Accenture Analytics
Shell CRM 2020
October 2014
High performance. Delivered.
accenturedigital
Strategy | Digital | Technology | Operations

Copyright © 2014 Accenture All rights reserved.

Customer Experience Role in Retail Strategy

RETAIL VISION

BEST FUELS RETAILER IN THE WORLD

Accelerate Future Heartlands	Win with Fuels	Partner of Choice
Defend and Grow the Core	Superior Customer Experience	Our People: Passionate Experts

Superior Customer Experience

Objectives
- Preference with all customer segments
- Increase site income
- Build Shell brand by complementing high quality fuels with positive experiences

Levers
- PMTDR & Site design
- Payment, Loyalty & CRM
- Shop and Lubricants offer

THE SITE OF THE FUTURE

CREATES EXPERIENCES NOT JUST TRANSACTIONS

Understand the customer	Differentiate the site	Simply the process
▪ Utilize quantitative market research to understand customer needs and expectations ▪ Use competitor and industry, technology trends for innovation	▪ Over deliver on the basics (operational priorities) & introduce customer driven innovation	▪ Leverage technology & staff to reduce the number of required touch points

Copyright © 2014 Accenture All rights reserved.

CRM 2020 Purpose

A programme **capitalising on former CRM initiatives** by **proactively engaging** and **rewarding any selected** customer, with **context sensitive**, **personalised** offers, through their preferred **channels**, to earn, grow and retain **loyalty** and ultimately sell more **Fuel** and **CR**.

Copyright © 2014 Accenture All rights reserved.

CRM 2020: Moving towards Customer Engagement

CRM Today: Basic Customer Promises

CRM Today: Customer Experience

CRM 2020: Customer Engagement

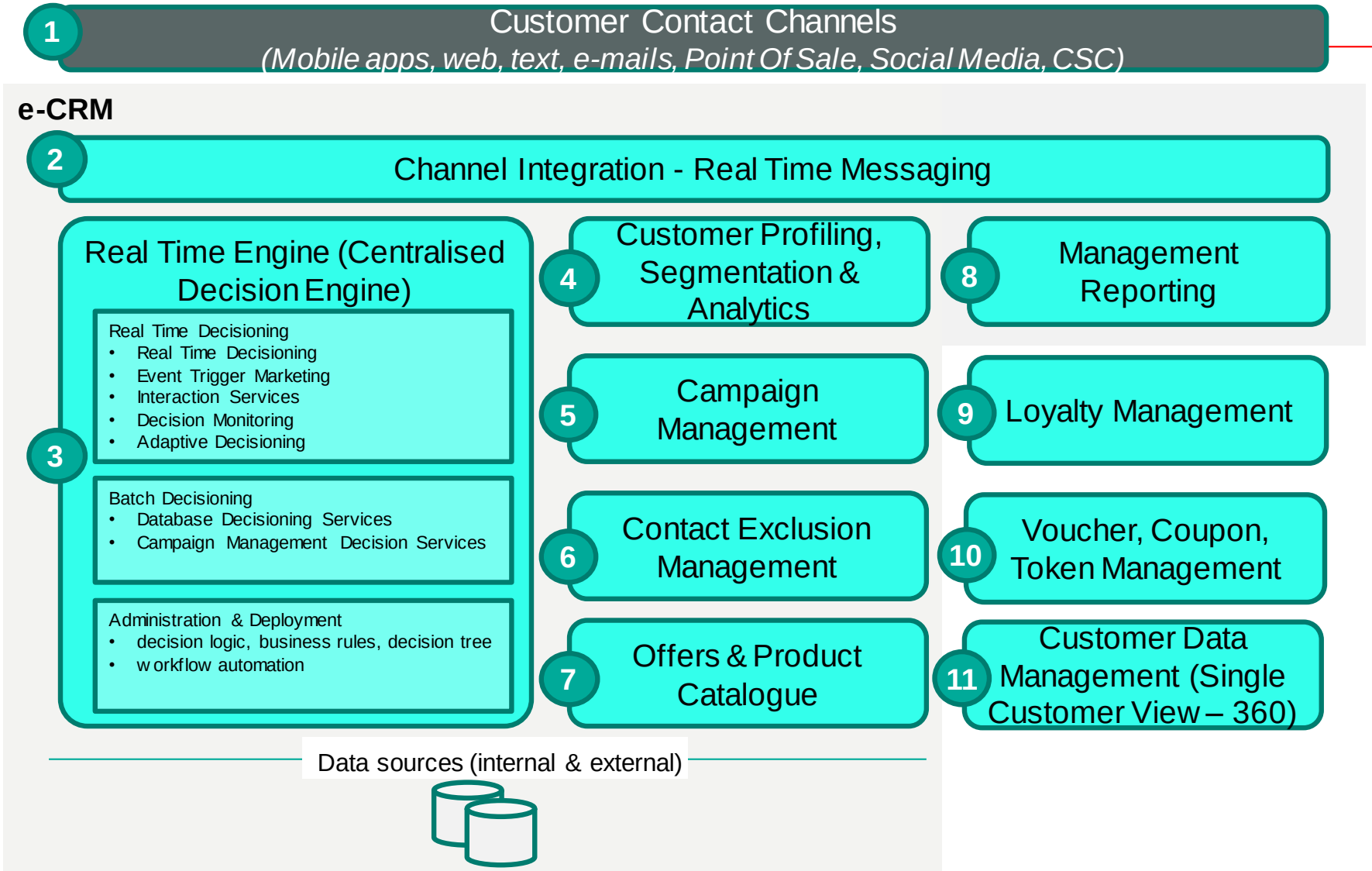
Improved by unlocking new channels and enabling advanced offer targeting, through Real Time Marketing

