

DIGITALE TRANSFORMATION IM VERTRIEB & VERKAUF

Y&R GROUP SWITZERLAND

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Digital transformation is not about
DIGITIZING REALITY.

It's about the impact of a
DIGITAL REALITY
on real-world businesses.

NETFLIX

House of Cards

★★★★★ 2013 TV-MA 2 seasons 5.1

The Underwoods continue their ruthless rise to power. New alliances form while old ones succumb to deception and betrayal. Francis and Claire must battle threats past and present to avoid losing everything.



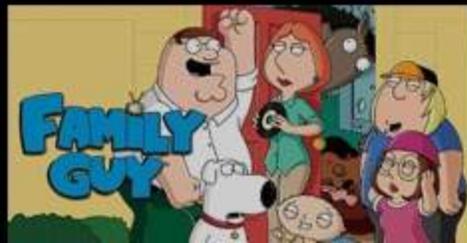
Based on your interest in:
Breaking Bad



Popular on Netflix



Recently Watched





CAPE ROYALE





YOUR UBER
IS ARRIVING NOW





PARTICIPANTS

Presenters (7)

- Anne Wallace
- David Longmuir
- Fabrice Canel
- Garth Fort
- Molly Dempsey
- Rob Young
- Sara Davis

Invite More People Participant Actions

CONVERSATION

Monday, February 23, 2015

Sara Davis: Hi David - love the new client

Thank you - it was a great team work

Rob Young: It really brings the look and feel of Skype

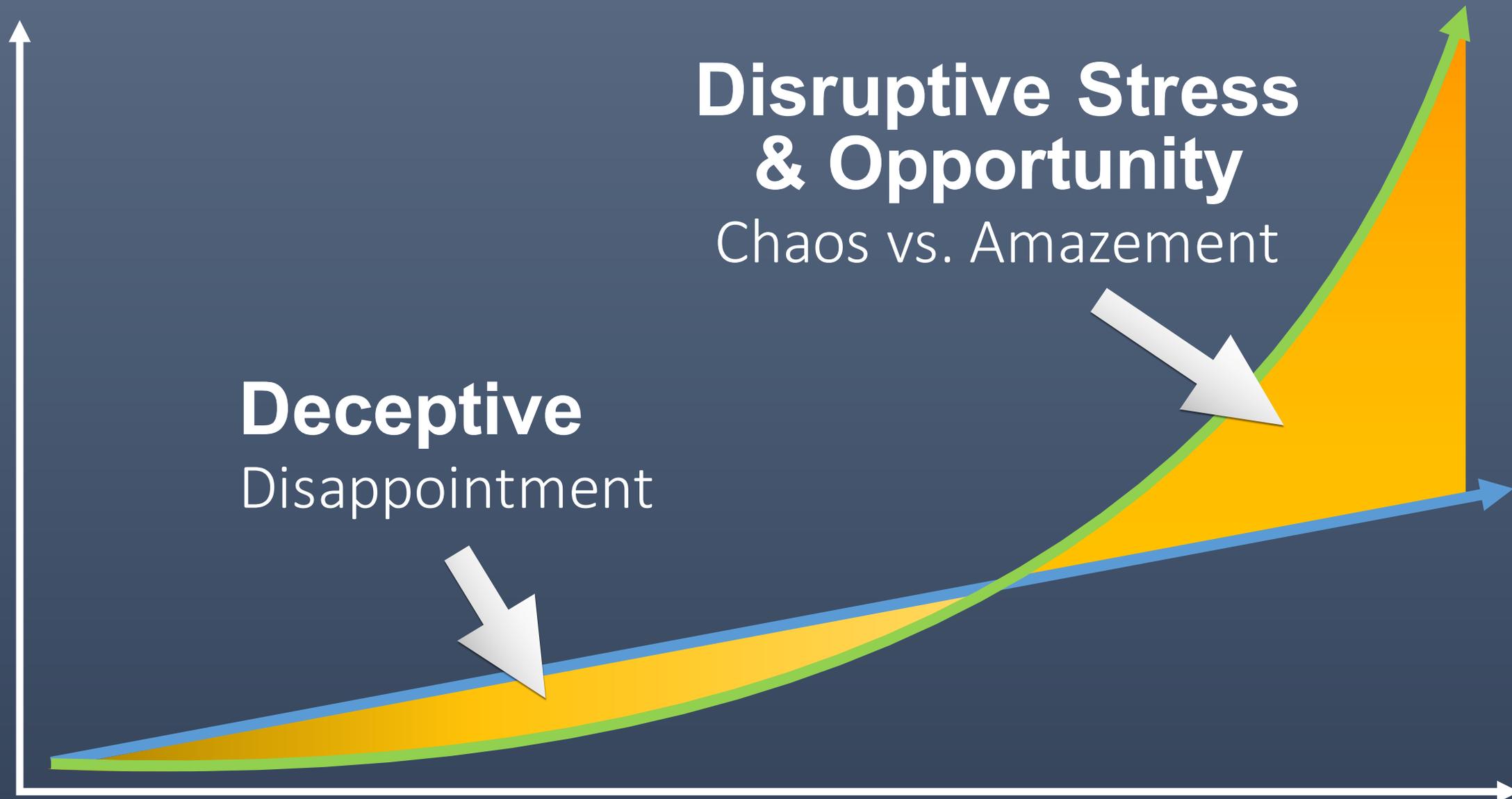
Rob Young: I'm with the new emoticons.

