



Case Study

Unilever Brazil builds interactive vision for omni-channel retail

When Unilever Brazil wanted its customers to explore their vision of the future of retail, the company didn't just talk about what that might look like. With Avanade's help, they actually built it.

Company background

Unilever is one of the largest consumer goods companies in the world, with over 400 household brands and 173,000 employees – 13,000 of which work from its Brazilian operations center.

The situation

Every year Unilever Brazil hosts its biggest clients for intimate, one-on-one exploration sessions at an event called the Joint Business Plan, taking place in their expansive customer innovation center.

For the 2016 event, the company wanted to explore the exciting possibilities of omni-channel retail, and such things as micro moments, mobile customers, NFC payments and artificial intelligence. They asked Avanade to help them build this vision into a new, interactive customer journey that would give them a better

understanding of the shopper and that would also provide enough data to understand customer behavior and improve approach, products and trade marketing actions.

Not only would the Customer Journey foster discussions about the future, but it would give them much needed feedback to validate solutions. If customers showed enough interest in a technology, then they would be able to move ahead with it in confidence.

» *Further Reading: [Digital Retail is Just the Tip of the Iceberg](#)*

The solution

Avanade designed, developed and delivered the end-to-end Customer Journey, relying on our deep expertise of Microsoft technologies, omni-channel retail experience and an agile global delivery team.

From a smart phone app, to NFC payment devices, to giant interactive displays and beacons in mock-gyms as well as inside the store they've built at Unilever's venue, Avanade's solution delivered on several fronts:

- **A brand new way to shop:** With a smartphone application for creating a social shopping list, as well as innovative at-home NFC devices, Avanade gave Unilever shoppers an engaging, seamless and more social way to shop. Ran out of laundry soap? Just hit a button next to the machine and the app automatically adds it to the shopper's list. Ability to share across family members and scan products are just a few other powerful features.
- **An elevated supermarket experience:** Armed with a shopper list called Beacon, the app also gives a floor plan to guide users in the supermarket giving them the right place of each product from her/his shopping list, as well as intelligent and timely offers and coupons. We implemented Beacon in the interior of the stores to send shopper promotions and alerts of the specific aisle, specific to the shoppers' interest on that product. This information is generated from an advanced analytic solution.
- **Intelligent targeting and analytics:** With the Grab and Go digital displays, facial recognition software customizes products advertised specifically for your age, gender and other attributes. Users can easily order the on-screen product with the NFC capability on the phone app. Similarly, strategically placed beacons in locations such as gyms can send targeted coupons for things such as deodorant or shampoo for opted-in users. Meanwhile, retailers enjoy richer, more granular and intelligent analytics reports to drive strategic decisions.



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Unilever Brazil

“The Joint Business Plan for 2016 was a huge success. We’ve achieved our goal on presenting a new approach for Brazilian retailers for the shopper experience. We saw a general acceptance on everything presented there.”

– *Conrado Tadeu, Digital Marketing Manager – 2016 JBP Responsible*

The results: The future, validated

Avanade’s interactive retail experience was an eye-opener for many of Unilever’s clients, leading to many fruitful discussions and plans for the future. The shopping list app, for instance, received glowing reviews and is now in actual development. The app will be customized and branded

for specific retailers, which gives Unilever yet another level of value to their clients.

Unilever set out to test their hypothesis about the future of the supermarket. With Avanade’s help building an immersive Customer

Journey environment, they validated their vision and have started moving forward with a solution that will totally transform the shopper’s experience – as well as the business models of retailers into the future.



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals combine technology, business and industry expertise to build and deploy solutions to realize results for our clients and their customers. Avanade has 29,000 digitally connected people across 23 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture LLP, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Additional information can be found at www.avanade.com

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