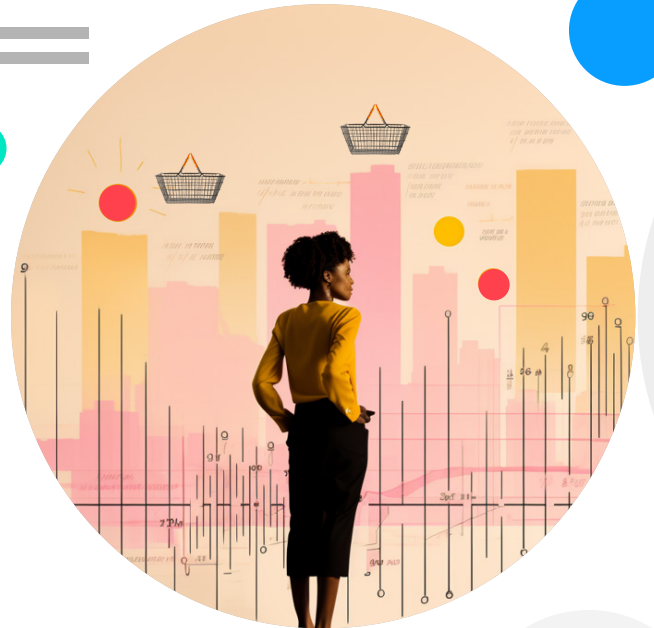


Commerce Strategy

Offering summary

Determine the optimal mix of channels and markets with an end-to-end commerce strategy that addresses consumer needs, competitive landscape, current trends and market shifts. Define the roadmap to deliver compelling customer experiences that increase conversions and wallet share. Enable the necessary data and analytics, flexible and scalable technology, agile operating model and test and learn mindset to help your business grow. Publicis Sapient helps you define the best future directions for growth across in-store brick-and-mortar, digital, B2B, B2C, owned or third-party marketplaces.

Digital commerce is difficult to keep up with. Companies today are facing incredible pressure and disruption in commerce. Buyer experience, expectations and requirements are in a constant state of flux. Competition is fierce and points of sale are getting more dispersed. You need to know where to invest, focus efforts and what your future state roadmap should look like. A comprehensive commerce business strategy will help your organization take advantage of all the market opportunities available.



A comprehensive digital commerce approach



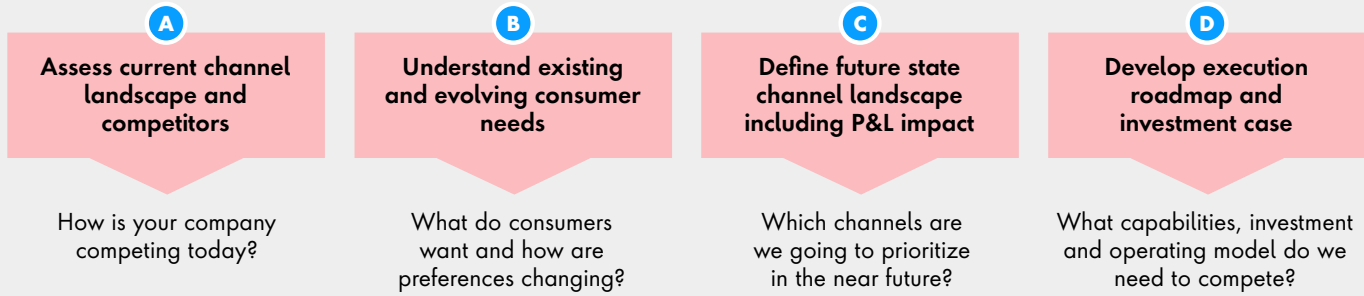
Solving digital business transformation challenges

An end-to-end intelligence-driven commerce strategy.

Publicis Sapient builds end-to-end strategies that address important factors, such as the right pricing, portfolio, assortment, channels, markets, capabilities, platform, software and operating model to drive growth. We look at customer touchpoints and sentiment, including their level of comprehension and willingness to pay for services like shipping and returns. We factor in the implications to partners, the supply chain, and the overall portfolio and define specific growth strategy capabilities.

Whether you want to host a first-party store or sell products on a third-party marketplace like Amazon, Walmart, eBay and Etsy, or you already do, we can help identify gaps in capabilities that will bring the future state of your business in line with revenue and cost reduction targets.

Our proven approach delivers results in just 8–12 weeks:



Key outputs

- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none"> • Trend overview • Competitive positioning • Gap assessment | <ul style="list-style-type: none"> • Customer needs map • Channel purpose • Experience differentiators | <ul style="list-style-type: none"> • Channel growth map • Channel economics • Model and comparison | <ul style="list-style-type: none"> • Capability assessment • Roadmap • Investment case |
|---|---|---|---|

Commerce strategy business value:

- Holistic assessment of the current channel landscape and competitors
- Analysis of existing customers and a comprehensive plan for serving their evolving needs moving forward
- Future state channel landscape(s) and platform, including P&L impact
- End-to-end execution roadmap and investment case

How we've made an impact

 **BANG & OLUFSEN – LUXURY BRAND**

The imperative for change:

- Bang & Olufsen is known for combining sleek design and superior sound technology to deliver high-end audio products
- The company wanted to build a digital storefront to complement physical stores, expressing the brand through both channels in one clear voice

The transformative solution:

- We worked with B&O to create a global digital flagship store. Story-led content and immersive experiences engage consumers
- To deliver experiences at scale, we built a new technology foundation using composable commerce, integrating the existing fulfillment system with other microservices-based e-commerce solutions and a headless (back-end only) content management system

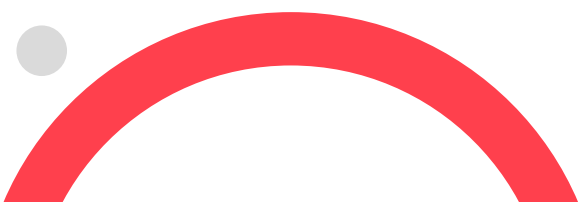


The business impact:

B&O's compelling digital presence amplifies its brand in the competitive luxury market. The new digital storefront integrates with new brick-and-mortar flagships in New York, Paris, Tokyo and London, making B&O a trusted, one-stop shop for world-leading luxury home electronics.

