PLAYBOOK
FOR CONNECTED COMMERCE

RDA

The RDA Playbooks

Proven frameworks built on 30 years of experience.

Based on 30 years of system integrations and building applications, RDA has designed a series of proven frameworks and best practices intended to drive faster deployments and more confidence in your digital investments. **We call them Playbooks.**

The Value of Playbooks

Our customers are consistently engaging with RDA to address real threats that are restricting their growth. The Playbooks focus on solving problems that we have heard in countless conversations, such as:

- Business transaction complexity
- Eroding market share
- Disjointed customer experiences
- Complex system integrations
- Disparate teams & processes

Playbook Guidance

Each Playbook aligns to the market challenges we are seeing. They currently include:

▶ Digital Foundation
▶ Connected Commerce
▶ Customer Experience
▶ Product Innovation
▶ Application Modernization

We look forward to supporting your efforts as you manage through the digital disruption. Check out our website at www.rdacorp.com for more insights.

Connected Commerce

The Playbook Win: Understand what your customers want and make it seamless for them to get it.

The power of Connected Commerce lies in the simplicity and ease of use to customers. Giving customers the ability to quickly find a product, buy it and have it delivered lets companies sell on a massive scale with minimal overhead.

This Connected Commerce Playbook outlines play-by-play moves and decisions a company must make to build a seamless customer buying experience. The Playbook focuses on creating great teams and processes that build for success.

Build for Success

1

DIGITAL FOUNDATION: CUSTOMER INSIGHTS & BUSINESS ALIGNEMNT		REQUIREMENTS & PLANNING
❑ Strategic Objectives ❑ Brand Promise ❑ Digital Goals ❑ Competitive Assessment ❑ Gap Analysis	❑ Segmentation ❑ Key Personas ❑ Journey Mapping ❑ Channel Assessment ❑ Data Analysis	❑ Develop ROI Plan for site ❑ Technical Requirements ❑ Functional Requirements ❑ Commerce Campaign ❑ UI Store Design / SEO Plan

Launch w/Confidence

2

SYSTEM INTEGRATION	USABILITY TESTING & USER TRAINING	LAUNCH ECOMMERCE
❑ Integrated with ERP ❑ Integrated with CRM ❑ Product specific areas ❑ Integrate fulfillment system	❑ Conduct User Training ❑ Confirm brand alignment ❑ User Testing ❑ Sign off to Launch ❑ Data Visibility	❑ eCommerce Site Launch ❑ Team Celebration! ❑ Track Metrics

Measure & Adjust

3

DATA INSIGHTS & TESTING	CONVERSION TACTICS
❑ Dashboard Visibility ❑ A/B Test Messages ❑ Journey Analytics	❑ Search Engine Optimization ❑ Personalization ❑ Agile Marketing Support ❑ Campaign Development

RDA's prescriptive frameworks easily adapt out-of-the-box marketing and commerce solutions, allowing for a quick start tailored to making it easier for your customers to buy from you.

High Performance Teams
The key to success starts here.

For 30 Years, RDA has deployed diverse teams, both large and small, to address various business problems. We have learned a lot about people and what drives successful teams and outcomes. *Start with rallying a dedicated team that wants to win!*

Demand Transparent Communication & Accountability
Constant communication enables teams to quickly address changing business needs and requirements and most importantly, to ensure that the product and user experience designed is exactly the same that is built. Many of our clients are using easy-to-deploy marketing management tools such as Slack, Kanban, Trello and Torchlite. These tools can quickly align internal and external stakeholders to support shared goals.

Develop Agile Thinking
Team sprints are becoming the norm. Leading marketing and IT teams are becoming more sophisticated by learning how to measure and adjust their customer experiences real-time. By investing time and resources into the development of a strong agile marketing foundation, your brand will be able to adapt to changes in real-time while keeping a pulse on customers' needs.

Drive Culture of Constant Improvement
Project success is realized when you build for continuous improvement and grow team confidence. RDA is recognized by our clients and partners as a leader in solving complex business problems through excellent analysis, design and software development.
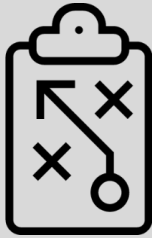
Build For Success

Laying the groundwork for seamless experiences.

To retain and grow revenue, winning companies put customers at the core of their digital design. To deliver a strong commerce solution, we recommend investing time to strengthen your digital foundation with critical building blocks: **Business Alignment and Customer Insights & Behaviors.**

Business Alignment

Align Brand Vision
Examine the benefits, image and feelings your brand is currently projecting and how can it become stronger through a digital shift.

