



2. INTEGRATED OMNI-CHANNEL EXPERIENCE

Global sports apparel player

Overview: Global athletic apparel manufacturer and retailer focused on developing an integrated mobile, omni-channel, and ‘future of retail’ strategy. The company prioritized where to win vs. where to be at parity, and reinvented their in-store experience by leveraging mobile, technology, and customer insights

Example of: Omni-channel vision / strategy definition and roadmap development

Impact delivered: Industry-leading eCommerce and multi-channel growth. Achieved above target growth goal in first 18+ months of roadmap implementation

Key elements of their digital transformation

CUSTOMER-LED OMNI LEADERSHIP

Developed data-driven perspective on distinct customer segments based on behavioral / transactional data

Identified digital experiences that mattered most for each unique segment – creating north star for where & why to invest in omni

Reimagined inventory planning, availability, merchandising, and omni assets to speak to valuable segments (e.g., Sneakerhead)

MOBILE TO STORE SEAMLESSNESS

Made clear strategic choices on where to win in mobile / digital experiences vs. where to achieve parity

Triggered an enterprise-wide set of initiatives anchored in aspiration for 25%+ growth in mobile / digitally-influenced sales