# Serving the new mobile consumer:

Jumpstarting a new generation of mobile retail solutions

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# Overview: Mobile shopping, loyalty and payments capabilities to revolutionize the retail industry

Mobility is transforming the consumer retail experience, as well as the business and operating models of the entire retail industry. Indeed, mobility is demonstrating that the future of retail is not a choice between the physical and the digital, but an innovative and even exhilarating experience combining the best of both worlds.

Consider a customer at home viewing the latest issue of a fashion magazine on her iPad. She taps an ad from a shoe company and accesses a catalog where all the shoes shown to her are personalized to preferences she has previously set in her online profile. She logs on to Facebook to get opinions from friends on several possibilities she has in mind. She sees one of her best friends online, so she invites the friend to join her at the store's website to browse for a bit. She finds several pairs she likes and saves those preferences on her device. Rather than purchasing online, she decides to go to the physical store the next day to try the shoes on to see if they go well with several new dresses she has recently purchased.

The next day, as she parks her car and heads to the store she receives a coupon on her smartphone from the retailer for 20 percent off her next shoe purchase ... if she redeems it in the next two hours. ("My lucky day," she says to herself.) In the store, she calls up the photo and information on

the shoes she saw online yesterday, locates them in the store, then scans the 2D barcode on the shoes to read other customers' reviews. She tries on the shoes, walks to a mirror, then takes a photo of the shoes and sends it to several friends to get their opinions. She decides to purchase the shoes, using her phone at the checkout counter to redeem her coupon. Her purchase adds loyalty points to her account, and she is notified immediately of her balance. (She has reached a level where she can receive another 10 percent off her next purchase.)

The store clerk puts the new shoes into a bag and the consumer heads off. But just for good measure, the retailer's system sends her a notification as she is getting back into her car—thanking her for her purchase and offering her a discount on a handbag during her next visit. Her only remaining question: Can I combine the 10 percent loyalty discount with the 20 percent incentive I just received?

This is an entirely different consumer experience—a vision that retailers must be able to bring to life. Yet, launching and maintaining these kinds of mobile capabilities—integrating shopping, catalogs, loyalty, couponing and vouchering, social media, as well as payments and marketing—involve numerous challenges. Retailers must cope with a range of issues—security of customer data, support for multiple devices and operating systems, integration with enterprise systems and a range of social networking technologies, as well as the need to create a compelling and yet non-intrusive user experience, among others.

To be frank, most retailers are not yet developing innovative mobile shopping capabilities. One recent survey found that, even among the top 500 Internet retailers, only 12 percent have a mobile website, and only seven percent have mobile applications available. If retailers are to achieve high performance in the future, that situation has to change—and quickly.

To support both rapid and cost-effective enablement of mobile loyalty, couponing, vouchering and payments capabilities, retailers now have available to them a scalable platform for managed mobile services that can be up and running in a matter of weeks. The platform uses a transaction-based business model—that is, retailers pay only a percentage of actual usage of the mobile platform, so they can significantly reduce their capital expenditures as well as start-up and staffing charges.

The platform is open, so all services are tested and deployed to all types of mobile devices. A standardized framework serves as the foundation for the platform, so large, global companies can replicate common services across all geographies instead of trying to cope with non-integrated and incompatible technologies in different locations and regions. And the platform answers some of a company's most serious challenges when it comes to developing mobile loyalty and

payments capabilities, including security, monitoring, operations management and connectivity across multiple organizations.

Our world is increasingly a mobile one and, even more significantly, a mobile broadband environment. The mobile device is now the access technology of choice for millions of consumers. Retailers that expect to achieve high performance in the future by attracting and maintaining the loyalty of a diverse customer base must have in place effective, cost-efficient mobile loyalty and payments capabilities.

# Mobility and the future of loyalty, couponing and vouchering

Loyalty cards, club memberships, rewards vouchers, discount coupons: For decades, retailers and companies in a variety of industries have relied on loyalty initiatives, vouchering programs and couponing strategies to attract and retain customers, and to improve share of wallet.

