whenever the consumer wants to buy. This brings into focus the idea of Omni channel which is not only leveraging brick and mortar channels and online channels seamlessly but it is also crucial to create a competitive advantage. We are now living in the era of Brick and Brick, Brick and Click, Click and Brick and Click and Click, so there is no escape from Omni channel strategy. However, in all this back-end operations, supply chain excellence will also be equally important if a brand were to successfully implement Omni channel strategy.

This issue has interesting array of articles depicting many perspectives. I hope you will also enjoy as much as I enjoyed in bringing this issue to you.

Faculty Corner



Dr, Prabha Kiran
Assistant Professor
Marketing

Going past the Omni Channel, Welcome the Harmonised Retail:

What is that one thing that creates a great customer experience? Is it about being everywhere and being all things for all people? Well according to me it's being there for the right customer at the right time in remarkable ways at the moments in customer's journey. This is where the concept of "Harmonised Retail" comes to rescue. Its been 16 years since the term "Omni Channel" came into existence and the concept is long due for expiration.

Harmonised Retail, simply put together, is a unified commerce that provides seamless integration to the changing nature of shopping a customer does. Even the retailers are using this concept as more evocative and prescriptive form in order to target right segment of customers. The core idea is to understand and accept the fact that the whole discussion about having different strategies for different channels might not be the most acceptable truth. The only channel that needs to be focused is the "Customer". The idea of providing an exemplified customer experience is a strategy that identifies the true nature of the overlapping channels. The retailers must look forward to gaining deeper insights and understand the movement of the customer and his navigation journey in the retail space across various digital and physical channels. The harmonised retail concept eliminates the friction points that come in the way of this glorious journey by enhancing the wow factors throughout the process. The aim of harmonised retail concept is to have these critical areas of customer journey in sync together to create a beautiful song that can be sung together by the customer as well as the retailer.

Omni-Channel Marketing

Introduction:

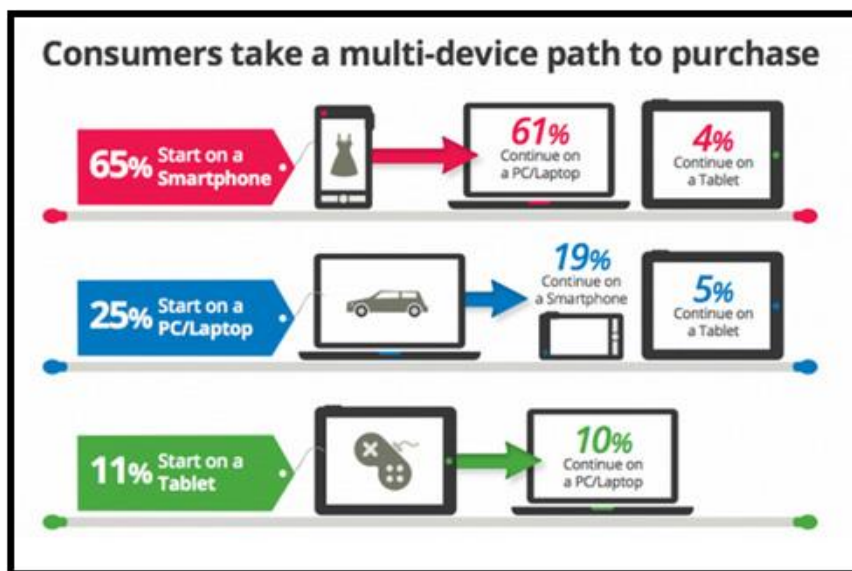
Today, we see a lot of brands focusing towards integrating the online and the offline customer experience closer. The technology has been upgrading over a period of time and this has led many brands to try out with different distribution channels in order to improve the customer experience. Therefore, it has become very important to measure the Omni-Channel customer experience.

Omni-Channel is an E-Commerce approach which focuses on creating a better shopping experience for the customers spread across different marketing channels.

Nowadays it is observed that consumers use more than 2 devices while making a purchase. According to Forbes, around 90% of the consumers begins the task with one device and ends it off with another device. Therefore, for a marketer to implement a successful Omni-Channel marketing, it will have to listen and respond to the changing consumer preferences.

