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Why a Retail-specific CRM is Critical for Modern Retail Success

Perry Ellis International Drives Brand Loyalty

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PERRY ELLIS INTERNATIONAL DRIVES BRAND LOYALTY: WHY A RETAIL-SPECIFIC CRM IS CRITICAL FOR MODERN RETAIL SUCCESS

Personalization in retail is about being recognized as an individual, with a level of service that goes beyond a traditional brand experience. From the consumers' perspective, a great brand experience centers around two core ideas: **connection and immediacy**. Connection is about delivering a service that is relevant and valuable to customers personally. By in large, shoppers don't want generic, cookie-cutter offerings; they want offers to be curated. Immediacy is the art of making everything about the customer's whole experience fast and easy.[1]

"In our earlier solution, we only had customer-captured information and loyalty information like points and rewards. We needed a functionality that would allow us to segment customers based on their birth dates, or their demographics, their income level, or whatever data we might be able to capture in the future."

—Sandeep Baghel, VP, Information Systems, Perry Ellis International

Today's retailers must have a comprehensive view of consumer shopping behavior to personalize brand interactions across all touchpoints

Global fashion powerhouse Perry Ellis International recently upgraded from a six-year-old CRM system to Oracle Retail Customer Engagement Cloud Services in its drive to create meaningful connections with its customers and deliver immediate gratification.

In a webcast, Sandeep Baghel, VP of Information Systems at Perry Ellis International, shared the strategy behind the company's decision and walked listeners through the major events of an accelerated **seven-week, implementation-to-launch period**.

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A FUTURE-PROOF APPROACH

The primary impetus for change at Perry Ellis International was the need for a nimble system that would keep them on pace with industry change. In addition, the team found that a *"built for retail" CRM solution* was critical to this requirement.

The company's legacy CRM system was heavily customized which was a hinderance. The company very much wanted not to have to continue to develop its own functionality in-house, on a case-by-case basis.

This was a very important point, because—as every retailer is far too aware—the industry is in a state of what looks like permanent flux. Solutions, approaches, and capabilities that are unknown today will be important and useful tomorrow and all but mandatory on the days following. *Perry Ellis didn't just want to make a system change; they wanted a platform that was built to change.*

Perry Ellis chose Oracle Retail Customer Engagement Cloud Services (ORCE) as their go forward CRM solution. According to Baghel, the primary attractions of the Oracle solution were:

- Pre-integration with the Oracle Retail portfolio. (Perry Ellis was already using Oracle Retail Merchandising solutions and is moving their Oracle Point of Sale system to Oracle Retail Xstore Point-of-Service)

- Reduced total cost of operations by moving to the cloud

- Enhanced functionality including advanced customer segmentation, that is not available in non-retail specific CRM apps

> **"It was also becoming costly to keep up a custom, non-retail-specific application. We started looking for a solution that was more oriented to our needs."**
>
> —Sandeep Baghel, VP, Information Systems, Perry Ellis International

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THE ROAD TO ROI

Perry Ellis International has a long and successful history with Oracle's Merchandising and POS systems. In late 2017, Perry Ellis decided to move ahead with two customer-facing initiatives: upgrade their POS to Xstore and swap out their legacy CRM for ORCE.

Perry Ellis decided to start with ORCE, which would require a shorter time to implement and a quicker ROI. Perry Ellis International's subscription to their legacy system was about to expire, which created a sense of urgency: the ORCE implementation had to be done from start to finish in seven weeks.

Week 1 • Week 2 • Week 3 • Week 4 • Week 5 • Week 6 • Week 7 •

To ensure the right inventory is accessible anywhere anytime, Perry Ellis transformed their merchandising operations to set the course for the company's global omnichannel success. Learn more about their merchandising story.

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Perry Ellis partnered with BTM Global, systems integrator. The Perry Ellis marketing team spearheaded the project and worked closely with BTM, guided by five key operating values.

Value #1: Know Where You Are

Before the implementation began, Perry Ellis compiled all the interfaces and data elements that were used in their legacy CRM application. "When the BTM team arrived at our headquarters, all that information was ready," said Baghel. "They walked in, and we handed it over to them."

Value #2: Know Where You Want to Go

In a business meeting during the first week, the transition team went through the functionality of ORCE, discussing, besides how they would do what they currently do, what additional things they will they will be able to do in the future.

Value #3: Know How to Get There

This led to a discussion of all the interfaces and data elements the team planned to bring into ORCE. By the end of the first week, all the requirements for the new system had been locked down.

Value #4: Stay in Control of the Schedule

While the provisioning of the Oracle Cloud Services was underway, Perry Ellis worked in parallel to acquire as quality assurance on-premises environment to execute the actual implementation. "It was a temporary server," said Baghel, "where we did our initial testing of the migration." To keep pace this allowed the team to work on the migration interfaces and enabled the business users to get acquainted with the new solution.

Value #5: Be Ready for the Changeover

By the seventh week, the team was migrating data on about a million customers and their reward status, finishing the interfaces, and completing user training. The first migration was done in the QA environment, where a few issuers were found and immediately fixed. "By the eighth week," said Baghel, "we started our go-live processes."

"The business," said Baghel, "is very happy with the tool. It does what it's designed to do and, unlike its predecessor, it works without hand-holding."