These kinds of programs continue to rise in popularity. Recent statistics (the 2009 COLLOQUY Loyalty Marketing Census) show that, in the US alone, the number of loyalty program memberships increased from about 1.3 billion in 2006 to more than 1.8 billion in 2008, nearly a 25 percent increase. That means that every US household now has relationships, at any given moment, with more than 14 loyalty programs.

The question that retailers' marketing organizations have to ask themselves at this point, however, is whether they are getting the best return on their investment in traditional loyalty programs—the use of a physical card or keychain fob that customers must produce at checkout to receive discounts and special offers. Can the loyalty program be used to tailor special offers to customers based on usage? Do customers have the coupons with them when they need them, or are they back home on the kitchen counter or in an e-mail queue somewhere? Can the customers use the loyalty card to make the purchase, or do they need to fumble for an additional credit/debit card or cash?

Does the program enable the kinds of visionary activities made possible by mobility, including a seamless and compelling experience bringing consumers together with their friends, and with what other customers think? Does it engage the customer 24/7, anywhere they are?

Both statistical and anecdotal evidence suggest that all is not well when it comes to existing loyalty, couponing and vouchering programs—neither from the standpoint of the consumer experience nor the standpoint of the marketing and business models that should be enabled. The same COLLOQUY report, for example, shows that, in spite of overall growth in loyalty membership programs, in fact no growth is being reported in actual active memberships. Fewer than 44 percent of loyalty program memberships showed activity last year. As the report says, most loyalty programs are little more than names in a database.

Of equal importance to companies is the fact that a new generation of younger shoppers is now coming into peak earning and spending years—consumers who are increasingly living in a digital world, and in particular a digital world dominated by their mobile phones and devices. Analog loyalty models will soon begin looking like gramophones in an iPod world.

Mobility adds a new and powerful dimension to customer loyalty, couponing and vouchering programs—and especially if these can be integrated with mobile payment capabilities. Mobile marketing can enable companies to get their brand and services in front of the customer any time, day or night, that a mobile device is on and being used. Mobility enables companies to create new customer channels and extend existing ones. Unlike a card sitting unseen in a purse or wallet, and unlike sales offers that come through the post or e-mail, a mobile loyalty program can deliver incentives to consumers wherever they are—targeting them for timely promotions and, in the future, even reaching them when they are in physical proximity to a retail location.

And, because the mobile user experience now occurs in the more general environment of social networking, a mobile loyalty program can do more than create an individual who is loyal to a company; it can create a brand ambassador—someone willing to extend the value of a brand to his or her network of acquaintances.

As any retailer knows, one of the keys to high performance is to make it easy for customers to make a purchase. With mobile programs for loyalty, discounts and payments, retailers can strike while the shopping iron is hot.

# New mobile channels to retail customers: Why the time is now

Several market and technology drivers are spurring retailers to develop seamless and personalized consumer experiences across all channels, and especially the mobile channel.

## Always on, 24/7, seamless access

Consumers expect instantaneous access to information about products and services, and they expect communications to be multi-directional: pushed to them, pulled down by them and, perhaps most important, sent all around them to friends and colleagues via social networking capabilities. They expect a seamless and integrated experience across all channels.

## Increased consumer control

Consumers are becoming more savvy and empowered. They increasingly expect tailored and personalized products, services and experiences. They also want an extended brand experience that makes them feel special and connected. They are not shy about expressing their opinions and in this regard can be seen as sales and marketing agents—for products they feel good about.

## Exponential growth of mobile computing

A mobile phone used only to make calls? It's a thing of the past—data traffic on mobile networks now exceeds voice traffic. With new devices and new apps, all enabled by increasingly ubiquitous broadband connections, retailers must begin speaking their customers' language—the language of mobility.

## Analytics

The retail industry now has within its grasp a new generation of analytics capabilities that can revolutionize its ability to understand and engage with its customer base. Companies can now achieve a much more detailed view of a particular consumer's likes and dislikes, enabling them to engage the consumer with tailored offerings. Mobility adds another dimension to such tailoring: location-based offers that can be both timely and relevant.