Omni-Channel buying journey:

According to Forbes, around 65% of the consumers began their shopping experience on a smartphone, and in that around 61% of the consumers did their shopping via Laptop and the remaining 4% of the consumers did their shopping on a tablet. On the other hand 25% of the consumers began their shopping via Laptop and 19% of those finished their shopping on a smartphone and the remaining 5% on a tablet. The same is shown below:



A recent study also shows that customers are so fond of smartphones for their purchase and are looking for interactive shopping experience such as catalog, instore price checker etc. Moreover, it is also said that those companies which have already implemented Omni-Channel were able to retain 89% of their customers on different channels.

In order to create an Omni-Channel model it must meet the objectives of both the consumers

and the retailers. This can only be possible if the retailers follow 3 simple guidelines which is Reduce, Reuse and Recycle.

1. **Reduce:** It is very difficult for a retailer to manage Distribution Centers as they are very expensive and the product will have to be shipped from a remote Distribution Center instead of a local store. So, the best way to reduce the cost is by offering in-store pickups to the consumers as they prefer to pick up their order rather than have it sent to them.

2. **Reuse:** Here, the Retailers need not have to spend a huge money inorder to set up an Omni-channel system. They can tie-up with solution providers who can handle the technical work at a reasonable cost.

3. **Recycle:** Omnichannel retail doesn't have to cost millions and retailers don't have start from scratch to keep up with consumer demands. By integrating outside solutions into existing systems and cutting unnecessary costs, retailers can live and breathe omnichannel without breaking it.

As internet continues to grow with brands and consumers gaining digital prominence in the dynamic space, 55 % of online sales will be driven by cashless transaction by the year 2020. Mobile wallet share will double to reach 15% from current 8%. That is why according to a recent survey it says that around 75% of the Indian Consumers look for a brand online before making an instore purchase.



Chris Joel

Omnichannel: The New Elixir For Organizations

In this era of fast changing landscape and cut throat competition, business enterprises find all possible ways to leverage costs and pass benefits to consumers to woo them which will keep them glued to the organization. Taking a bull by the horns, many business enterprises are investing heavily in infrastructure and operations. Omnichannel marketing is a strategic approach, which aims at providing unified brand experience to the customers by taking all customer touch points into account. This strategy provides seamless integration with the customers both on the physical and digital interface. Turning a blind eye towards omnichannel strategy by underestimating its potential can force enterprises to go back to square one or even sometimes it can be fatal for the organization. When we specifically talk about retail, it's all about sourcing and managing the supply chain efficiently, so that the benefits could be passed on to the consumer. This inadvertently give us a competitive advantage in the industry. Having an omnichannel presence will help giant business enterprises to optimise costs and leave no room for opportunity costs. The warehouse can be used in a hybrid way, it can be a touch point for both – online and offline channels, thereby trimming down the overheads.

The concept can be better understood by the recent acquisitions witnessed in India's economy. While the world's largest online retailer Amazon is scaling up its offline presence, on the flipside the world's largest brick-and-mortar retailer is scaling up its online presence. However, the discussion is limited to Indian market. Only time would tell whether the predictions and decisions taken by these giants were apt or not. It is equally important to keep the consumer at the centre of the battlefield because everything in the market is driven by the needs and wants of the consumers. Organizations must have a flexible channel strategy to address the shifting consumer needs and wants.

The latest acquisitions happening in the Indian market clearly shows how business organizations are fighting for the channel space. To be ahead of the pack, Amazon has acquired 49% stake in ABRL (Aditya Birla Retail Limited) operated MORE retail chain. The deal was fixed at INR4200 crores providing the online retail giant a direct access to more than 500 physical stores being operated across the country. This deal will strengthen the online giant's offline footprint. Many experts have predicted that the deal will help Amazon to meet its aspirational market share in the \$400 billion food and grocery market. MORE stores will be a critical success factor in deepening and widening the presence of Amazon in the food and grocery business. Though e-commerce has disintermediated heavily, it still needs a strong robust physical infrastructure to meet the demand. The need for multiple warehouses at different strategic locations will help the retail giant to reach into consumer baskets way before the other companies. Indian market is a strategic choice, where Amazon is trying to build its synergies through omnichannel presence. The retail giant can leverage and optimise the costs by using the existing stores and warehouses for both the channels (online and physical). Amazon is freezing all possible opportunities to come closer to consumers and understand the consumer food habits by strengthening its channel structure.