Understand Your Digital Business Model
Prioritize digital initiatives based on your resources and culture. What steps can you realistically take to achieve growth through new revenue streams?

Define Digital Goals
Document digital metrics that will achieve incremental improvement towards new revenue and customer experiences. Be sure to make the goals achievable and ground them in reality.

Perform a Technology Review
Analyze existing technology investments and integration points to financial and customer platforms. Be sure to understand the roadblocks and prioritize the quick wins.

Understand Your Data Agility
Review how customer data moves from various systems and is managed. Many systems are easy to pull data from...and others not so much. Connected data can give a full picture of the customer, which supports insights and personized offers.
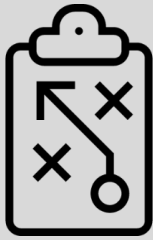
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Customer Insights & Behaviors

Segment Your Customers
Clearly define customer types based on as many attributes as you can connect. Revenue is a good place to start.

Go Deep With Personas
Bring your e-commerce customers to life by defining and labeling personas, as well as identifying behaviors that will motivate them to transact. This drives all the product development, content creation, and the sales process.

Build the Ideal Buying Journeys
Align personas with seamless experiences using the channels that make sense to your business. Be sure to identify key moments of truth for highly personalized offers.

Know the Competitive Landscape
Assess why your customers may go elsewhere. Understand your top threats, the features they are building, and the experiences they are creating and compare that to yours.

Baseline Your Digital Maturity
Uncover what is working and the obstacles that are preventing scaled growth. Get comfortable with taking small steps to achieve wins and continue to build to full-scale success.

Strong Requirements

Still Matter.

Successful delivery involves understanding the context behind the requirements, the scenarios, the problem, and the stakeholders.

In an age of sprinting iterations towards nimble goals, the need for clarity takes on an even greater importance. Building multiple stages of delivery to create a **Minimum Viable Product** should be the overall objective. It reduces risks and keeps your team focused.

Mitigate Risks

Before making any recommendations regarding an e-commerce platform, it's critical to understand the current business operational requirements. Just as important are the long-term sales and marketing goals, as they connect to the growth strategy for the online channel. *Understanding the risks will ensure expectations are met.*

Gather Technical & Functional Requirements

Great requirements always lead to success while poor requirements ultimately lead to failure and confusion. Build solutions for the long-term while iterating design for quick operational wins. *The ultimate goal is to provide a robust, stable, and extensible solution that can grow with business needs.*

This is such a critical step. Many companies are moving too fast to properly capture requirements. The stronger the requirements the stronger the design and implementation.
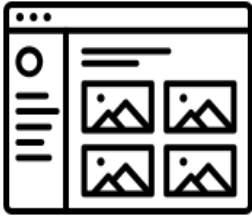
Design & Architect UX

Design for the user and only the user.

This is the time when teams ensure complete alignment to the digital foundation work. Ask the hard questions. Plan for several iterations. Give your customers simple and memorable experiences. **Great design wins!**

User Experience (UX) Framing

The key to a great user experience is to combine simplicity with power. A complicated UX will confuse users visiting the site.

- ✓ Is it easy to navigate within the website?
- ✓ Is the information on the website trustworthy?
- ✓ Do you feel confident conducting business on the website?
- ✓ Is the website clean and simple?
- ✓ How likely are you to recommend this website to a friend?

Develop Conversion Plans

This is a good time to start planning the conversion tactics that align with your target commerce personas. Develop a buying journey that guides customers to a seamless & personalized experience.

Usability and design are key to understanding.
Understanding drives engagement.
Engagement is what creates online conversions and transactions.


Launch with Confidence

Let's Go!

With growing demands for speed and efficiency, integration has become a necessity for launching connected commerce. Companies must ensure that current systems work together seamlessly with new applications and endpoints.

Integrate Systems & Applications

Innovative companies have found that integrating the variety of applications that handle separate parts of the ordering and fulfillment process speeds delivery times and boosts profit margins. The best integrations free up staff, move orders faster, and engage with customers more efficiently, so that your team can focus on what they do best: *creating and selling new products.*
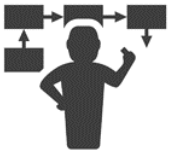
Perform Usability Testing

The only way to know what a user will accept, reject, or enjoy is to go right to the source. You need to conduct user tests employing a range of methodologies. *Shopping cart abandonment rates are increasing because of trust issues and lack of simplicity.*

Develop Launch Plan

You have done the hard work of understanding who your customers are and how they customers will engage. This is a key moment when you're ready to launch and start selling. Leverage the insights from the digital foundation to build campaigns for your most loyal customers as well as new customer segments.