In short, mobility is now a key element—perhaps the key element—of a high-performance business in the retail industry. It engages consumers across the entire shopping cycle in new and more compelling ways. (See Figure 1.)
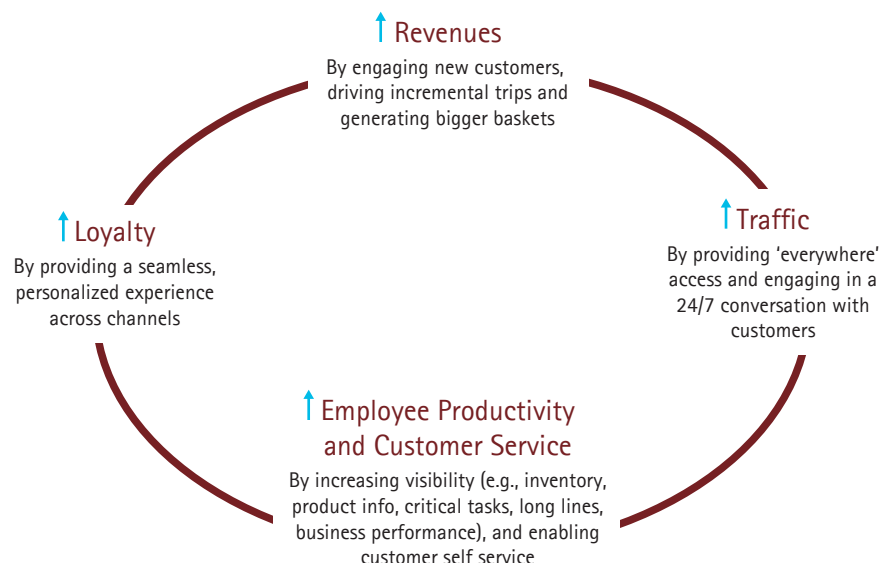
The benefits available to retailers by developing integrated and comprehensive mobile capabilities for consumers are considerable (see Figure 2.) Both physical and virtual traffic rises because the company can have a 24/7 relationship with consumers and provide anywhere-anytime access to products and information. Real-time visibility into inventory and other indicators is always available—as is customer self-service—also improving the consumer experience. Loyalty is also enhanced by delivering a personalized experience, seamlessly, across all customer contact points.

Finally, and perhaps most important, mobile retail can increase revenues by engaging new customers and by encouraging more frequent shopping and bigger purchases by existing customers.

Figure 1: Mobility dramatically alters the value proposition across the entire shopping cycle

Inform and Inspire

Research and Shop

Purchase

Pick-up or Deliver

Service and Return

Figure 2: Retailers that engage with customers to provide a seamless, integrated experience across channels and meet customers' expectations around transparency, personalization and collaboration, stand to reap significant benefits

↑ Revenues
By engaging new customers, driving incremental trips and generating bigger baskets

↑ Traffic
By providing 'everywhere' access and engaging in a 24/7 conversation with customers

↑ Employee Productivity and Customer Service
By increasing visibility (e.g., inventory, product info, critical tasks, long lines, business performance), and enabling customer self service

↑ Loyalty
By providing a seamless, personalized experience across channels

# The challenges of traditional loyalty programs

Evolution to the world of tailored, personalized, always-on mobile retailing has been slow for many companies, especially when it comes to loyalty, couponing and vouchering programs. Traditional loyalty programs are increasingly less effective. The dominant images that come to mind with such programs are loyalty cards, key chain fobs, catalogs, mail promotions and other remnants of an analog, paper-based world.

To be certain, such programs are required just to compete in today's business environment, and most companies have loyalty programs in place based on different kinds of touchpoints and delivery methods. However, many of these analog methods and programs are highly inefficient. Many promotions do not effectively target customer segments at a detailed enough level. Vouchers or coupons intended to encourage first-time buyers can be readily given to anyone—so loyal customers who are already regulars are still receiving first-time discounts.

