



## Customer on File

Building a *Consumer-Focused*  
Omnichannel Business



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# DON'T SAY CARD ON FILE.

- Inherently an eCommerce term, related to electronic payment cards
- Too often strategies are built around channel-specific tools, technologies, and terminology
- **BLUR THE LINES** between traditional channel approaches
- **BUILD DELIBERATELY** when supporting growth
- **PARTNER HOLISTICALLY** when choosing to rely on providers

# AGENDA

- WHO ARE YOU?
- WHY SHOULD I CARE ABOUT CHANNELS?
- WHAT IS “CUSTOMER-ON-FILE”?
- THIS SEEMS PRETTY STRAIGHTFORWARD.
- HOW DOES “CUSTOMER-ON-FILE” HELP?
- HOW DO I GET THERE?

# WHY SHOULD I CARE ABOUT CHANNELS?

“No. 80 in the *Internet Retailer 2015 Top 500* reported net revenue of \$2.95 billion, up 0.3% from \$2.94 billion during the same time (Q3) last year, while online sales during the quarter grew more than 25% year over year. [The merchant] did not specify a dollar figure for online sales or what percentage e-commerce is of overall sales.”



# WHY SHOULD I CARE ABOUT CHANNELS?

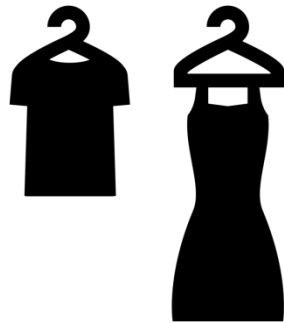
[The business] says that **45 percent of its U.S. sales now come from customers ordering online** and that they are running up a higher tab than people who call in their orders.

“It’s ultimately about the **better retention** of customers, **better frequency** of orders from customers, and as they have a better experience with [us], we get more orders from them” CEO Patrick Doyle said.



# WHY SHOULD I CARE ABOUT CHANNELS?

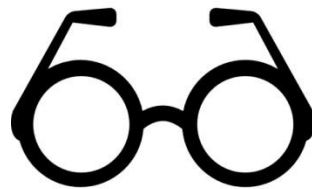
“...We are continuing to see **double-digit year-over-year sales increases** in online sales. While we have already somewhat downsized our fleet of stores, we continue to see value and opportunity in **physical locations that sync with desktops, websites, apps and mobile** in giving customers choices and meeting demand in new and different ways.”



# WHY SHOULD I CARE ABOUT CHANNELS?

“For its first three years of life, [the merchant] sold prescription eyeglasses and sunglasses, and it only did so online.

Since 2013, the company has opened 27 retail stores, with 20 more on the way; it calls these outlets “highly profitable,” and also credits them with **driving additional online sales.**”



# WHY SHOULD I CARE ABOUT CHANNELS?

“Well, clearly we are experiencing the same customer trends as the industry generally, namely the ongoing movement to purchase outside a store. Indeed, our direct-to-customer sales ordered outside the store were up 40% in the first quarter driven by both increased traffic and higher conversion rates on our site.”





# WHY SHOULD I CARE ABOUT CHANNELS?

- Incumbent powerhouses (not just retail) are recognizing you need to enable customers to reach you **wherever/whenever they want**
- Parallel eco-systems from technology constraints
- Customer expects **consistency** across touchpoints



# WHAT IS “CUSTOMER-ON-FILE”?

- Mobile systems, eCommerce systems, and point-of-sale systems all have **inherent** differences
- All three should **share** the same **construct** of a customer, be able to identify with the **minimum** effort possible
- All three should quickly/scalably **read existing** interactions, **write new** ones