Last message received on 2/23/2015 at 6:00 PM.

7 Participants



Skype control bar with icons for chat, video, microphone, screen sharing, and call.



1

NEUE MÄRKTE

2

NEUE CUSTOMER INTERACTIONS

3

NEUE BUSINESS OPERATIONS



**> 2'000 Mitarbeiter im Aussendienst
EMEA, NA & LATAM
80% des Umsatz-Gesamtvolumens
Produktportfolio > 1'500 SKUs/Kunde
Niedrige Margen, hoher Preisdruck**



Zu wenig Beratungszeit bei A Kunden
Durchschnittlich zu hohe Cost of Sales
Hohe Transaktionskosten durch Fehlerrate
(Customer Care, Logistik)
Niedrige Cross- und Up-Selling Quote

Bestellungsempfänger Berater und Verkäufer

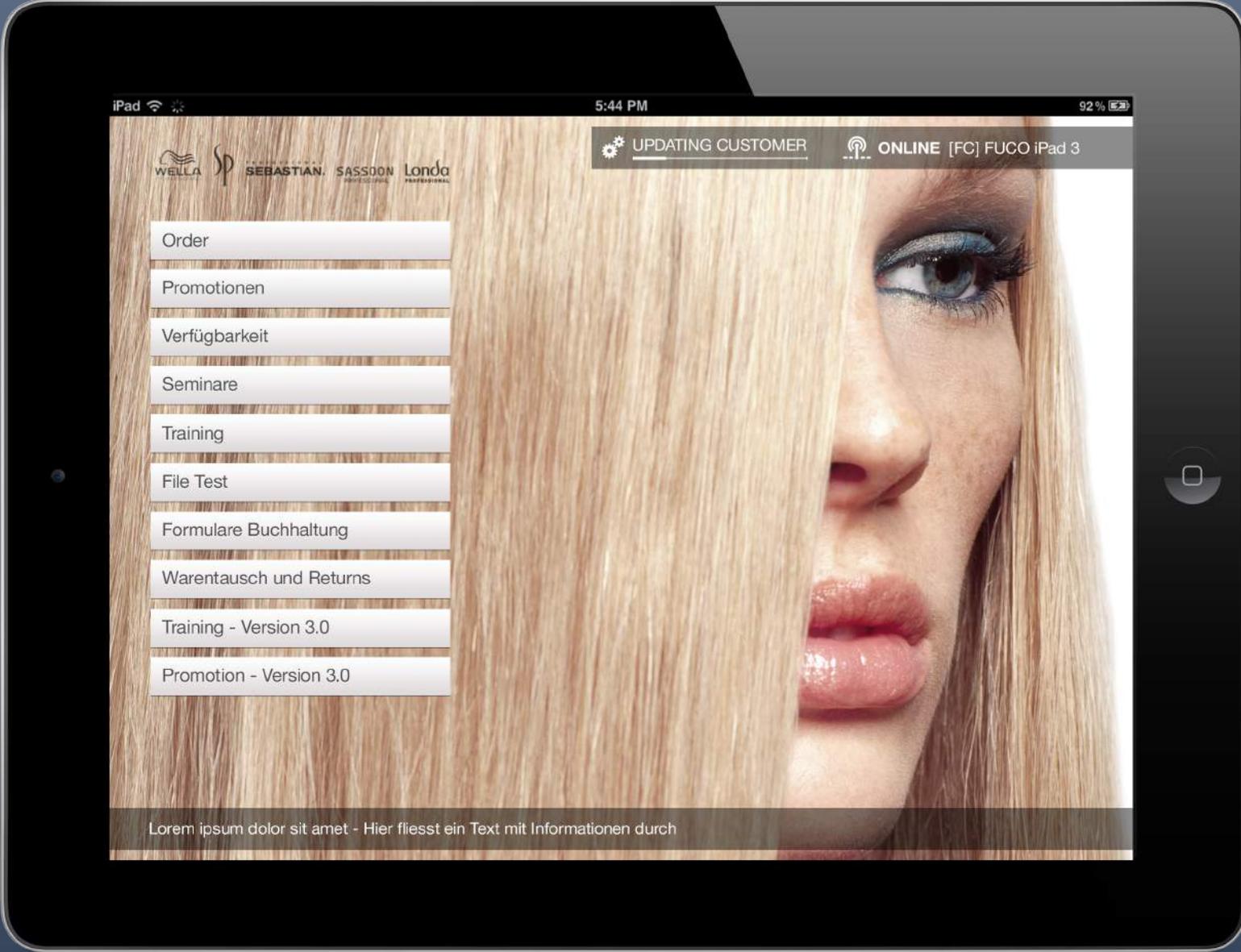
DIGITALE TRANSFORMATION

1

Verkaufsprozess digital unterstützen

2

„Self-Service“ bei B2B Kunden erhöhen



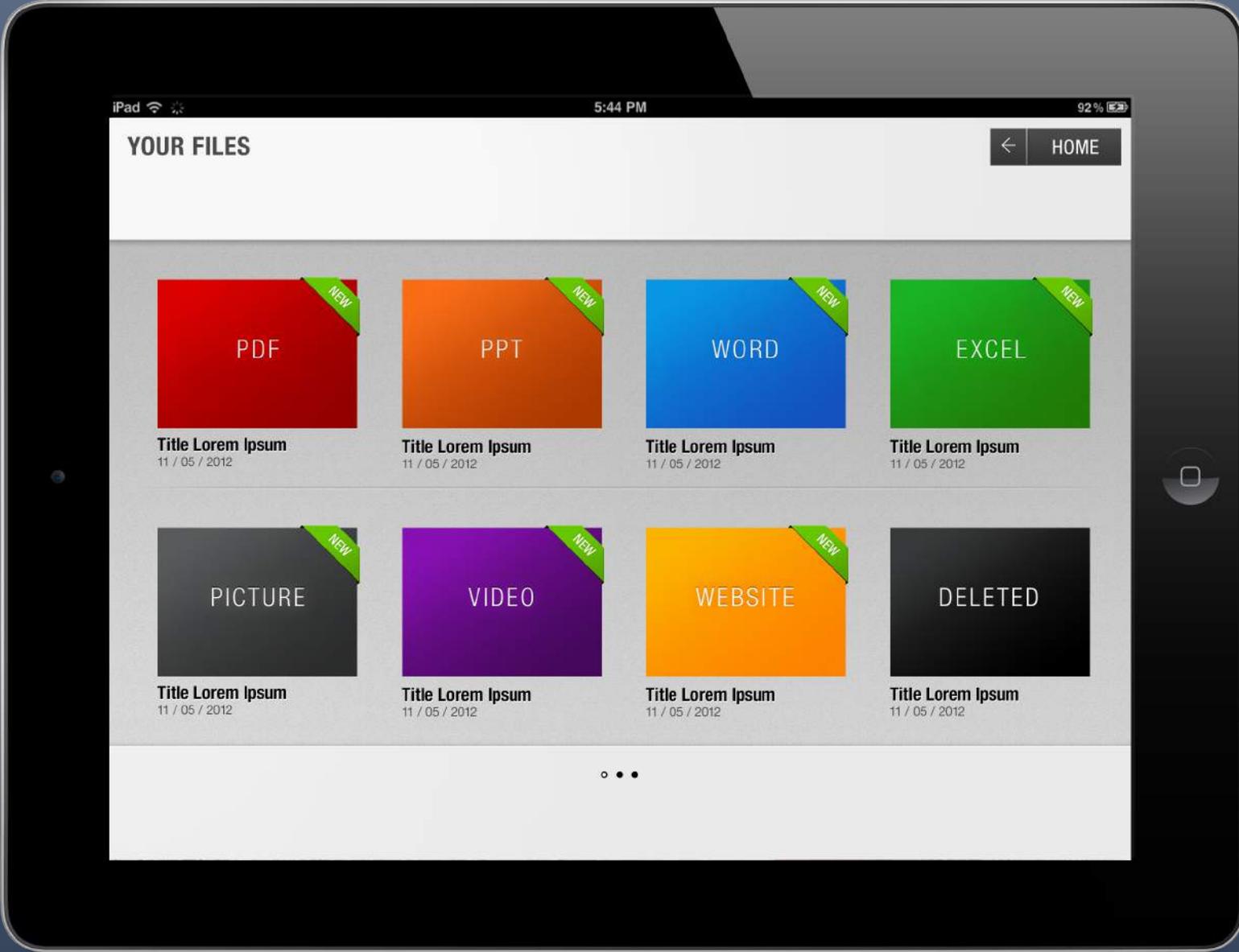
iPad 5:44 PM 92%

WELLA SEBASTIAN SASSOON Londa

UPDATING CUSTOMER ONLINE [FC] FUCO iPad 3

- Order
- Promotionen
- Verfügbarkeit
- Seminare
- Training
- File Test
- Formulare Buchhaltung
- Warentausch und Returns
- Training - Version 3.0
- Promotion - Version 3.0