With loyalty programs that offer redemption of points for products and services, the steps consumers need to take to redeem those points are often arduous. Catalogs may be paper-based or online, but in either case may not reach consumers on a timely basis. Redemption may be almost accidental or random, rather than something that actually shapes shopping and spending behaviors.

The effects of a traditional, analog loyalty program are also difficult to measure. Is the loyalty program responsible for increasing share of wallet by a consumer, or would the person shop there anyway by virtue of convenience or location?

If you're the administrator of a loyalty program, perhaps the chief marketing officer, you probably feel growing frustration at the inability to gather accurate and timely data about people using your loyalty card. Millions of people have the card or are club members. You can track purchases through monthly or quarterly reports, but access to rich, near-real-time information about who and where your loyal consumers are, what they are buying and why eludes you. If you had that kind of information, you could target consumers with relevant offers and engaging experiences to deepen their relationship to your brand.

At the same time, you are also working to accommodate a set of rapidly changing consumer behaviors—consumers with more eclectic shopping behaviors and more choices, and who are more diverse and segmented than ever. These customers have rising expectations for their experience with your brand across all channels and touch points. And the fragmentation of these channels means it's harder than ever to gain a comprehensive understanding of who your customers are and what they are doing.

Loyalty programs are becoming more complex and nuanced in several ways. One major pharmacy chain, for example, has a sophisticated program that delivers savings to members as well as rebates and rewards that offer discounts on a next purchase. The company uses the data to shape its offers. To a great extent, the program is successful. However, consumers find the program to be difficult to understand and to take advantage of. Coupons delivered at the point of sale for the next purchase must still be retained and may not be relevant to their current needs and interests.

Another part of the loyalty program complexity today is the trend to separate the store credit card from the loyalty program. That is, traditionally, the store credit card was also the loyalty card; consumers got loyalty points or cash back options only when they used the store's credit card. The problem with such a strategy is that it was not consumer-centric—it did not reflect the reality of how consumers use their credit cards. So many of today's retailers have extended their loyalty programs to include purchases made in any fashion—with any credit or debit card (or even with old-fashioned cash).

# Why mobile retail programs are increasingly popular: Reaching consumers wherever they are

The mobile device is transforming the way people live, work and play ... and shop. Today, statistics indicate that more people around the world own a mobile phone than do not—more than 4 billion people globally and rising. These devices are increasingly dominating our lives. One recent global survey found that 75 percent of respondents take their phone with them everywhere. About two-thirds sleep with their phones nearby and find they cannot switch them off for fear of missing something. Some 25 percent of respondents would rather lose their wallet or purse than their mobile phone. In other words, our world is one increasingly dominated by mobile devices and mobile broadband capabilities.

Loyalty services including coupons and vouchers delivered to a mobile device offer the possibility of overcoming the limitations and challenges of traditional loyalty programs while also extending the value of a company's brand. With a mobile loyalty solution, companies can showcase their brand more effectively by enabling consumers to interact with a loyalty program and to be rewarded at any time, through the ubiquitous mobile device.

The user experience of a mobile loyalty and vouchering program is compelling. Consider a vouchering scenario in which consumers receive a notification on their mobile phone (an SMS message) that a coupon, discount or offer is available to them. They open the mobile application and download the voucher which appears as a picture on their mobile display.

Consumers can then go to the identified merchant and spend the voucher in several different ways:

- **Manual interaction:** The customer provides the loyalty card code (for points accrual) or the voucher code (for voucher redemption) and the merchant manually inserts the code into the system.

- **Bar code:** The customer shows the mono-dimensional barcode to the merchant who then can read it through a scanner.

- **2–D code (QR code and Data Matrix):** The customer shows the bi-dimensional code to the merchant who can read it through a scanner.

- **Near Field Communication (NFC):** This contactless technology allows data exchange from the customer's mobile phone to the merchant's reader.

