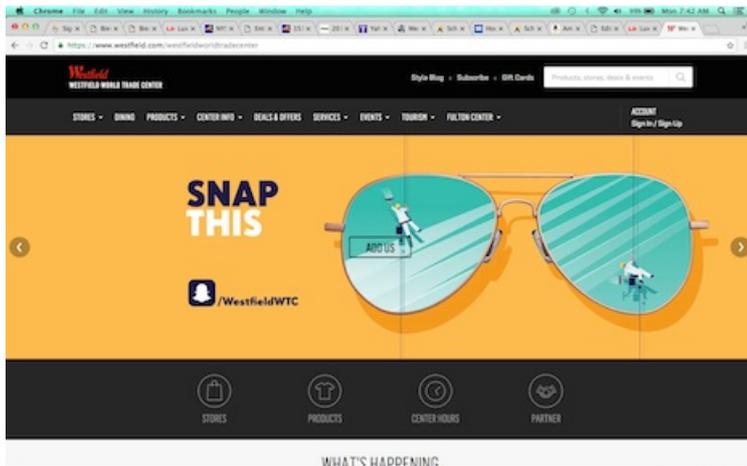


RETAIL

Customer-driven data can help solve pain points, says SAP exec

September 28, 2016



Westfield World Trade Center Web site follows helpful protocol

By BRIELLE JAEKEL

NEW YORK During the Mobile Marketing Association's SM2 Innovation Summit 2016, an executive from SAP noted that customers prefer an SMS pin authentication process when purchasing with retailers.

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Speaking during the Sept. 27 session "Create Impactful Customer Engagements Using Mobile-Driven Consumer Intelligence," the executive explained that the easier the consumer experience, the better. Sap recently discovered that when it comes to authentication on mobile retail platforms, it is more helpful to customers to receive a log in pin on SMS rather than answering security questions.

"It is all about the consumer journey," said Vaibhav Vohra, head of product management at SAP Mobile Services. "Not just who is in a location, but what home location they come from what work location.

"Some of these assumptions are things people have had for a long time that can now be verified," he said.

Shopping on mobile

Mobile retail is growing slowly, but surely. While in the past consumers were highly cautious and wary of making purchases online, they are now much more open to the idea.

Luxury retailers need to make this process as easy as possible with steps that support the convenience factor. When users are logging into an account on a retail site, it is important for the retailer to value security, but also keep the user experience in mind.

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Example of log-in screen

Consumers often dislike having to log in with security questions, as many forget the answers to the questions or feel uncomfortable giving the real answer. Retailers can combat this problem by sharing a pin through SMS to customers' saved number on their accounts.

About 85 percent prefer receiving authentication content on their mobile device, and 75 percent prefer to receive a mobile pin via SMS.

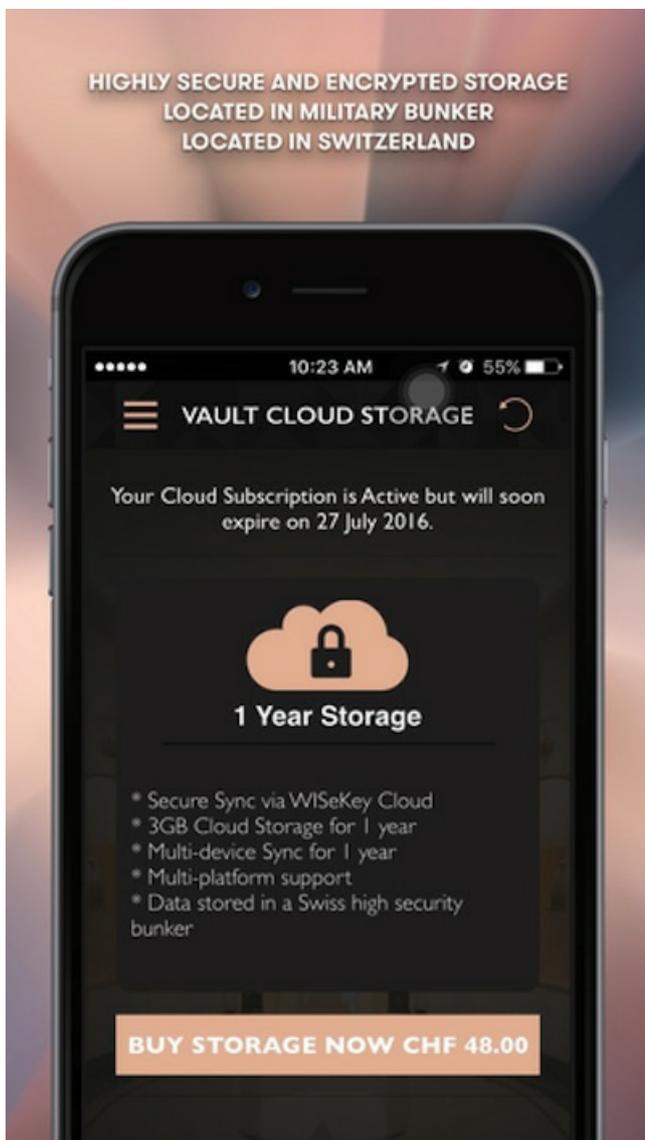
Retailers can leverage solutions such as the SMS pin program to help better connect with consumers. For instance, a shipping brand realized that customers would rather receive SMS updates on the location and status of packages, which also decreased the number of hotline calls received and missed packages.

Luxury retailers can use this as an example and motivation to think outside of the box for mobile experiences. Mobile can be used as a tool to help solve customer pain points and provide utility or entertainment.

It is extremely helpful to gain insight from data and see how consumers respond to various experiences. Wading into new experiences with small tests can lead to big innovations for a retailer.

Solving customer pains

Italian jeweler Bulgari solved consumer issues with its new app. The brand crossed over into the consumer solutions sector with the introduction of its Bulgari Vault mobile app.



Bulgari vault app

For more than a year, Bulgari has shared a number of details regarding its forthcoming collaboration with Switzerland's WISEKey, a service that will provide consumers with secure digital protection while using mobile devices. With mobile payments becoming more commonplace, affluent consumers have concerns that their personal details may be breached when shopping online or in-store, making the Bulgari Vault a welcome addition to the financial services lineup ([see more](#)).

Also, Starwood Hotels & Resorts provided a mobile experience to help solve guest pain points with its SPG Keyless room entry capability to enable multiple guests sharing the same hotel room to leverage their smartphones in lieu of physical key cards, showcasing how the technology is evolving to better meet the needs of mobile-savvy travelers.

SPG Keyless made its way to participating Westin, Sheraton, Four Points and Le Mridien properties around the world, joining the current number of 160 properties worldwide with the technology already enabled. As travelers become more reliant on their smartphones during the vacation-planning and booking processes, hotel marketers will also need to keep up with the demand for on-site mobile-enabled perks ([see more](#)).

"It is not just location data and it is not just bricks and mortar," Mr. Vohra said. "It is clicks and bricks, bringing digital behavior together with location behavior."