# WHAT IS “CUSTOMER-ON-FILE”?

ATTRIBUTES →

CUSTOMERS ↓

| ID         | DeviceID   | CC               | Em                         |
|------------|------------|------------------|----------------------------|
| 5643923576 | J6w6Tjxnwh | mE8cEL8TA4XNeaNq | first_last@thNMyzgXDgKkdz  |
| 5644171092 | uZ7C7VnUQ7 | thNMyzgXDgKkdz8P | first_last@mE8cEL8TA4XNea  |
| 2915794951 | tSx2k5cK5X | F9T9EDE9MV7883Aj | first_last@cnaTjLHqf78mkQp |
| 5644120180 | BrkzCGRBzW | cnaTjLHqf78mkQpz | first_last@F9T9EDE9MV7883  |
| 5644092645 | TFYhH7WxKV | Fu5FYgnFfPS8YEyv | first_last@Fu5FYgnFfPS8YE  |
| 5644169112 | wnDgS6PLAE | LjshkYNehwGNFJeR | first_last@LjshkYNehwGNFJe |
| 5644120180 | MyL9NDBYQX | DAdQ4gZEFbCdTRjs | first_last@DAdQ4gZEFbCdTR  |
| 5644108789 | TE9MjzEywL | DVc29wwajLVSR8dj | first_last@DVc29wwajLVSR8  |
| 5643988991 | QjbVex92xf | TTVnGKgpVzLfkEpe | first_last@aVQMMSu5xa7f5   |