Customer Engagement is a natural enhancement of Customer Experience and Basic Customer Promises today.

Delivery on Basic Customer Promises is key, but CRM 2020 will enable **differentiated, competitive advantage above and beyond the 'basics'**, as a key contact, retention and reward mechanism.

Copyright © 2014 Accenture All rights reserved.

High Level Functional Scope/Architecture

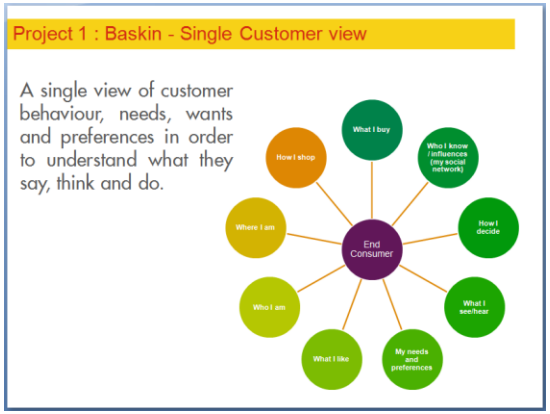


The functional architecture includes the components required to enable the delivery of a multi-channel, real time customer experience

Copyright © 2014 Accenture All rights reserved.

Single Customer View

Connecting all the data sources together to build a 360 degree view of the customers.



Copyright © 2014 Accenture All rights reserved.

Multidimensional Segmentation

Moving towards 360 degree understanding of the customer.
Process steps to broaden the view of customer engagement by developing an integrated segmentation model between Fuel, Fleet, Loyalty and Convenience Retail data.

Fuel Segmentation rules Definition
Fuel Segmentation development
Fuel Segmentation implementation on Shell Systems

Social Media Segmentation rules Definition
Social Media development
Social media implementation on Shell Systems

Demographic Segmentation rules Definition
Demographic development
Demographic implementation on Shell Systems

CR Segmentation rules Definition
CR Segmentation development
CR Segmentation implementation on Shell Systems

Motivational Segmentation rules Definition
Motivational Segmentation development
Motivational implementation on Shell Systems

Payment Segmentation rules Definition
Payment Segmentation development
Payment implementation on Shell Systems

Value Segmentation rules Definition
Value Segmentation development
Value Segmentation implementation on Shell Systems

Geographic Segmentation rules Definition
Geographic Segmentation development
Geographic implementation on Shell Systems

B2B2C Segmentation rules Definition
B2B2C Segmentation development
B2B2C Segmentation implementation on Shell Systems

