

A photograph of two women in a retail environment. The woman on the left is wearing a black hat and a blue scarf, looking at a tablet with an excited expression. The woman on the right is wearing a red and white plaid shirt and a necklace, looking at the tablet with a smile. A blue diagonal graphic element is overlaid on the image.

Intelligent innovation

Driving business change through data and AI

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Agenda



What challenges are retail & hospitality leaders grappling with?



Intelligent innovation driven by data and AI

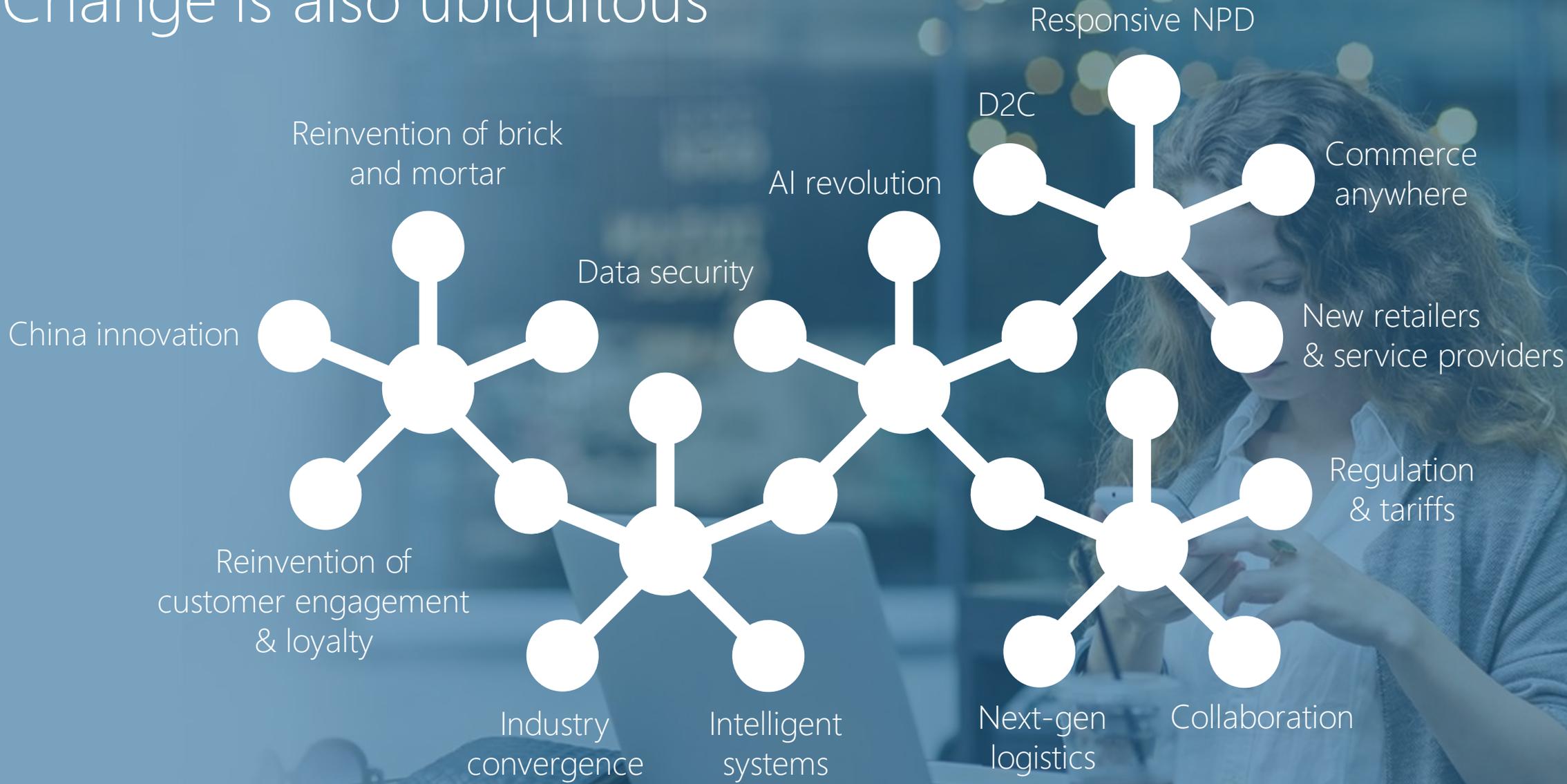


Changing mindsets: start thinking differently

The way we do what we do is changing more rapidly than ever (retail example)



Change is also ubiquitous



Everyone is trying to adapt their BAU in response - top 10 pivots

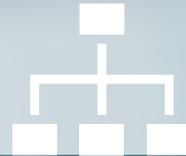
Personally connect with your best customers



Redefine role of your bricks & mortar



Tailor and localise offerings



Develop destination products and experiences



Remove customer friction



Relentlessly cut costs



Harness technology



Re-evaluate associate role



Speed up the organisation



Collaborate & partner



The rapid pace of change is forcing leaders to think differently

The inescapable shift to Cloud adoption in order to drive access, choice, agility, intelligence, personalisation and innovation

The rise of 'blended commerce': Technology is moving rapidly from the digital domain into the physical through cognition and computer vision



A shift in the metrics that drive business performance to engagement and experiential (RoE, NPS etc)