Another popular case, is the acquisition of Flipkart by the World's largest Brick-and-mortar retailer, Walmart. It has acquired Flipkart for \$16 billion and has raised its stake in the company to 81.3%, as of November 2018. Facing the competition created by Amazon in terms of online retail, Walmart is betting big on Indian retail industry by strategically acquiring the home-grown start-up. While Amazon has been trying to improve its footprint in the physical stores, the offline retail giant is gearing up to scale up its online operations. India is the only e-commerce market which is growing very fast and is also left for grabs. India's online retail market is going to touch \$170 billion by FY2030 and is growing at CAGR 23%. Amazon currently holds approximately 35% of the online retail market share compared to Flipkart having 45%. Walmart sniffed the perfect opportunity of acquiring Flipkart, so that the pace at which Amazon is scaling up would make it unassailable. Walmart has been operating in India for over a decade and has hardly managed to capture any substantial market share. Walmart has been facing problems owing to the FDI rules in the multi-brand retail sector. Walmart now realised that a pure offline play won't be sustainable for them and expanding its horizon towards an online presence would leverage the problems they have been facing with offline partners for long time. Flipkart was also in dire need of offline expansion and the acquisition would be a win-win situation for both of the firms. Walmart also aims to experiment various technologies implemented by them at Flipkart and aims to gain brownie points by wooing the price sensitive Indian market. Walmart can also replicate the model used by Paytm mall which used Alibaba's QR enabled stores in India, Flipkart can also introduce smart stores with the available on ground market intelligence of Walmart.



Pydisetty Nitin
Kumar

Omni-Channel Analytics

Omni channel analytics is all about analyzing digital and physical channels to recognize customers wherever they are. It is about collecting data and understanding the retail customers buying journey. It is about the ideal product assortment and how a product can be marketed to the consumers present in each location. In short, Omni-Channel analytics is about collecting consumer data from various channels to improve retail operations and also increase the customer experience. What a retailer can accomplish with Omni-Channel analytics:-

- By knowing how physical and digital channel affect one another and by understanding the needs of the consumer, an effective target market can be built to handle millions of interactions.
- A business can aim to achieve higher profits by knowing what stores have similar product preference and accordingly creating customer-centric assortments. A retailer can also price the product dynamically by analyzing the product life cycle.
- Adjust the supply chain by knowing if promotions are effective across channels to predict and plan demand, ensure the right levels of inventory and know where to fulfill e-commerce orders to reduce shipping costs.
- Improving cyber security by ensuring whether the network is secure and by minimizing fraudulent activities. This protects customer's privacy as well.

The benefits of Omni-Channel analytics is explained with the help of an example:-

A smart retailer of a NIKE showroom would be having the vision to identify the customer as a multi-channel shopper. They would know the social media habits of customer and populate their favorite blogs with personalized ads showing the latest edition of shoes and sports items. When the customer clicks on the advertisement, it helps the customer to buy the product by directing him/her to the web page of the retailer.

If it doesn't result in a sale, the retailer would send a text message to the customer to purchase the newly arrived stock by inviting him/her to the store. When the customer enters the store he/she will be welcomed by a text message and the sales person in the store can be notified about the purchase intention of the customer and help them in their purchase process.



Srinidhi M Rao

Is It The Move To Gain Market Share?

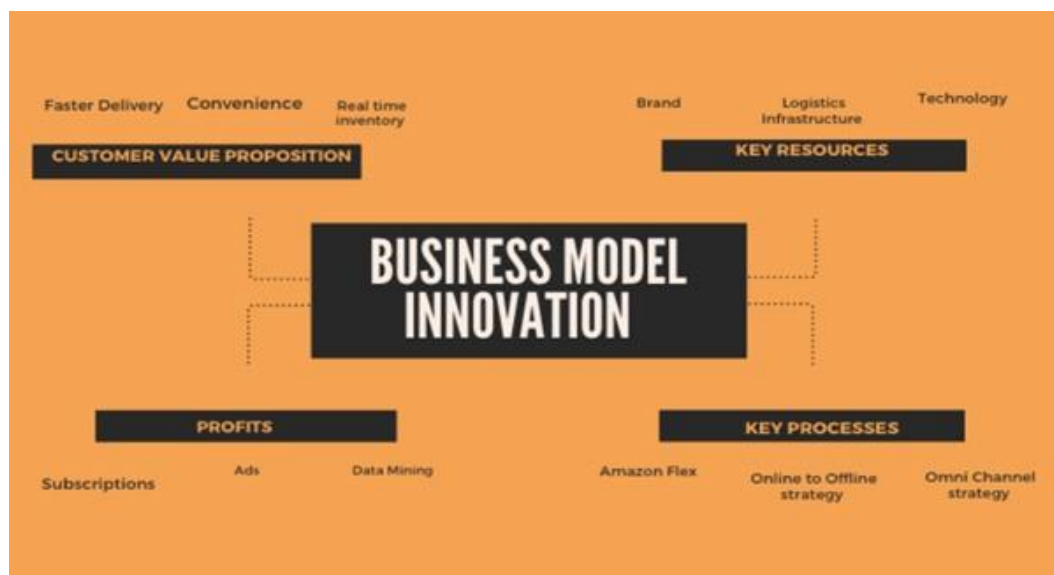
The recent acquisition of MORE Retail stores from ABRL by Amazon, new avenues for growth have opened for the said retail chain. With MORE Retail from ABRL incurring losses and debt steadily, this takeover couldn't have happened at a better time. With that being said, let us look at what were the possible reasons that drove this merger.