Instead of having paper-based coupons or offers lost somewhere in the house, car or purse, mobile-based vouchers are always available through a consumer's phone. In fact, the mobile application can remind a user that an offer is about to expire. As location-based services become more widely acceptable, the application can also alert users when they are in proximity to a store where they have an active offer pending.

These mobile marketing alerts are already demonstrating their value in the marketplace. A recent Harris Interactive survey, for example, found that one-third of Americans who are currently signed up for mobile marketing alerts indicate that such services influence their decision to go into stores, and 27 percent report that such programs have influenced their decision to buy products in physical retail locations.

The value proposition that retailers offer to their mobile-enabled consumers can then be dramatically improved with other distinctive capabilities. By understanding their needs and preferences in more detail, retailers can push offers to consumers in a timely way. They can develop a more comprehensive view of how a consumer is interacting with the brand, even away from a store or a website. This enables a company to leverage predictive analytics to reveal consumer trends and tendencies which can be used to encourage more frequent visits and purchases.

Integration with social media is another innovative and important aspect of the mobile retailing program. For example, Accenture has pioneered an asset called the "social listening tool," which mines specific social networking sites to see what customers are saying about a brand, then matching that against general customer segments to reveal trends in perceptions about products and services. It's a way for retailers to harness the cybertalk on social media sites to their advantage.

One consumer electronics retailer is using such a capability to track its promotions. The retailer can monitor social networking chat, see how often an offer is then mentioned on sites such as Fat Wallet—then watch the click-through rates. This helps the company see how effectively its customers are marketing on the company's behalf.

Mobile applications are also an important part of the mix. At their best, such apps are more than just opportunities to sell more products. They need to be resources that people will want to return to for information. For example, the Best Buy app for the iPhone shows detailed information about products a customer is interested in, as well as user reviews.

Integrated mobile payments are critical as well. The actual transaction can take place either by using a mobile device as an equivalent to a credit card or wallet—payments are taken directly through the phone—or by once again using NFC technology to execute a payment directly. NFC capabilities give a mobile device a kind of "point and click" functionality on the phone: Imagine pointing a phone at a vending machine from about 4 inches (10

centimeters) away and paying for a drink through the device rather than fumbling for coins or bills.

In this sense, the phone functions as a mobile wallet—that is, an electronic "container" that can hold one or more payment mechanisms such as cards. A specific sequence of communications through multiple potential channels (SMS, USSD, GPRS, etc.) enables the system to verify if the person has sufficient funds in his or her wallet and then to authorize a deposit or withdrawal transaction.

Another scenario shows how a mobile rewards program can deliver a more satisfying experience for participating consumers. Most rewards participants rarely know their reward points balance except on the day they receive a letter or monthly e-mail update, and then the process of looking through catalogs and considering redemptions is cumbersome.

With a mobile loyalty program, on the other hand, it's easy. Consumers simply check their real-time points balance from their mobile phone. Then they pull up the catalog on their device screen, browse through available products and services, and redeem their points with a few easy clicks on the device. Delivery is processed immediately. Easier for the consumer, and for the company as well, which now has less need to print and distribute expensive catalogs.

Ultimately, as both consumer scenarios demonstrate, mobile loyalty, couponing and vouchering programs can increase the redemption ratio of coupons and vouchers from the right kinds of customers—both because offers are targeted to users at a more detailed level of interest, and because redeeming offers is easier. This in turn can increase overall satisfaction with the program and the desire of a consumer to continue doing business with the retailer.

# Why mobile loyalty?

Well-designed and administered mobile loyalty programs can:

- Increase sales

- Improve the social experience of a brand

- Create compelling experiences across the shopping cycle

- Stimulate impulse to buy

- Raise customer traffic

- Get leads for sales personnel

- Present and reinforce brand image

- Inform customers about goods and services

- Promote new stores and websites

- Capitalize on manufacturers' support

- Enhance customer relations

- Maintain customer loyalty

# A managed services approach to mobile shopping, loyalty and payments programs

Over the past several years Accenture has created and refined an innovative, enterprise-grade mobile platform to deliver comprehensive and integrated capabilities to a range of companies—including retailers, network operators, banks and financial institutions—by which to jumpstart mobile loyalty, couponing, marketing and payment programs.