Much more emphasis on how to leverage social media, influencers and high affinity customers to activate peer-to-peer transactions

Access to data is breaking down working silos, improving inclusion and enabling people to create greater impact

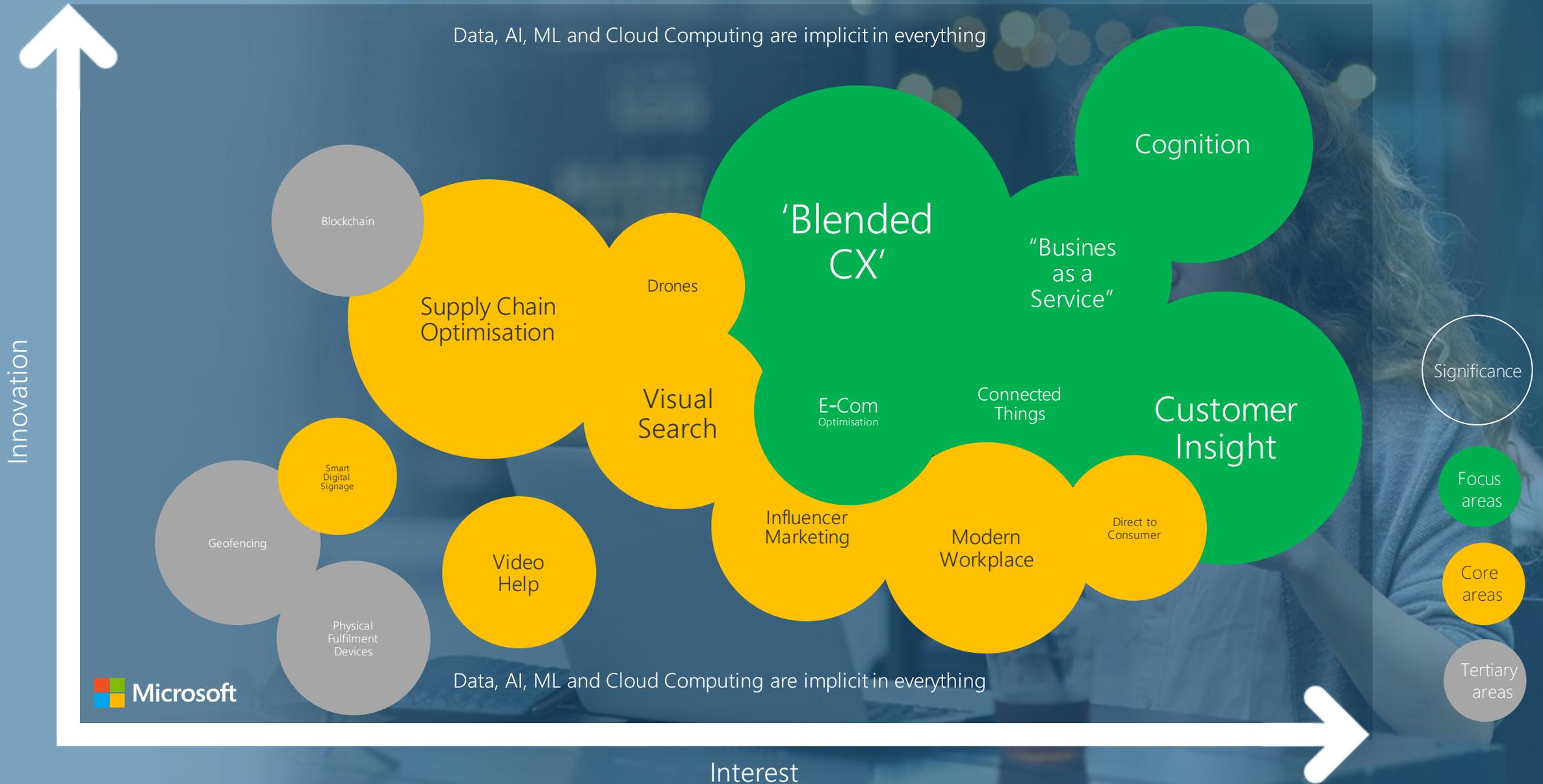
There is a common denominator

“The core currency of any business will be the ability to convert their data into AI that drives competitive advantage.”

-Satya Nadella, CEO, Microsoft

What innovation are we seeing that's driving change?

Data, AI, ML and Cloud Computing are implicit in everything



Start thinking in loops

- 1 Data: Capture digital signal across business
- 2 Insight: Connect and synthesize data
- 3 Action: Improve business outcomes



Connected Consumer Platform

If you think 'outside-in', then enriched customer data is the fuel for your business

Understanding habits, motivations and connections in your domain and elsewhere will help you predict future needs and desires much more effectively and valuably for you and your customers



Real consumer
Accurate personas



Actionable insights
Relevant engagements



Improve ACR (Acquire, Convert, Retain) metrics

Spotlight on M&S

“Both I and (CEO) Steve (Rowe) and the board are under no illusions, this business has a burning platform. We don’t have a God-given right to exist. Unless we change and unless we develop the company in the way we want to, in decades to come there will be no M&S.”

Archie Norman, Chairman, Marks and Spencer’s

In conclusion, embrace innovation as a driver for change in order to thrive



Thank you

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