

DIGITALE TRANSFORMATION IM VERTRIEB & VERKAUF

Y&R GROUP SWITZERLAND

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Business Director – Futurecom/Y&R Group

Digital transformation is not about
DIGITIZING REALITY.

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



PUNICA

video tipp
Mit Miss
Smith

Anhänger 6,50 €
Bänder 3,- €
Bänder m. Herz G.

Hier gekühlte Getränke

WALKING DEAD
KILL BILL
KILL BILL
snatch
THE DARK KNIGHT TRILOGY
THE MATRIX TRILOGY
THE TERMINATOR TRILOGY
THE JAMES BOND TRILOGY
THE STARBUCKS TRILOGY
THE HARRY POTTER TRILOGY
THE LORD OF THE RINGS TRILOGY
THE AVENGERS TRILOGY
THE TRANSFORMERS TRILOGY
THE FAST AND FURIOUS TRILOGY
THE MENTOR TRILOGY
THE WALKING DEAD TRILOGY
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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

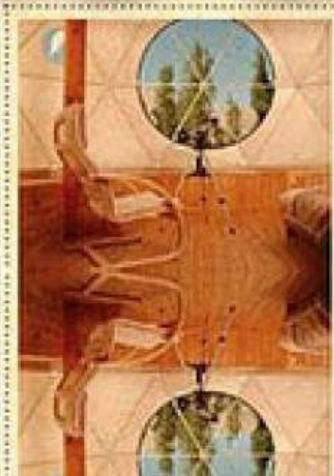
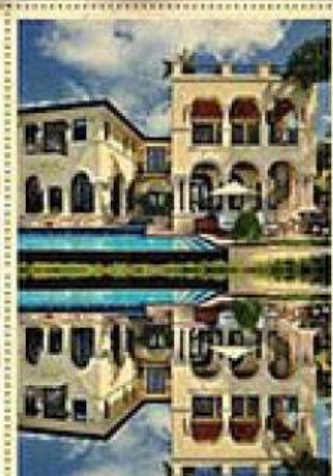
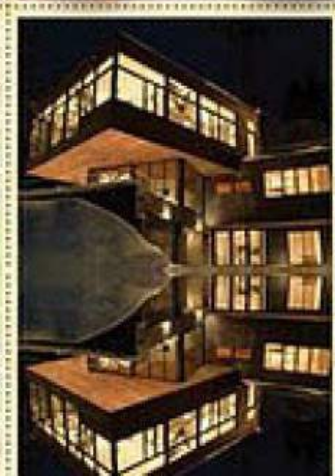
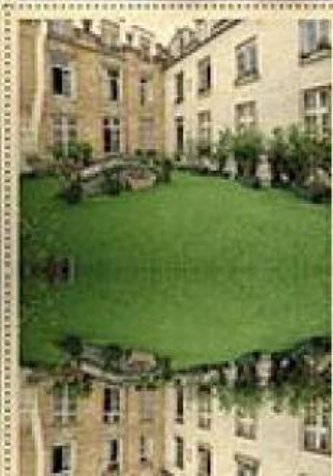