Managed and operated by Accenture, the platform is a real-time, high-speed, high-throughput transaction processing engine. It connects to retailers and financial operators through designed-in systems integration connectors and pre-built payments gateways. As a leading consulting and outsourcing firm in the retail, communications and financial services industries, Accenture leverages its extensive experience working with major mobile operators and retailers to support integration and communications with handsets and networks in the most secure way possible.

In terms of specific loyalty program capabilities, the managed services solution supports end-to-end processes including end-user subscription, multiple cards management, mobile application downloading, multiple identification, points management, campaign management and promotions, catalog and rewards management.

The solution can be integrated with an existing loyalty and couponing/vouchering system, allowing complementary access to a program via mobile phone, or moving an existing loyalty system to a fully mobile solution.

The mobile loyalty solution enables customers to interact with a retailer in different ways according to their mobile phone capabilities and the particular merchant. By supporting these different interaction styles and technologies, retailers can improve the overall user experience and increase the chances for repeat shopping and purchasing.

The experience delivered to the consumer is actually fundamentally different, not just the traditional analog experienced delivered in a new way. For example, a mobile loyalty program can be integrated with new social networking applications—including social/commercial sites such as foursquare.com, gowalla.com and tellmewhere.com—enabling rewards tied to the ability of a consumer to influence friends and others in a social network. Consumers who sponsor a friend for the loyalty program could receive points back or other kinds of rewards. Other kinds of innovations will increasingly be possible as mobile loyalty programs leverage social networking capabilities.

From the perspective of the loyalty program administrator, the managed services solution is especially compelling. An administrative portal makes it easy to set up the program and create customized vouchers. The portal also handles customer management and profiling, campaign management, prize order management, merchant management and much more, all with a few simple clicks.

Because the loyalty and couponing/vouchering system is compatible with multiple operating systems and consumer mobile devices, customers immediately receive coupons or vouchers on their mobile devices, without the need for intervening steps to adapt the promotions to each kind of device. This is a huge technological advantage to companies as they deal with the proliferation of devices and operating systems.

The administrative portal also handles timely reporting on the success of a marketing campaign. Administrators can easily check the redemption rate of coupons or vouchers, giving them a near-real-time assessment of the success of the initiative.

# Foundation of an integrated mobile retail capability: Accenture Mobility Operated Services

The technical infrastructure at the heart of the managed service for mobile loyalty, payments and couponing/vouchering is the Accenture Mobility Operated Services (AMOS) platform. As a single, centralized and open mobility platform, AMOS manages loyalty, rewarding, discounts and campaigns, all integrated with payments and mobile marketing capabilities. (See Figure 3.) Because of the modular design, merchants can tailor the service to selected portions of a loyalty program that is right for their business needs. They can also add their brand easily to the platform since the service is a white-label, non-branded offering.

Built on an award-winning asset, the Accenture Service Delivery Platform, the mobile managed services platform offers ready integration with IT infrastructures—existing profiling systems, customer relationship management capabilities, cash register software and so forth. If a loyalty program is already in place, a simple integration can be set up; the platform manages the mobile program as an extended channel.

The platform is also readily extensible, enabling integration of loyalty services with other kinds of mobile capabilities including mobile vouchers and mobile money management.

Figure 3: A managed services platform speeds the delivery of a mobile loyalty services program, reduces risk and can be run more cost effectively than point solutions or home-grown systems.