Why did Amazon do it?

MORE's extensive presence in the Indian Retail Sector sets the perfect stage for Amazon's entry in the Indian Food & Grocery Retail market. This presence comes with another perk of its own. This extensive presence that MORE has, saves capital expenditure for Amazon. The increase in the number of online buyers, is accompanied by large volumes of data generated by said buyers. This data is used by Amazon to create and curate personalized and targeted ads which is a significant source of revenue for the company. This move to brick and mortar stores is critical to the success of the Omni Channel strategy by Amazon.

This takeover/merger can be viewed as a power move towards Walmart's recent business decision to enter into the E-commerce space, by acquiring Flipkart.

Making the best of the current situation



BMI for the proposed business plan

Leverage Amazon's logistics system and MORE's infrastructure

What is Amazon Flex?

As part of its new Amazon Flex program, the business hires drivers to deliver packages, which allows individuals to order and receive products from Prime Now within an hour. The amount that a delivery executive would get will be around rupees 120-140 an hour.

Since India has an abundance of human capital, it can be leveraged with this program by Amazon. The only requirement for eligibility in the program is ownership of a vehicle and an android.

that a delivery executive would get will be around rupees 120-140 an hour.

Since India has an abundance of human capital it can be leveraged with this program by amazon. The only requirement for eligibility in the program is ownership of a vehicle and an android smartphone.

How can this be leveraged by the Newly formed venture?

The Amazon flex model will cause influx of delivery personnel, and with the 1-hour delivery window, Amazon will manage to outdo its competitors such as Big basket, Grofers etc. by targeting their Achilles Heels.

Amazon can launch an App wherein the customers can see products available in the store which is close to them and have the option of getting the groceries delivered or schedule a delivery or walk-in to the store to pick up the delivery. Thus, leveraging this model to deliver groceries to your door step direct from the nearby MORE store within their respective catchment area, after placing orders from the dedicated app launched by Amazon.

In the future Amazon could also use drones to deliver groceries which would revolutionize the delivery



Sijo S Prakash



Tanya Gaur

Multichannel Synergies

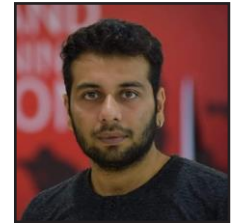
The importance of the efficient distribution channel for a manufacturer is as critical as the importance of right investment for an investment banker. There are numerous ways to design a distribution channel but the current market scenario calls for a multichannel distribution setup to cater to big target customers. The continuous growth in the smartphone market has empowered the customers with a lot of buying options. The manufacturers have strategized the distribution channels, keeping all the technological advancements, customer segments and geographic locations in mind.

Hence, multichannel distribution model is always preferred by the suppliers. Subsequently, it becomes very important for the different channels to complement one another in order to create a synergy and generate the maximum profit. In a magazine, an article by Brownlow talks about the control study which was conducted by the retailer Bare Necessities. According to the study, a card was sent to a group of customers through both post and email, while the other group received it only by the email. This resulted in over 15% increase in sales in the case of both post and email as compared to using only email as the medium. This is a clear example of multichannel synergy and shows how the benefits can be reaped. With the help of this, customer values can be enhanced. The retailers have to integrate the channels in order to fulfil the customer needs and to create synergies across channels.



Mayank Nigam

MasterCard Payswiff Strategic Partnership



Rajat

Payswiff, an Omni channel payment processing and tax-compliant solutions provider, on June 10, 2019 signed a strategic alliance with MasterCard to speed up acceptance and adoption of digital payments in India. But the question arises why a 9 year old multinational financial company (MasterCard) now need to promote their services? Why MasterCard is losing their market share in India?