CAPE ROYALE



airbnb





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



Anne Wallace



Fabrice Canel



Molly Dempsey



Rob Young



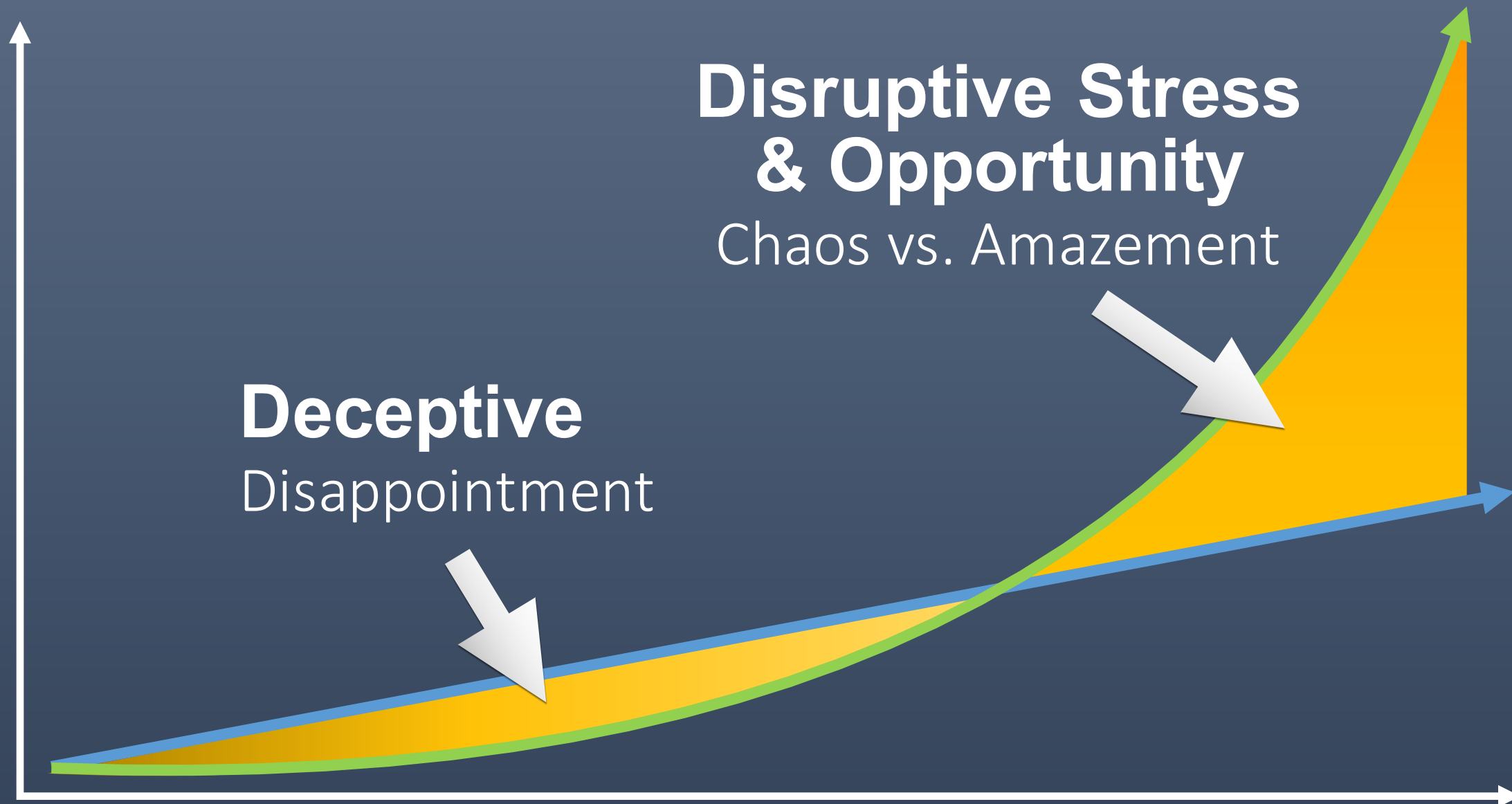
Sara Davis



David Longmuir

Video call controls: Video, Microphone, Screen, End Call

Participant actions: Mute, More