Customer data *enables..* Customer insight *drives...* Customer management

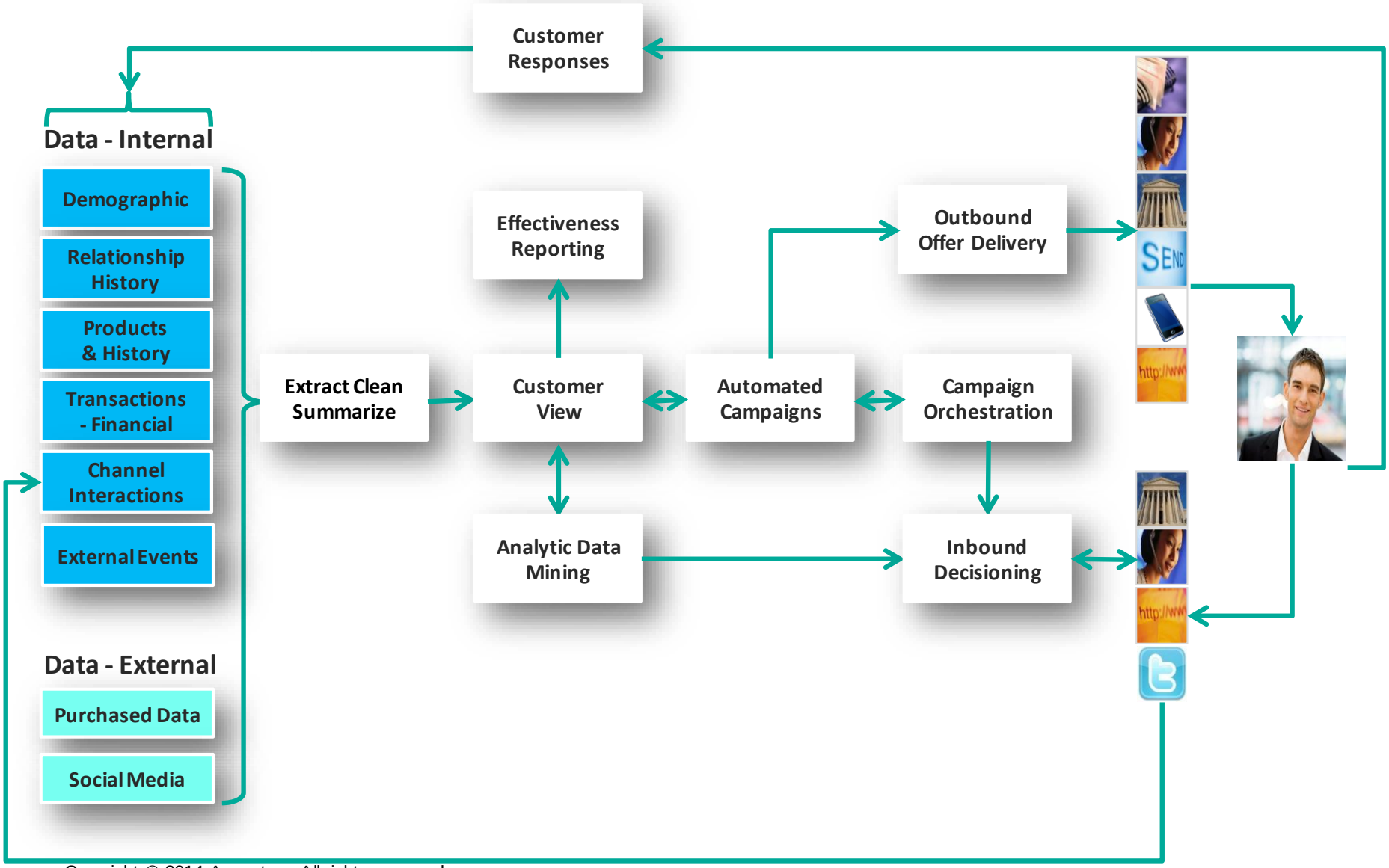
Copyright © 2014 Accenture All rights reserved.

Real Time Communication

Know in real time how to make the next best offers to increase customer's value and unify strongest all marketing efforts across all touch points.