The simple answer to this is the boom of local rivals. In an interview on November 2018, erstwhile finance minister Arun Jaitley said that "MasterCard and "Visa" were losing market share to domestic payments networks after MasterCard complained to the U.S. government that Prime Minister Narendra Modi was victimizing nationalism to "market a neighbourhood rival". The surging growth of RuPay and Unified Payment Interface (UPI), which allows swift inter-bank fund transfers, are players who celebrated their second anniversary after Narendra Modi's shocking decision to replace high-value bank notes in a bid to flush out untaxed wealth.

Indians use RuPay which is serving the country by keeping its group action fees inside Asian country. This will facilitate building of roads, schools and hospitals. This is an endorsement that has worried Purchase, New York-based MasterCard, which is the world's second-largest payments processor.

"The alliance can cut across non-traditional distribution channels to market cheap payment acceptance solutions on the far side of the highest eight cities within the country", said Payswiff.

MasterCard will work with Payswiff on an Omni channel distribution strategy to provide the application, services and support in regional languages, especially in areas where Point-of-Sale (PoS) machines are not easily accessible. Payswiff's SET, a mobile application is at the core of this alliance. It allows individuals and business owners to accept payments using more than 60 payment options, including credit cards and debit cards, e-wallets, e-payment links, UPI, BharatQR, multi-bank EMI, etc.

The partners will also focus on innovation and addition of new functionalities such as 'same-day' and 'instant' merchant settlements. This will massively profit the small merchants in tiny cities as they're going to be ready to unlock further revenue streams victimization embedded options within the app like mobile recharges, utility bill payments, and bus ticketing.

After they tied up with Payswiff, they are going to change their whole marketing strategy accordingly. For MasterCard, the opportunity is huge here in India but they are at the beginning. They are extremely committed to make it a success. They recently got into tier -2 towns for the first time with MS Dhoni as brand ambassador. They have known ten areas of passion points that individuals care very much. They try to spot which passion points work the most in Asian country and how to get deeper into every one of them. Cricket, screenland and music are the 3 known

Poem - Towards Omnichannel!

It all started with the effort to unify channels across all market sectors
To multiply the businesses across many hectors.
Operated on channels such as physical locations, ecommerce, mobile applications,
and social media
It can be seen today in businesses as a part of channel's encyclopedia.

Back then market wasn't this dynamic,
Companies didn't work on channel intermediaries and survived with basic.
Digital banking transaction applications made it easy in Banking,
Life would have been difficult without these I keep on thinking.

Retail has got a new face today,
They are spending on Online selling and merchandising by coming out of their traditional forte.
Customer experience in healthcare industry is growing multi cycles,
By integrating and co-ordinating patient's results through digital channels.

Integrating different shopping experiences is the key,
With the advent of technology and social platforms this has become easy.
Providing businesses a much needed platform to sustain, grow and rule the market,
By adopting OMNICHANNEL and working towards nailing all their expected target.



Prakriti Pushp

The need for Omnichannel Marketing – “People ignore design that ignores people”

India is already ranked the second biggest market where 3 internet users are added every second. In addition, India's web penetration is anticipated to reach 59% by the end of 2020. Brands offering proactive engagement services are preferred by 87% of Indian consumers. No one likes to store-hop because of the lack of time in today's busy life-style, but rather use their computers to pick things from internet and get it delivered at their doorstep. Omnichannel provides that flexibility to the customer, where they can go to a retail store, physically check out the products, and then order them online wherever they are comfortable, while also taking advantage of excellent discounts. Therefore, it is essential that distributors alter their company models and sail according to present trends and specifications. They must ensure that they are at the consumer's disposal anywhere, anytime, and through any medium. Proactive involvement opens doors for companies to communicate more personalized and intelligently with prospects and current clients, with focused and customized content based on client analysis and perspectives.



Overall, customer experience focuses on enhancing efficiency and ease of use, but it is more essential to prevent disloyalty. Customers are looking for a more authentic brand relationship that requires an emotional connection with customers – and that can't be done by concentrating on decreasing pain points alone. Immediacy, customization and comfort have become the customer request experience's main parameters.