1. Customers with their attributes for **ALL** touchpoints

# WHAT IS “CUSTOMER-ON-FILE”?

INTERACTIONS

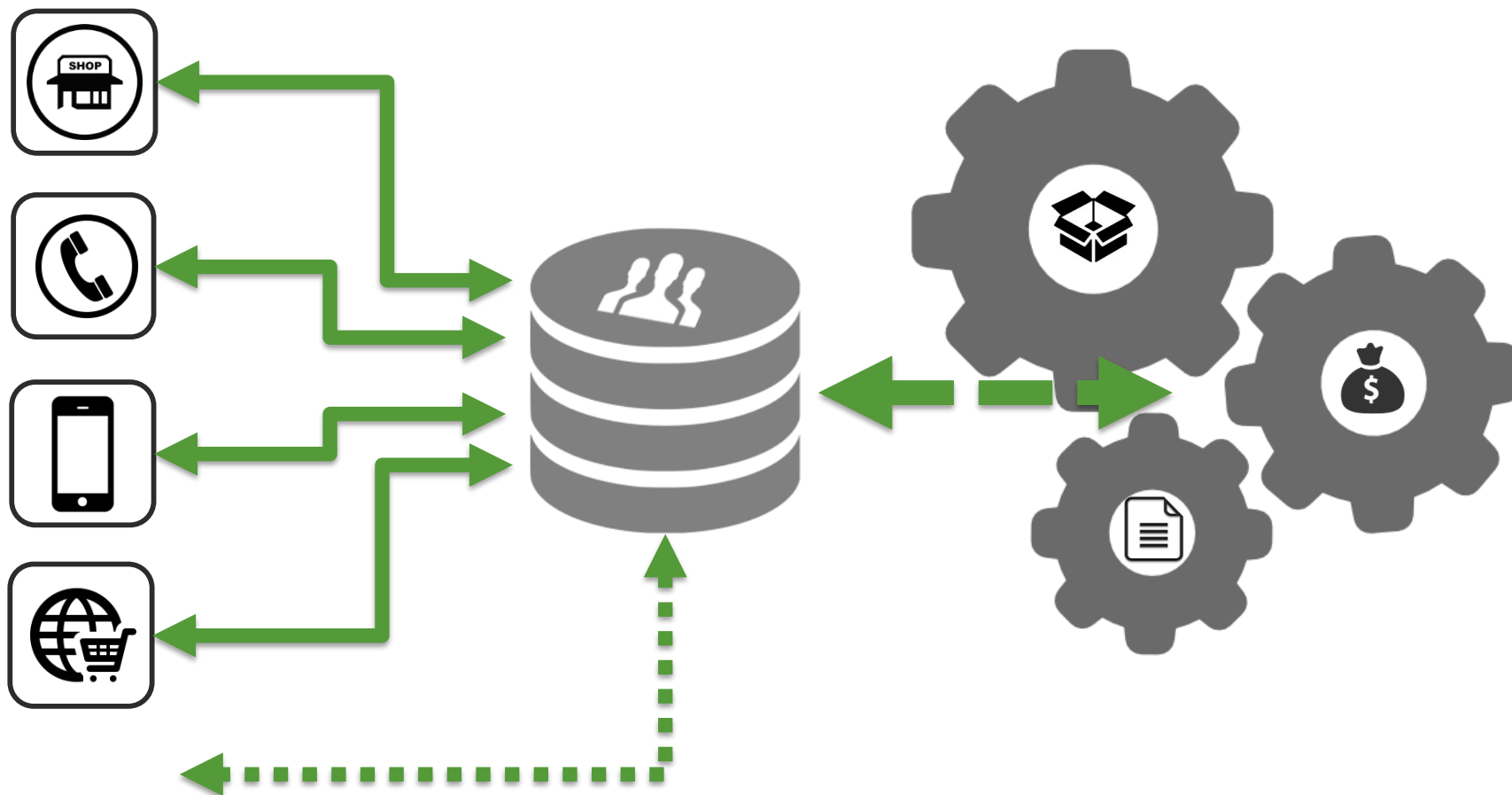
ATTRIBUTES →

| Cust_ID    | Int_ID     | Session         |
|------------|------------|-----------------|
| 5643923576 | J6w6Tjxnwh | mE8cEL8TA4XNedN |
| 5644171092 | uZ7C7VnUQ7 | thNMyzgXDgKkdz8 |
| 2915794951 | †Sx2k5cK5X | F9T9EDE9MV7883A |
| 5644120180 | BrkzCGRBzW | cnatjLHqf78mkQp |
| 5644092645 | TFYhH7WxKV | Fu5FYgnFfPS8YEy |
| 5644169112 | wnDgS6PLAE | LjshkYNehwGNFJe |
| 5644120180 | MyL9NDBYQX | DAdQ4gZEFbCdTR  |
| 5644108789 | TE9MjzEywL | DVc29wwajLVSR8  |
| 5643988991 | QjbVex92xf | TTVnGKgPvZLfE   |



2. Interactions per customer  
for **ALL** touchpoints

# WHAT IS “CUSTOMER-ON-FILE”?



# THIS SEEMS PRETTY STRAIGHTFORWARD...

- Few merchants effectively store and leverage customer-centric data strategies across systems or platforms
- “Only 13% of retailers feel as though their multichannel fulfillment technology is up to date... just 28% ensure their consumers can also buy online and pick up in store.”
- “Every marketer surveyed believes omnichannel is important or critical to success, but only 6% of respondents have reached maturity on omnichannel execution.”
- “61% of omnichannel merchants use different acquirers for eCommerce and physical channels.”

# HOW DOES THIS HELP?

- **ACQUISITION** – avoid redundant efforts
  - New/existing, ad expense
- **CONVERSION** – online/offline synchronization for payment/fulfillment
  - Buy-online-pickup-in-store
  - Friction free
- **RETENTION** – prior interactions inform relationship
  - Return/refund/service
  - Universal cart
  - Device agnostic service consumption
  - External data



# HOW DO I GET THERE?

- **BUILD DELIBERATELY**
  - Planned obsolescence
  - Isolate channel/device idiosyncrasies
  - Deliberate roadmap + consistent normalization
- **PARTNER HOLISTICALLY**
  - Avoid patchwork quilt of services
  - Understand inputs/outputs
- **BLUR THE LINES**
  - Your customers will notice, and expect better



## **Ned Canning – Product Management – Vantiv**

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If you have any questions about the presentation, go to our LinkedIn Group (the [Payments Education Forum](#)) and request an invitation (this is a closed group specifically for the payments industry).