Measure & Adjust
Data drives action.

Begin to leverage the vast amount of data to understand how your customers are changing, which ones matter most, and how to attract them to your brand. Analyze the performance and growth of your digital maturity. Begin to develop a single view of the customer.

Harness Data Insights
Today's platforms can store and present the vast majority of the data that passes through them. Ensure that the reporting of this data connects directly to the business goals and KPIs identified in the digital foundation phase. Create a dashboard that communicates the health of the e-commerce system and its conversion rates.
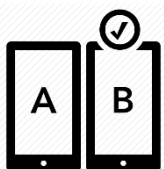
Perform Testing (A/B & Multivariate)
Testing enables you to keep honing, personalizing, and perfecting the experiences that you offer customers. Test individual page components, entire site items, and the overall experience across multiple channels and customer touchpoints.

Build Personalization Tactics
Personalization creates a sense of individuality and uniqueness. Customers feel special and important, as though the company is paying particular attention to them. By segmenting and targeting different shoppers, personalization answers each customer's different needs, thereby optimizing their experiences.

Secret Weapons
Harness what makes your company awesome.

Connect Commerce APIs
Successful digital businesses are leaving their competition behind. An API-centric approach will enable you to accelerate your digital initiatives and grow your business. Leverage APIs to manage inventory, customer service, business intelligence, and personalized customer data for more targeted marketing and sales.

Research & Incorporate Connectors & Components
There are several commerce components in the market that can integrate with leading systems. These tools free up staff and move orders faster.   Continue to focus on what you do best.

Leverage Best Practices & Lessons Learned
A proven partner that can bring immediate value and confidence to your project is ideal. RDA has partnered with hundreds of companies across every industry. We serve as an extension of your team to help fill the gaps, reduce risks, drive speed and grow revenue.

We live in a world where customers expect and demand fast personalized results, and companies that offer this winning combination will realize significant growth and increased customer satisfaction.
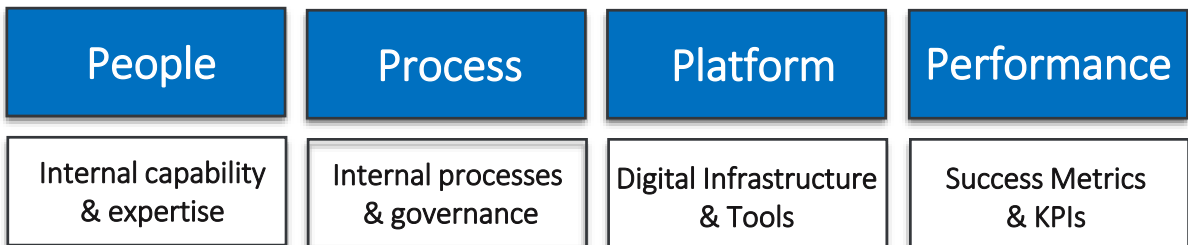
Getting Started

The Key to Digital Transformation is to build a strategy from solid foundations.

Workshop Pillars

RDA works with you and your team collaboratively to uncover insight around four key pillars to construct a **Digital Roadmap:**

People	Process	Platform	Performance
Internal capability & expertise	Internal processes & governance	Digital Infrastructure & Tools	Success Metrics & KPIs

The data we capture around these pillars provide a rounded and comprehensive view of your digital capability, infrastructure and key opportunities to drive multipliers in your revenue and margin.

Workshop Benefits

- Provides detailed guidance on short term wins as well as a path towards a long term strategy to guide key investments with confidence.
- Identifies interdependencies and relationships between key elements of your digital strategy to drive efficiencies, align data attributes and optimize resources.
- Enables proper planning and scoping of engagements to ensure maximum Return on Investment.

To discuss the agenda and details of this 2 hour onsite workshop, please click here to learn more.   Let's Go!

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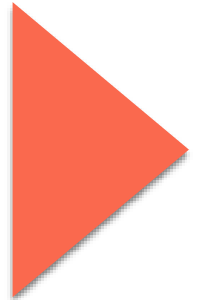
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