"47% of customers worldwide have greater expectations of client service from their favourite products than they had in the last two years," a study proposed. Customer expectations have reached an all-time high, as proactive takes the lead over reactive assistance. "Instead of attempting to "solve" customer's experience, brands need to recreate their experiences to build an emotional link," added Tincher. In most cases, the difference between an ordinary

and exceptional experience is the ability to engage clients on their terms and conditions and provide consistent, meaningful journeys across all channels of engagement.

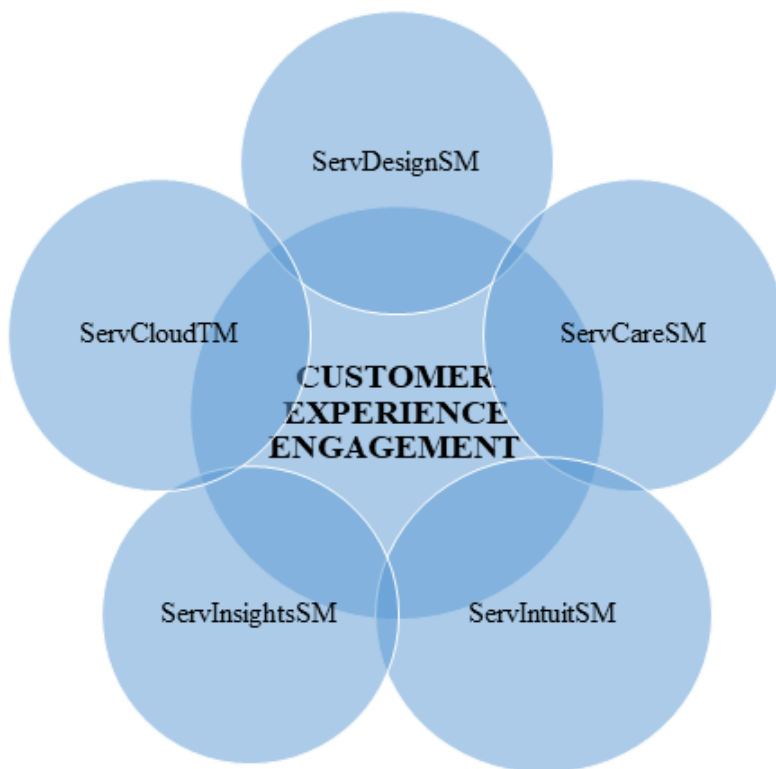
“Omnichannel Commerce” has been a retail buzzword for several years, however much confusion and curiosity still surrounds this hot topic. Among the numerous reasons why it is challenging, Omnichannel, though directed at helping merchants boost income and client visibility, also leads to many distributors to lose millions of dollars, with a latest research claiming that 45 percent of merchants and customers will lose millions of dollars each year.



Revathi Priya A S

How Servion Global Solutions Is Creating Omnichannel Experience?

Servion Global solutions, headquartered in Chennai, started in the year 1995. It has been creating and enabling business transformations for various enterprises across the country by providing Customer Experience Management (CEM). It is a platform that leads to focused customer experience by integrating and automating customer interaction channel.



These IP platforms have been enabling enterprises to enhance the true value of their investments and engaging the customers. Now, let us look at an example of how customer value is created.

For instance, Mia is a lawyer, who is looking for a watch for her 10th anniversary. She is a regular online customer and an active social media user. She clicks on a website to look for watches and chooses one of the watches. As soon as she goes for the payment option, the link fails and subsequently the transaction also fails. She calls the customer care and after being on hold for an hour

the agent picks up the call who is unable to identify Mia and is unable to solve her problem. Being a prime customer, she expected a better customer experience. Mia hangs up the call and decides to get the watch from the local watch store. She posts about the bad experience on her social media account.

Now, let us understand how Servion creates value. In the example given above, when the transaction failed and before Mia contacts the customer care executive, ServIntuitSM agent, makes a call to Mia, who is a 360-degree analyst for Mia's journey and has been tracking her record of purchase from the dashboard. He analyses why her transaction failed and takes an action through the dashboard which is where he sends a personalized anniversary discount to her. He is able to identify Mia's customer lifetime value and her satisfaction level, based on which Mia gets attracted to the offer and makes the transaction. Mia is delighted and posts a positive review on her social media account.

The social media account, mobile, laptop and server create an integrated background for the customers and the company to connect. ServIntuitSM is based on behavioral, transactional and historical data, that can predict the behavior of a customer who is making a purchase.