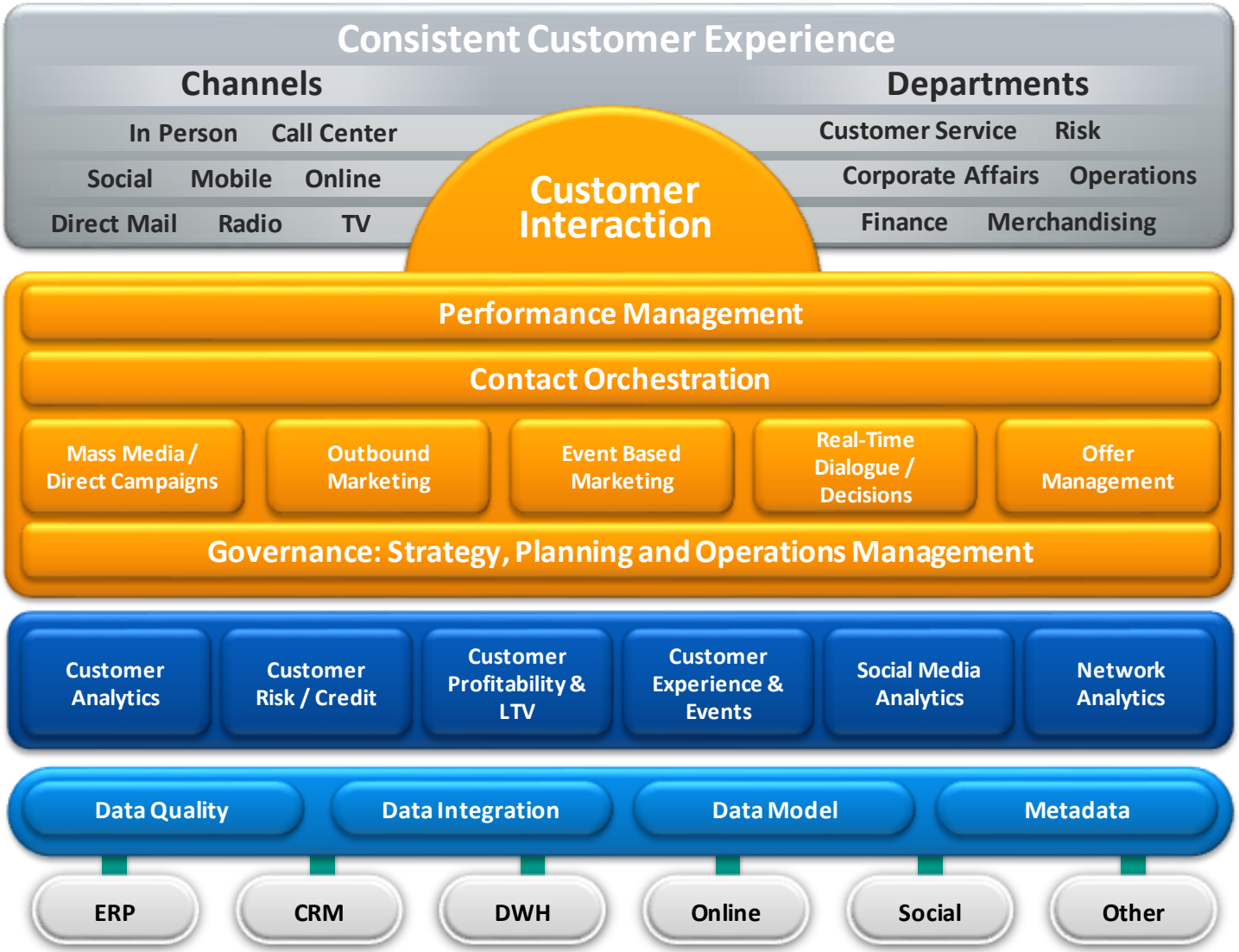
Copyright © 2014 Accenture All rights reserved.

Interactive Marketing



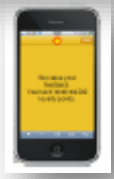
Copyright © 2014 Accenture All rights reserved.

Integrated Marketing Management



Copyright © 2014 Accenture All rights reserved.

Real-Time Communication Solution



SAS Advanced Analytics

Descriptive | Predictive | Behavior | Risk | Social

Marketing Operations Management

Campaign Management

Marketing Optimization

Real-Time Communication

"real-time"

Predefined Offers

Optimized Offer´s

SAS Real-Time Communication Solution for Shell

"batch"

Master Data Management

Shell IT systems

Customer | Loyalty | ERP | Geo Data | Ext. Data | …

Copyright © 2014 Accenture All rights reserved.