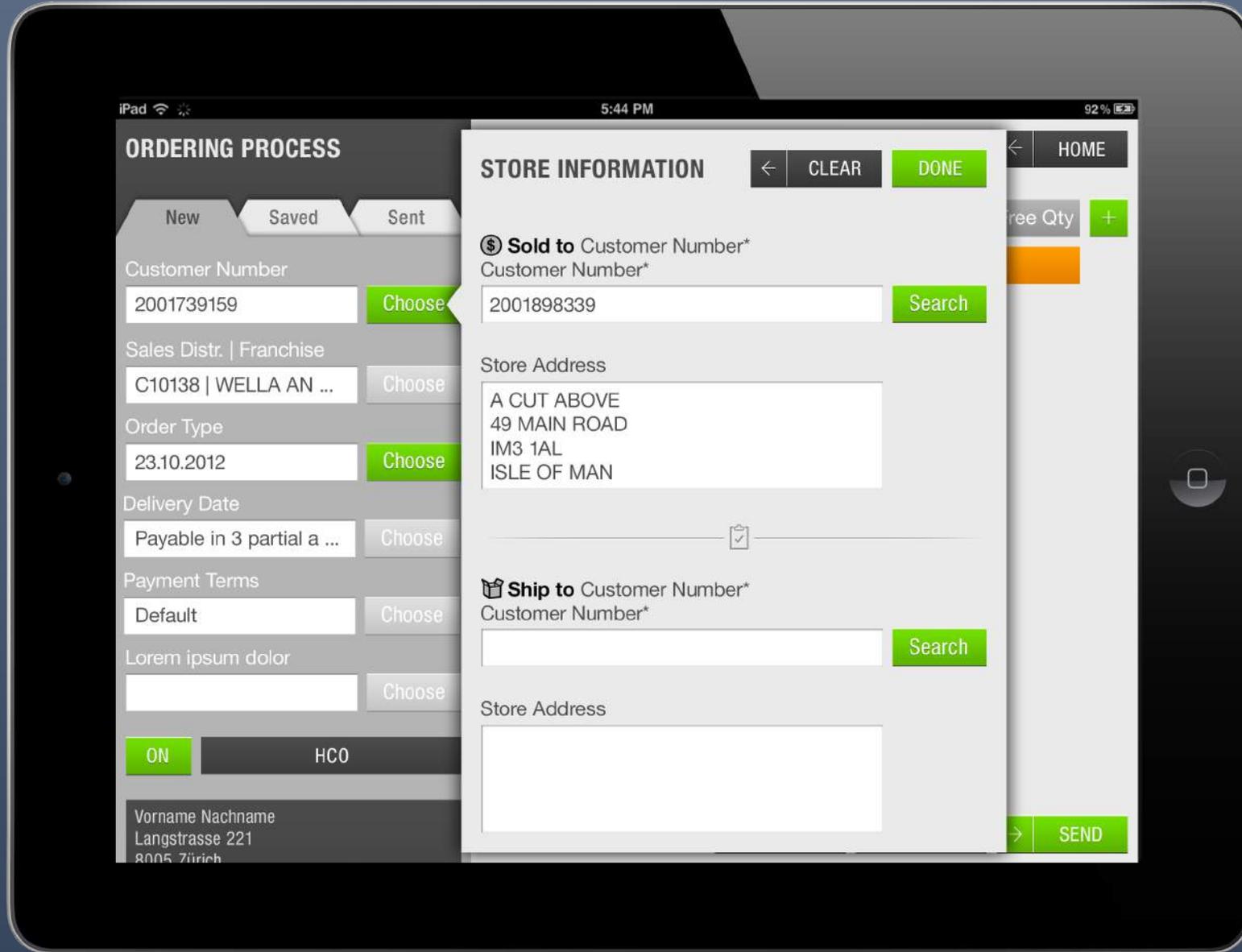
Lorem ipsum dolor sit amet - Hier fließt ein Text mit Informationen durch



YOUR FILES ← HOME

Title Lorem Ipsum 11 / 05 / 2012			
Title Lorem Ipsum 11 / 05 / 2012			

⋮



ORDERING PROCESS

New Saved Sent

Customer Number
2001739159 Choose

Sales Distr. | Franchise
C10138 | WELLA AN ... Choose

Order Type
23.10.2012 Choose

Delivery Date
Payable in 3 partial a ... Choose

Payment Terms
Default Choose

Lorem ipsum dolor
Choose

ON HCO

Vorname Nachname
Langstrasse 221
8005 Zürich

STORE INFORMATION

CLEAR DONE

Sold to Customer Number*
Customer Number*
2001898339 Search

Store Address
A CUT ABOVE
49 MAIN ROAD
IM3 1AL
ISLE OF MAN

Ship to Customer Number*
Customer Number*
Search

Store Address

HOME

Free Qty +

SEND

Globales Deployment in weniger als 2 Jahren
657'000 Stunden Zeitersparnis /Jahr
Transaktionskosten - 30%
Sales-Performance + 45%

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WELLA

AUFTRÄGE

MEINE LIEBLINGSPRODUKTE

MEIN WARENKORB **32 items**

Search entire store here...



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WELLA PROFESSIONALS
CARE & STYLING

SYSTEM
PROFESSIONAL

NIOXIN

SEBASTIAN
PROFESSIONAL

SASSOON
PROFESSIONAL

ACCESSOIRES
& APPARATUR



MacBook Air

> 15 Länder im Einsatz
kurze Entwicklungs- und Rollout-Phasen
Hohe Adoption Rate
Substantielle Reduktion im Bereich Customer Care



MERCI.

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