Other benefits-

- It identifies the future process in a customer's journey of purchase.
- It reduces the customer efforts in searching and selecting.
- It recommends the next best action to a customer.
- It creates a proactive, positive and personal omni-channel customer experience.

Thus, in multi-channel where all the channels are available, they are not integrated together as compared to omni-channel where all the channels are integrated. Servion is an upcoming interface that provides connectivity to the customers enhancing the engagement level and synergy.



Ashish Verma

Starbucks: The Pioneer of Omni-Channel

Omni-Channel marketing is a contemporary approach that creates an integrated shopping experience for the customers by being present in different marketing channels or touch points, like integrating the online and offline channels. The presence of the product in various channels is called Multi-channel marketing whereas Omni-channel marketing focuses on optimising different channels to create a unified ecosystem i.e. Social media, Print media, Website, Mobile, E-mail, Call Centres etc.



The need for Omni-channel marketing is on the rise because retail shopping is now done via phones, social platforms, kiosks etc. Moreover, the Indian customers being price sensitive are mostly on the lookout for offers, discounts which can be aligned with the customer's purchase behaviour like his/her purchase frequency, tastes, preferences and other personalization measures. When the brand/company makes the customer feel like king, they gain their loyalty. Omni-channel marketing strategy has a strong potential for gaining customers, customer retention and creating a value for the brand.

Starbucks is considered to be the pioneer in implementing this strategy. They identified that their loyal customers were enrolled in their Starbucks Rewards programme but they have been missing out on the other customers which was approximately around 60 million per month. In order to bring them into the system, they came up with the concept of providing free Wi-Fi and asked the customers to share their e-mail and contact number to register with Starbucks. This helped Starbucks to gather information about the purchase made by the customer such as what they buy frequently, favourite drink or dish, etc. This helped them to customise and personalise the experience they provide to each customer. This is all achieved by integrating all their means of communication with the customer in order to provide a wholesome experience.