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**

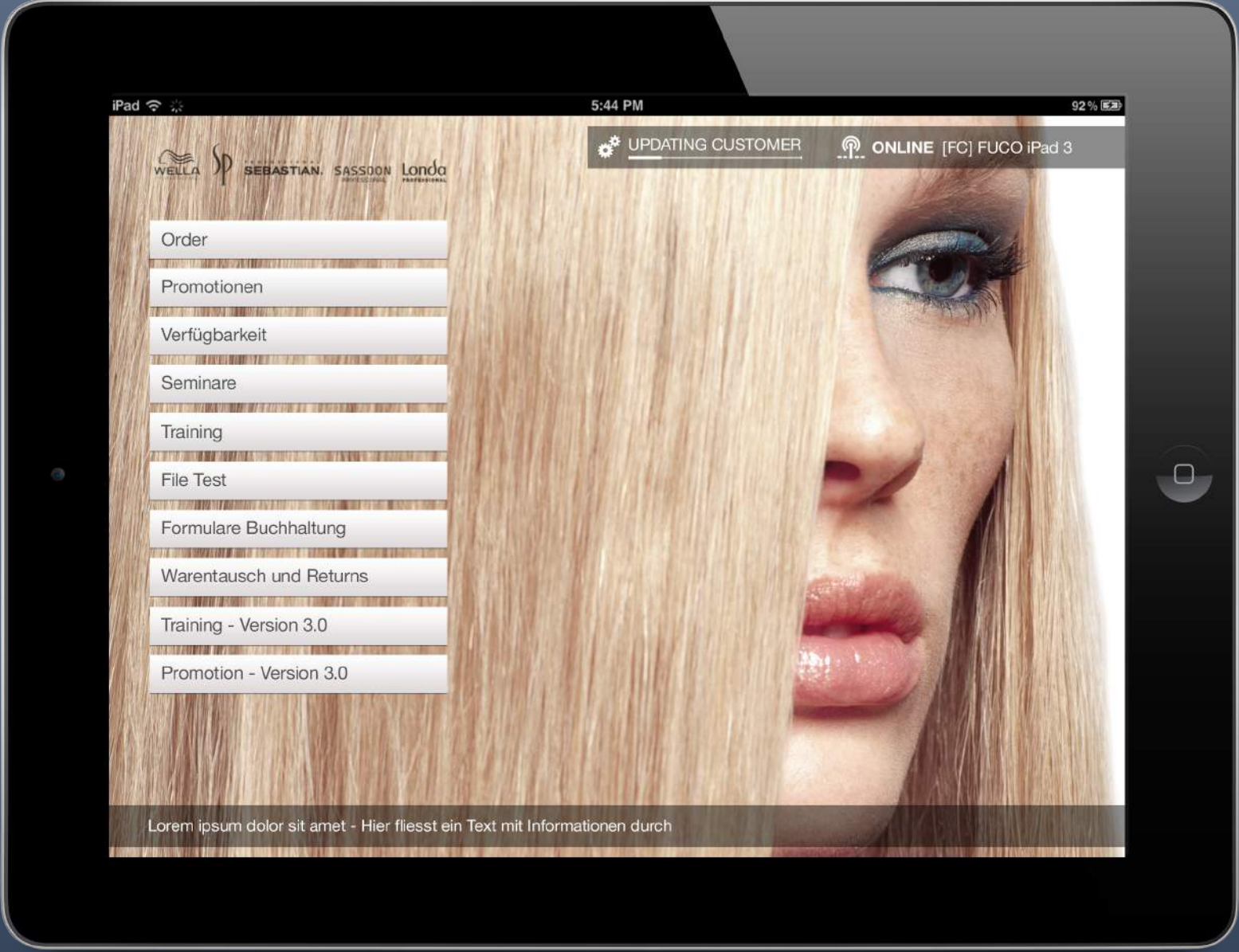


Zu wenig Beratungszeit bei A Kunden
Durchschnittlich zu hohe Cost of Sales
Hohe Transaktionskosten durch Fehlerrate
(Customer Care, Logistik)
Niedrige Cross- und Up-Selling Quote