## Capabilities and benefits to corporate customers

- Real-time redemption tracking and management
- Customer subscription management
- Cross-channel customer analytics
- Loyalty card management
- Campaign management at scale
- Voucher design and distribution
- Reward catalog management
- Reward redemption, including real-time tracking and management
- Out-of-the box and customized reporting
- Interface for seamless integration with existing loyalty program

## Capabilities and benefits to consumers

- Burn vouchers and accrue loyalty points
- Digital loyalty cards
- Balance retrieval
- Reward catalog browsing
- Reward redemption
- SMS notification
- Voucher download



Accenture Mobility Operated Services Platform

Mobile Device — Customer — Physical Store — .com
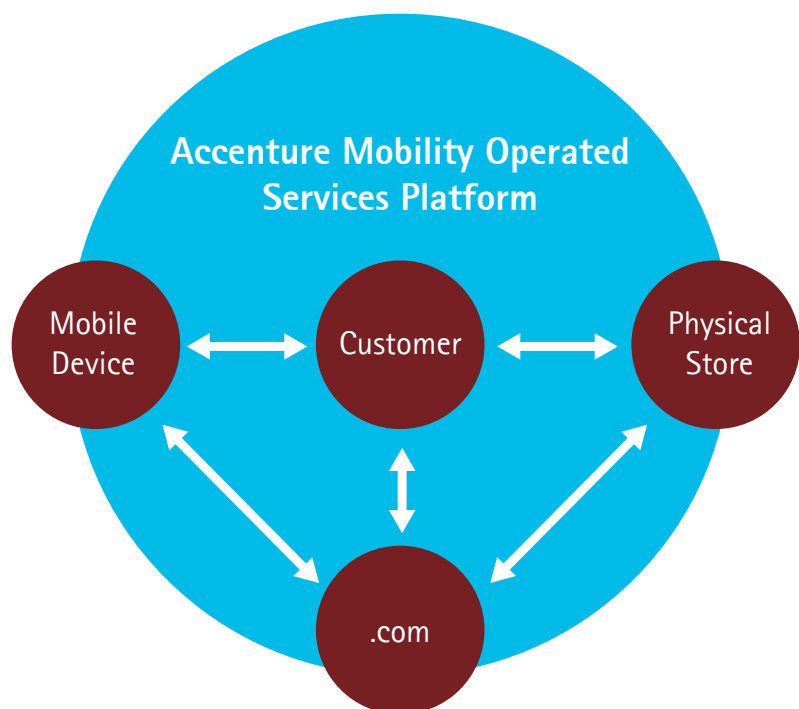
# Benefits of a managed services solution for mobile retail solutions

A managed services approach to supporting mobile loyalty, couponing/vouchering and payments programs delivers several important benefits to retailers:

### Enhanced tracking of usage and better customer insights

The biggest advantage that mobile loyalty and couponing services offer to merchants over traditional programs is the ability to track usage and harvest critical data for analysis. A mobile loyalty program is an actual two-way relationship, not a blanket push of offers to a target population inadequately understood and whose behaviors are difficult to track.

Through the mobile program, merchants are able to collect critical consumer data and spending behaviors. They can more readily and accurately measure a campaign's redemption rate and overall success. They can also quickly adapt a campaign to reflect how it is working in the field. With traditional loyalty programs, a failed or suboptimal initiative can only be a lesson learned for next time. With a mobile program, initial data coming in from consumers can be used to fine-tune a campaign to optimize the return on investment.

### Deeper customer understanding to support personalized experiences

Customer-centric technologies in the managed services offering delivers a big picture view: an invaluable aggregation of transactional, customer and market data that provides customer insight into shopper behavior. This gives companies the deep customer knowledge they need to develop precision strategies that drive profit and growth, based upon an understanding of:

- Who its customers are—knowing their unique characteristics

- What products they are purchasing and why

- Why customers come into their stores or visit their websites

- Why customers are loyal to specific products

- What categories and brands drive the greatest promotion response

- What departments, categories, brands and products are most and least sedative to changes in price by customer segment

- How to provide a holistic shopping experience

- How to drive larger baskets and more baskets

- How to increase customer visits and improve loyalty

### Increased sales

From a broader business perspective, mobile loyalty programs also offer the opportunity to increase sales—in part by increasing customer traffic and by stimulating the impulse to buy by engaging consumers with timely and relevant offers. Up-to-date information about a company and its products is now as close as a mobile phone. And, with integrated mobile payment capabilities, Accenture Mobility Operated Services gives retailers the opportunity to fashion a powerful consumer shopping experience—one that increases the relevance of offers made to consumers, while also making the payment process fast and easy.