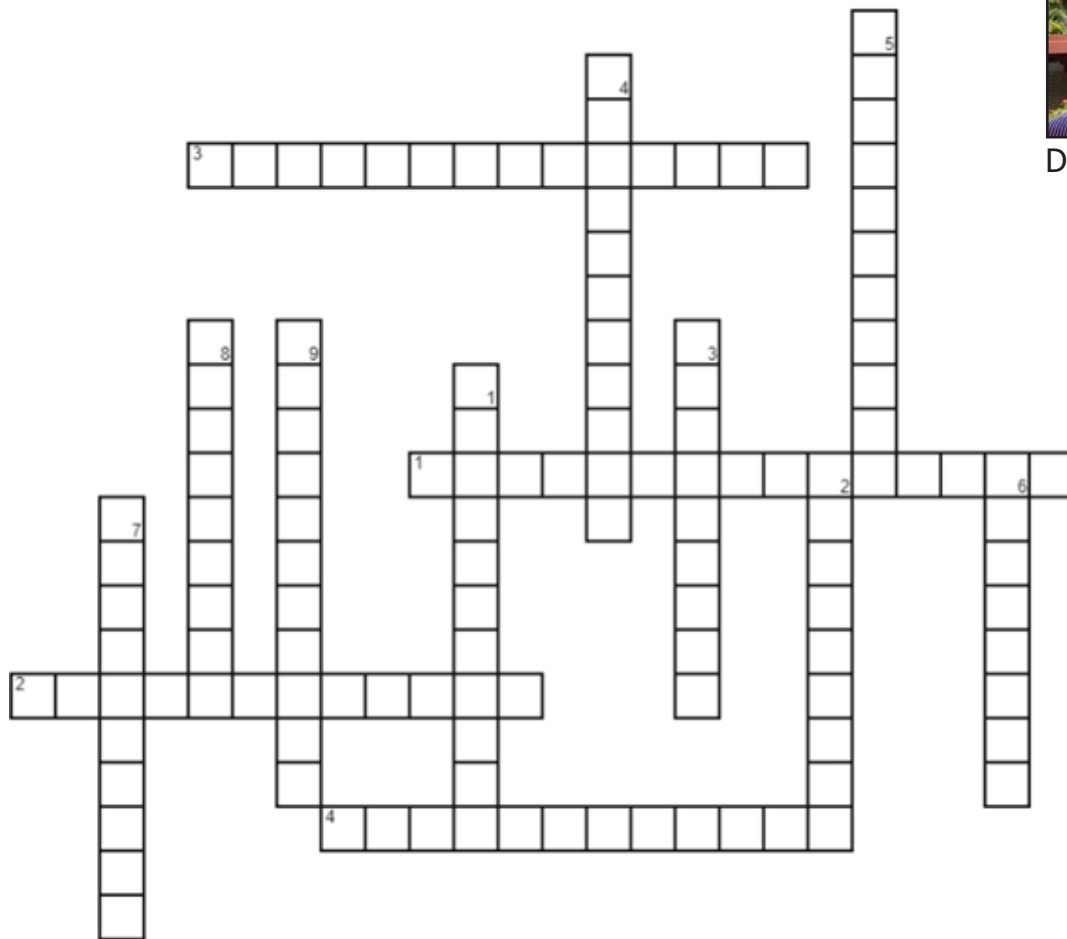


Gowtham S Balaji S

The Crossword Puzzle



Deepak Jose



Across

- 1.** The total number of a particular item in your inventory across all your channels
- 2.** cost-effective and efficient distribution strategy of streamlining the supply chain from point of origin to point of destination
- 3.** The physical presence of a business in a building or other structure
- 4.** omnichannel strategy that prevents sales loss by giving in-store consumers access to your full catalog from a kiosk or mobile application

Down

- 1.** type of retail which integrates the different methods of shopping available to consumer
- 2.** Buying and selling of goods and services on the Internet
- 3.** that part of the supply chain process that plans, implements and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet

customers' requirements

- 4.** consumers using a physical retail establishment and resources to research a purchase later made on a website or through a mobile device
- 5.** is the process of moving goods from the customer order through the raw materials stage, supply, production, and distribution of products to the customer
- 6.** a business or person that sells goods to the consumer
- 7.** Shoppers researching products online before buying them in the store
- 8.** A reduction in the price of an item, usually taken to encourage sales
- 9.** A reserved amount of stock maintained to avoid the risk of running out of inventory, due to uncertainties in supply and demand

Answers: Across- 1. onhandinventory, 2. crossstocking, 3. brickandmortar, 4. endlessaisle
Down- 1. omnichannel, 2. ecommerce, 3. logistics, 4. showrooming, 5. supplychain, 6. retailer, 7. webrooming, 8. markdowns, 9. safetystock

Quiz

1. Omni-channel marketing requires a cross-functional approach across which of the following:
 - a.) Marketing, Customer service
 - b.) Marketing, Operations
 - c.) Customer Service, Operations, IT
 - d.) Marketing, Customer service, IT

2. _____ occurs if a manufacturer uses two or more channels to cater the same market.
 - a.) Vertical channel conflict
 - b.) Multi channel conflict
 - c.) Horizontal channel conflict
 - d.) None of the above

3. Which company partnered with Facebook to launch the app, "Cartwheel" for providing discount and offer coupons?
 - a.) IBM
 - b.) CouponDunia
 - c.) Target
 - d.) Amazon

4. Name the fragrance company that did a pop-up installation in Manhattan financial district to give a submersive sensory experience that explored the link between emotions and scent.
 - a.) Ambipure
 - b.) Glade
 - c.) Swarovski
 - d.) Bvlgari

5. This coffee company pushed the boundaries by going digital and making it possible to avoid lines by ordering in advance.
 - a.) Costa Coffee
 - b.) Café Coffee Day
 - c.) Starbucks
 - d.) Lavazza

6. CIS stands for?
 - a.) Channel information system
 - b.) Channel induced system
 - c.) Channel information system
 - d.) Channel incorporated system

7. This cosmetic giant lets customers create profile online with their preferences in order to buy products which would work with their skin types.
- a.) Lakme
 - b.) Nykaa
 - c.) Lancôme
 - d.) Maybelline
8. IKEA joined hands with _____ in order to assemble products delivered to their customers in Hyderabad.
- a.) Urban Ladder
 - b.) UrbanClap
 - c.) Housejoy
 - d.) Justdial
9. The initial step in choosing a supply chain is _____
- a.) Determining what the competition is doing.
 - b.) Understanding the customer.
 - c.) Making sure that the members of the supply chain are in harmony with each other
 - d.) Making a strategy that unifies the organization.
10. What is the most common channel of distribution for large industrial goods?
- a.) Producer to wholesaler to retailer to consumer.
 - b.) Producer to industrial user
 - c.) Producer to agent to industrial distributor to user
 - d.) Producer to retailer to consumer



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Umang Nawani

Omni-Channel Comic



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