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A SINGLE VIEW ACROSS THE ENTERPRISE

Perry Ellis has seamless integration across ORCE, ecommerce, POS, and customer service. Customer service, which is handled by a third-party organization, simply logs into the system. They can look up a customer or a transaction in ORCE and to address customer appeasements they can easily apply awards or points. ORCE enables a single, real-time, 360-view of their customers across all touchpoints.

And from a data analytics perspective, marketing teams have access to the system as well. The clarity of data and the flexibility in the solution to add different attributes helps marketing to focus on true marketing, not on trying to manage a system. According to Baghel, it is new—and empowering—for marketing to have confidence in the data. The tool captures, analyzes and organizes customer data so at the end of the day, Perry Ellis can deliver a personalized shopping experience to their customers that is relevant and timely.

"We had a very agile development method. As soon as design of anything was completed, it was sent to me as IT lead and my counterpart in marketing as the business lead. We had our time scheduled so that we could return it in a couple of hours."

—Sandeep Baghel, VP, Information Systems, Perry Ellis International

"A key component in successfully executing a project like this is having a partnership with your business stakeholders, getting them in front of the process, and setting expectations."

—Sandeep Baghel, VP, Information Systems, Perry Ellis International

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BTM GLOBAL'S TOP TIPS FOR DRIVING SPEED TO VALUE

*To optimize business value from your Oracle Retail implementation, BTM Global recommends these tips to success:*

1. ***Minimize Disruptions to the Business.*** Behind the scenes, supporting systems, capabilities, and integrations are running in production. It's important to manage a project like this in a streamlined manner to not disrupt processes serving the organization, as well as their customers and their business partners. Leverage creativity to curtail production interruptions.

2. ***Balance Nuance Against Need.*** You may have certain business nuances or phase strategic goals in mind—but making sure you move nimbly to achieve those goals in less time to provide business benefits is very important. Creating a detailed roll-out plan and diligent scope management keeps wants and needs in check.

3. ***Get All the Sailors on Board.*** You need involvement and strong governance, not only from the IT side, but also the business side. The first issue that has to be settled is, "How do we communicate and get the right stakeholders involved?" Set a cadence of communication to the project stakeholders to set expectations.

4. ***Stay Focused.*** You don't want to lose sight of what you want to enable in the future—but don't let that distract you from what you have to do now to get the benefits you want. It's easy to get involved in a project and only focus on the tactics of getting it done, but understanding how the deployment will impact your organization, how it will get users involved from an organizational perspective and where you want to be in the end is key.

5. ***Maintain Transparency.*** Issues will arise, it's how you communicate them that makes the difference. It's essential to be transparent and proactive: if you see it first, say it first.
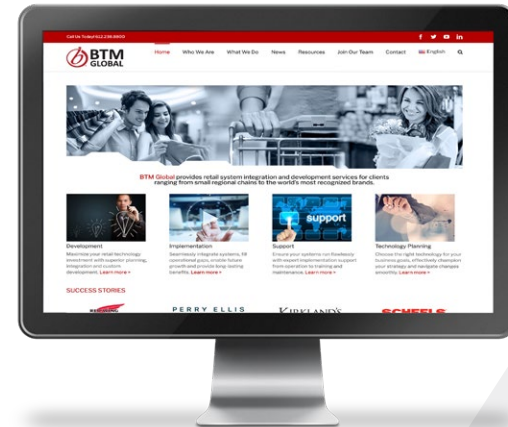
> "We focus on building trusted partnerships and long-term engagements with our customers and with suppliers like Oracle Retail. We have team members who started the journey with Perry Ellis several years ago; those team members are still involved, so with a focused project like ORCE, we were able to engage very quickly and be very efficient."
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> —Kimberly Berneck, SVP, Delivery Management, BTM Global

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GET THE FULL STORY
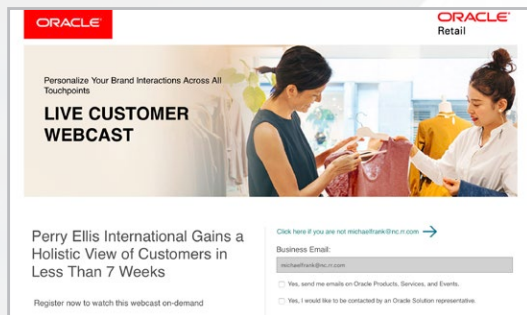
Webcast: Perry Ellis International Gains a Holistic View of Customers in Less Than 7 Weeks
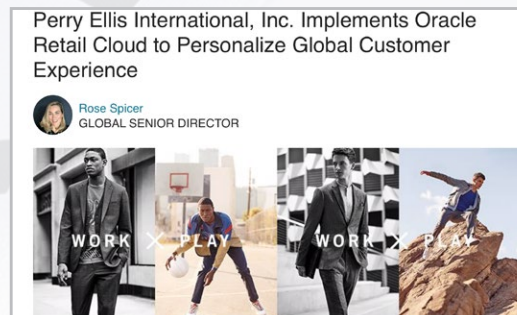
Blog: Perry Ellis International, Inc. Implements Oracle Retail Cloud to Personalize Global Customer Experience

Source:

[1] The Loyalty Divide: Retailer and Consumer Perspectives

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ABOUT ORACLE RETAIL

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Oracle provides retailers with a complete, open and integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their businesses. Twenty of the top 20 retailers worldwide—including fashion, hardlines, grocery and specialty retailers—use Oracle solutions to drive performance, deliver critical insights and fuel growth across traditional, mobile and commerce channels. For more information, visit http://www.oracle.com/goto/retail.

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