As mobile programs continue to become more sophisticated, they will leverage the location-based data coming in from GPS-enabled mobile phones. Here, however, merchants must be cautious. Such offers can be compelling but they can be intrusive, as well. They also need to be attuned to people's needs and behaviors. A promotion telling you that you can get 20 percent off a cup of coffee, but only if you act in the next 30 minutes while you're in the area, is unlikely to create a loyal customer.

The managed services platform for mobile loyalty services, by contrast, enables a consumer to download and save such an offer until the time to act is more convenient.

### Enhanced security

In a mobile environment, sophisticated IT security capabilities are required to ensure integrity of a consumer's information. For example, if a consumer's mobile device is lost or stolen, the information and data have to be protected. For compliance purposes, companies must also be sure they are sufficiently skilled and experienced in data security standards. Accenture's managed services approach to mobile consumer services can remove a significant number of the security risks borne by the company itself.

### A better user experience, leading to higher satisfaction and loyalty

In a competitive landscape, the mobile experience that wins isn't necessarily the one with the most features and functions; it's the one that can be used most effectively. Merchants must have the capability to be extremely customer-centric when it comes to usability and ease of navigation. The managed services platform for mobile loyalty leverages leading practices and extensive experience in customer-centric mobile solution design.

### Easy set-up and management

Accenture experience suggests that retailers face several common challenges in establishing mobile consumer services including loyalty and payments:

- Executing a mobility strategy around the diverse range of vertical markets, commercial offers and business models available.

- Launching high-value mobility services quickly, with minimal risk and low upfront investment.

- Delivering services to multiple devices, which requires a delivery platform that is both network- and device-agnostic and is already integrated with mobile operators and other third-party vendors.

- Pricing services in a simpler and more transparent way.

As a managed service, Accenture's mobile loyalty solution provides an end-to-end service from installation to go-live. A single, centralized and open mobility platform is leveraged to manage loyalty, rewarding, discounts, campaigns and payments.

The platform is device- and system-agnostic, meaning it will support multiple operating systems, devices and other infrastructure elements. This open service also means that a company can more readily provide both national and global support for the mobile loyalty service.

The solution uses a modular approach, so companies can test the service with a limited set of functionality if desired and then extend the program as desired. The transaction-based pricing model means that a mobile solution can be tailored to any budget.

The Accenture platform enables simple integration with a company's existing IT infrastructures, profiling system, CRM capabilities, cash register software and so forth. It also enables extensibility to other relevant mobile financial services. For example, as loyalty rewards begin to be treated and managed similar to actual currency (that is, they can be traded for services) Accenture can support these more sophisticated capabilities, such as mobile wallet functionality, through the Mobile Money Management solution in the Accenture Mobility Operated Services platform.

# Conclusion: A new generation of consumers... and a new generation of mobile services

"It's not your father's Oldsmobile," ran an old advertising campaign; similarly it's not your father's (or mother's) retailing experience these days. A new generation of digitally-enabled (and very digitally comfortable) consumers is now on the scene. Companies must have the ability to understand how these customers see and interact with the world of information and commerce.

Mobile loyalty and payment programs offer the opportunity to reach this new kind of consumer with a value proposition right for the way they live. Mobility also represents the opportunity to redefine the entire consumer experience. Digital technologies enable companies to engage consumers in compelling, interactive ways at every stage in the buying process, from awareness to purchase to post-sales contacts.

Mobility is an opportunity for retailers to redefine the customer experience. But time is critical. The ability of companies to harness innovation rapidly and cost effectively when it comes to mobile consumer services, using a lower-risk and more cost-effective managed services option, is an important value proposition. Reaching and holding onto your customers right now, wherever they are, is a key to high performance.

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## About Accenture

Accenture is a global management
consulting, technology services
and outsourcing company, with
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Combining unparalleled experience,
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world's most successful companies,
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