- **23% increase in conversion rates**
- **27% increase in revenue**

(continued on next page)



How we've made an impact (continued)



BRITISH GAS, PART OF CENTRICA – A NEW MOBILE APP

The imperative for change:

- A trusted U.K. brand for 200 years, British Gas sells gas and electricity services, in-home repair and maintenance services, insurance and smart connected home solutions
- Facing pressures from digital native competitors and a newly introduced tariff cap, British Gas needed to simplify the process of booking service appointments, ordering services and making payments

The transformative solution:

- The parent company, Centrica, engaged us to help build a mobile app and introduce agile development into its engineering organization
- With a glance at the app, customers can now see their energy usage across multiple categories, pay bills via Apple Pay or Google Pay, switch tariffs, book appointments and manage rewards
- We launched a fully functioning minimum viable product (MVP) in just 82 days, working in agile sprints to address more than 200 customer pain points

The business impact:

The app is wildly popular, downloaded by 64% of customers. The Centrica engineering organization now has the skills to iterate the app as commerce continues to evolve. Over the first 18 months, their mobile team released an enhanced version monthly, elevating the digital experience with each iteration.

By the numbers:

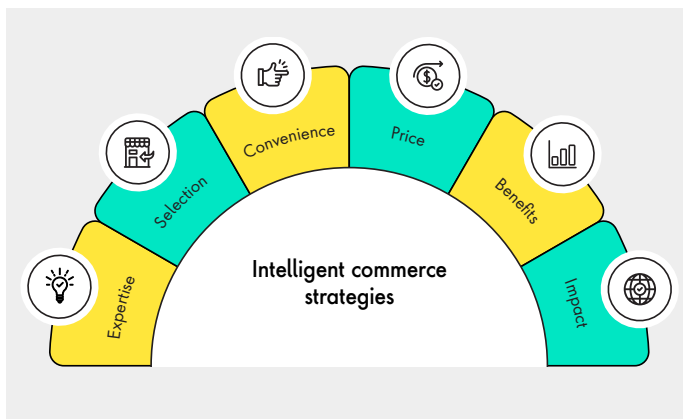
- **2 million downloads—64% of customer base**
- **55% of customer interactions are now digital**
- **15% drop in call volume**



What sets Publicis Sapient apart?

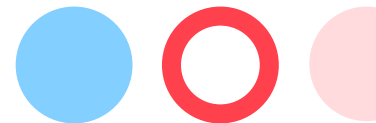
Our end-to-end intelligent commerce strategies connect all aspects of the customer journey, including content expertise, exclusive marketing strategies, delivery ease, pricing advantages, rewards and memberships as well as sustainable sourcing and practices.

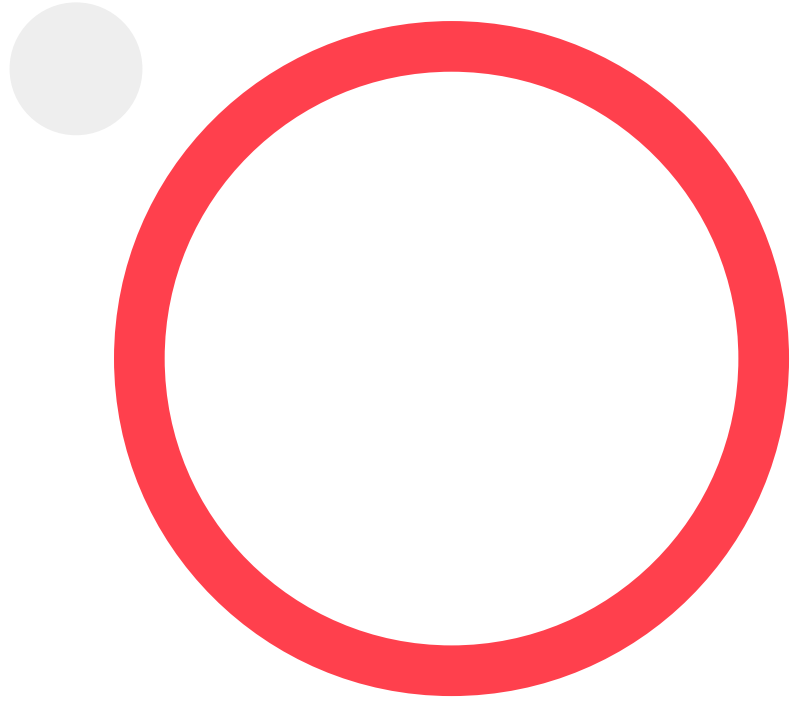
We help you act on data to shape the customer experiences in commerce channels that drive customer retention and sales and define the data, technology and operating model required to implement and accelerate speed to market across channels.



Access these advantages:

- A holistic commerce strategy that considers all routes to market
- Cross-functional team across business strategy, customer experience, data and technology to deliver comprehensive and practical solutions
- Ability to bridge the gap from strategy to execution through one end-to-end solution, with a deep understanding of what it takes to build and operate commerce platforms
- Knowledge and expertise from delivering tangible impact for leading commerce players—31 of the top 100 global retailers use commerce platforms designed, built or supported by Publicis Sapient





LET'S CONNECT

For more information, visit publicissapient.com/solutions/digital-commerce.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.