Bestellungsempfänger Berater und Verkäufer

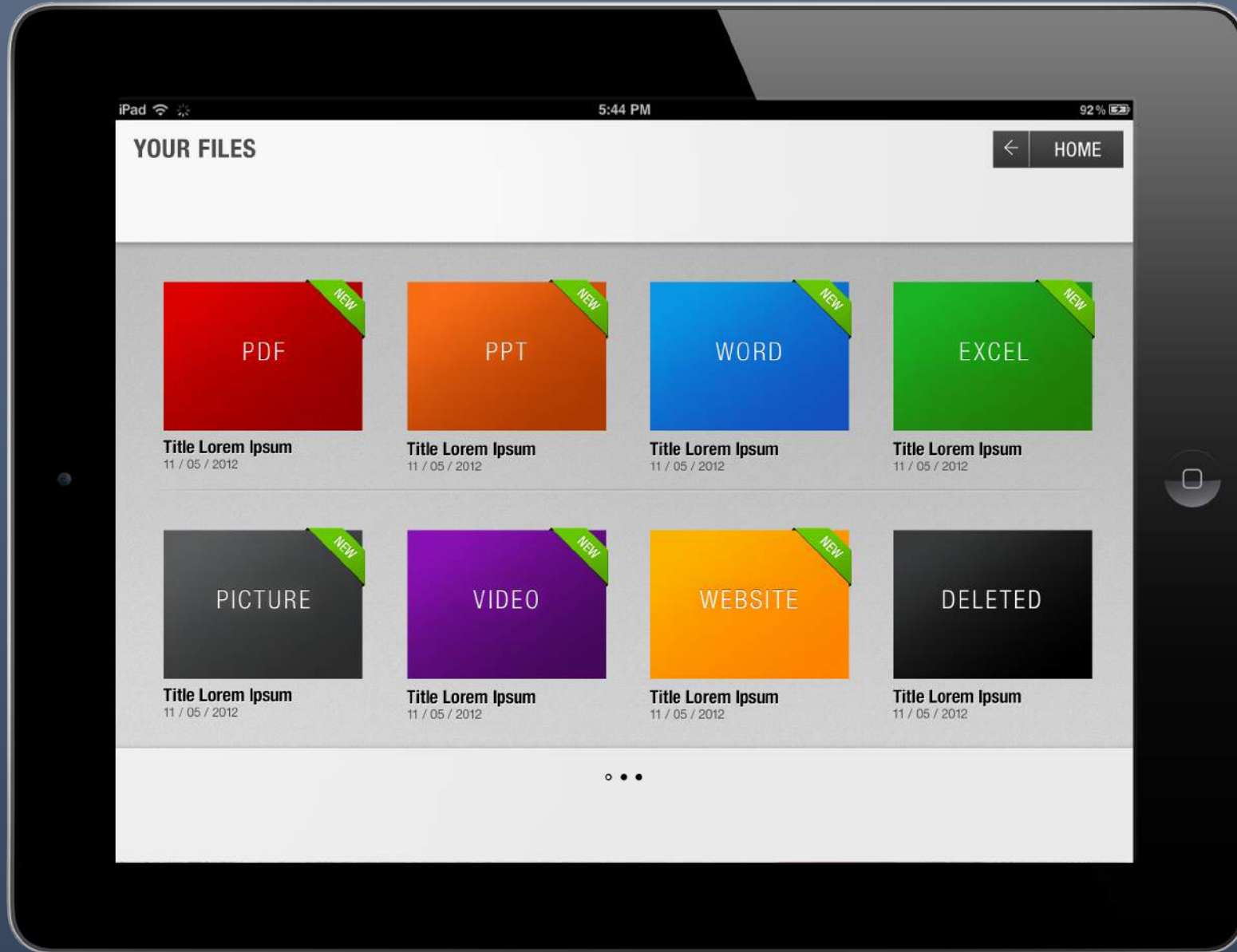
DIGITALE TRANSFORMATION

- 1** Verkaufsprozess digital unterstützen
- 2** „Self-Service“ bei B2B Kunden erhöhen



- 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



iPad 5:44 PM 92%

YOUR FILES ← HOME

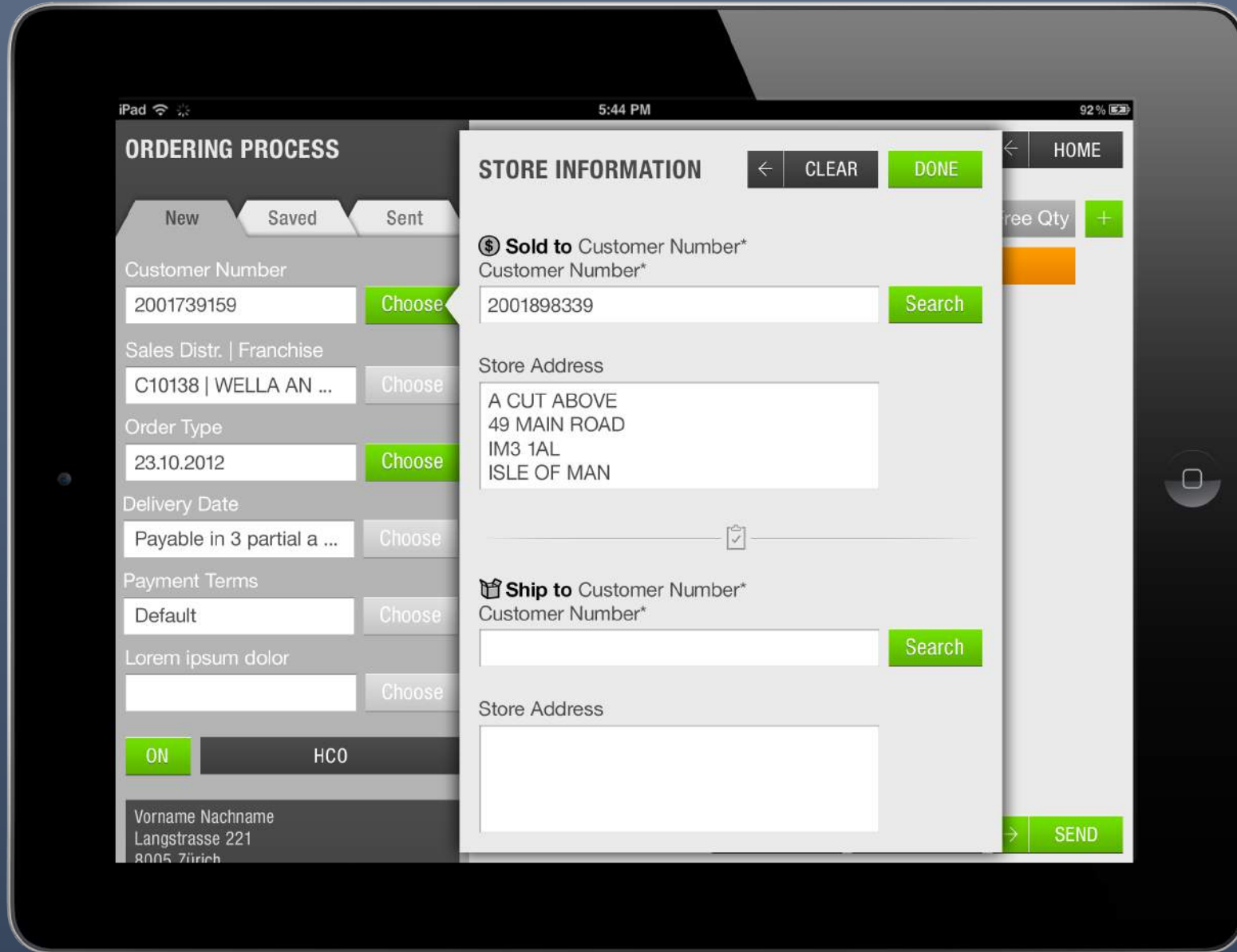
NEW PDF PPT WORD EXCEL

Title Lorem Ipsum 11 / 05 / 2012

NEW PICTURE VIDEO WEBSITE DELETED

Title Lorem Ipsum 11 / 05 / 2012





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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

→ SEND

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

DIGITALE TRANSFORMATION

1

Verkaufsprozess digital unterstützen

2

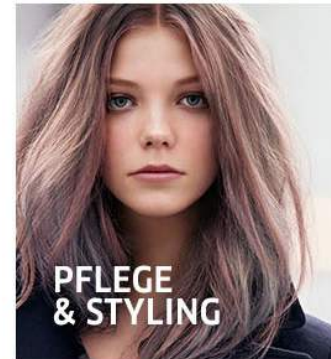
„Self-Service“ bei B2B Kunden erhöhen

WELLA

AUFTRÄGE MEINE LIEBLINGSPRODUKTE MEIN WARENKORB 32 items

Search entire store here...

HOME WELLA PROFESSIONALS COLOR & OMFÖRMUNG 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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