

7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT



Keynote Presentation

Omnichannel Integration

Unifying Online and Offline Data: Creating a 360-Degree Customer Experience



More Info



**MUHAMED
EL-HAROONY**

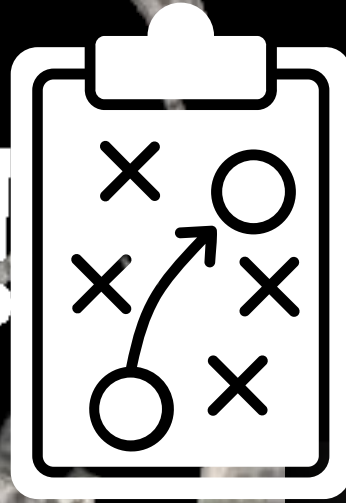
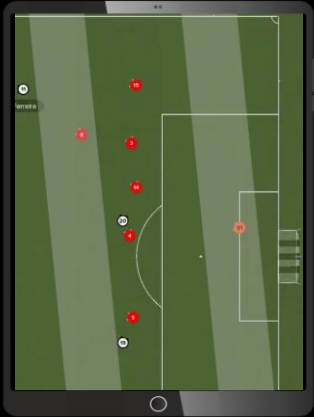
Head of E-commerce Omnichannel,
ANZ, Asia, India & MEA
Electrolux Group



MNICHANNEL

bridging physical & digital

GOALLL!!!



New tactics to score goals
(boost Sales)

Carroll





Jeff Bezos

M. El-Haroun Jack Ma



Consumer behavior shift



Fastest Growing



Sales Example





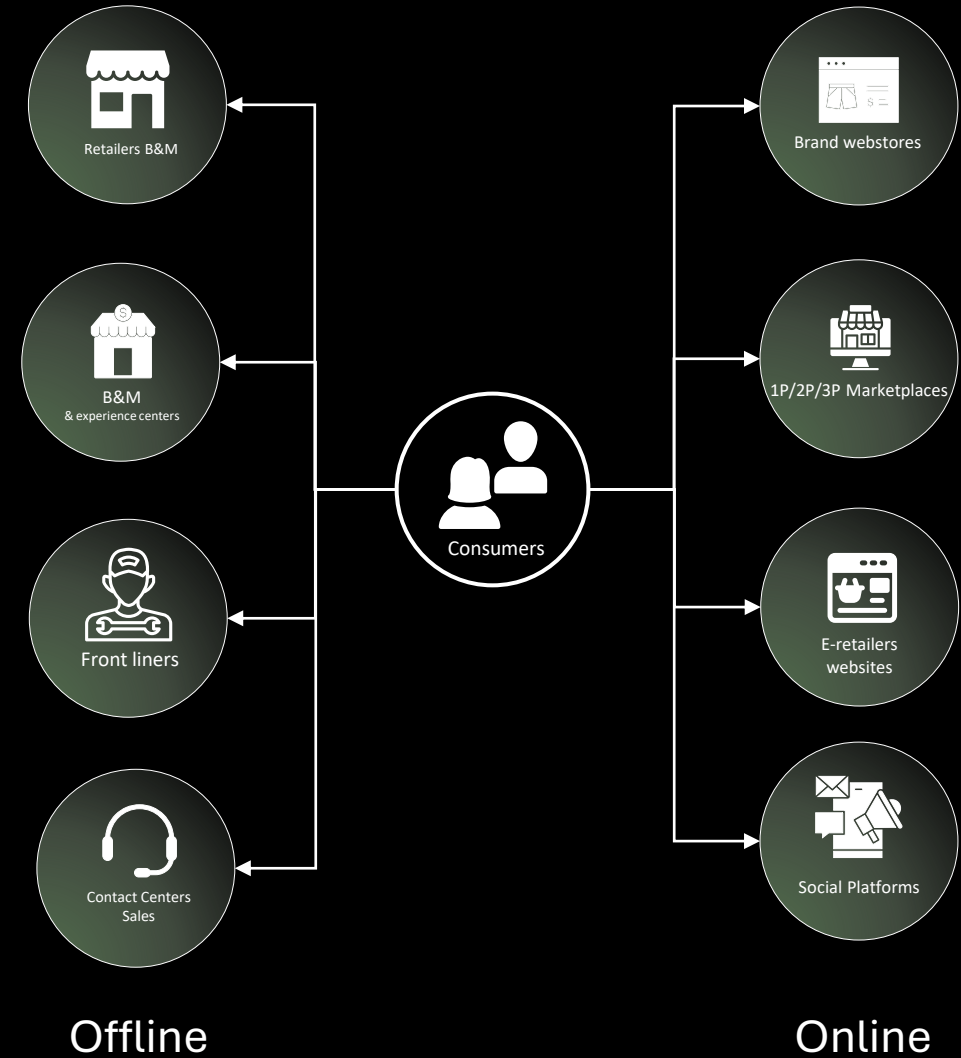


E-commerce
Omnichannel



Most Companies Current Setup

MULTICHANNEL MODEL



New Era | Omnichannel Setup

Omnichannel Model

Higher AOV:

- 94% of consumers in APAC markets, and even higher at 96% among Singaporean consumers, are willing to spend more with companies that personalize the customer service experience. (Source: Oracle)
- Omnichannel customers shop 1.7X more than shoppers who use a single/multi channel. (Source: McKinsey)

Increased Profits:

- 47% of APAC businesses have reported increased sales by offering a unified shopping experience, while 35% have seen higher average customer spends and 43% have experienced a boost in customer loyalty. (Source: Oracle)

Other benefits: Reduced Costs, Reaching new consumer segments, increase CLV, & improve operational efficiency



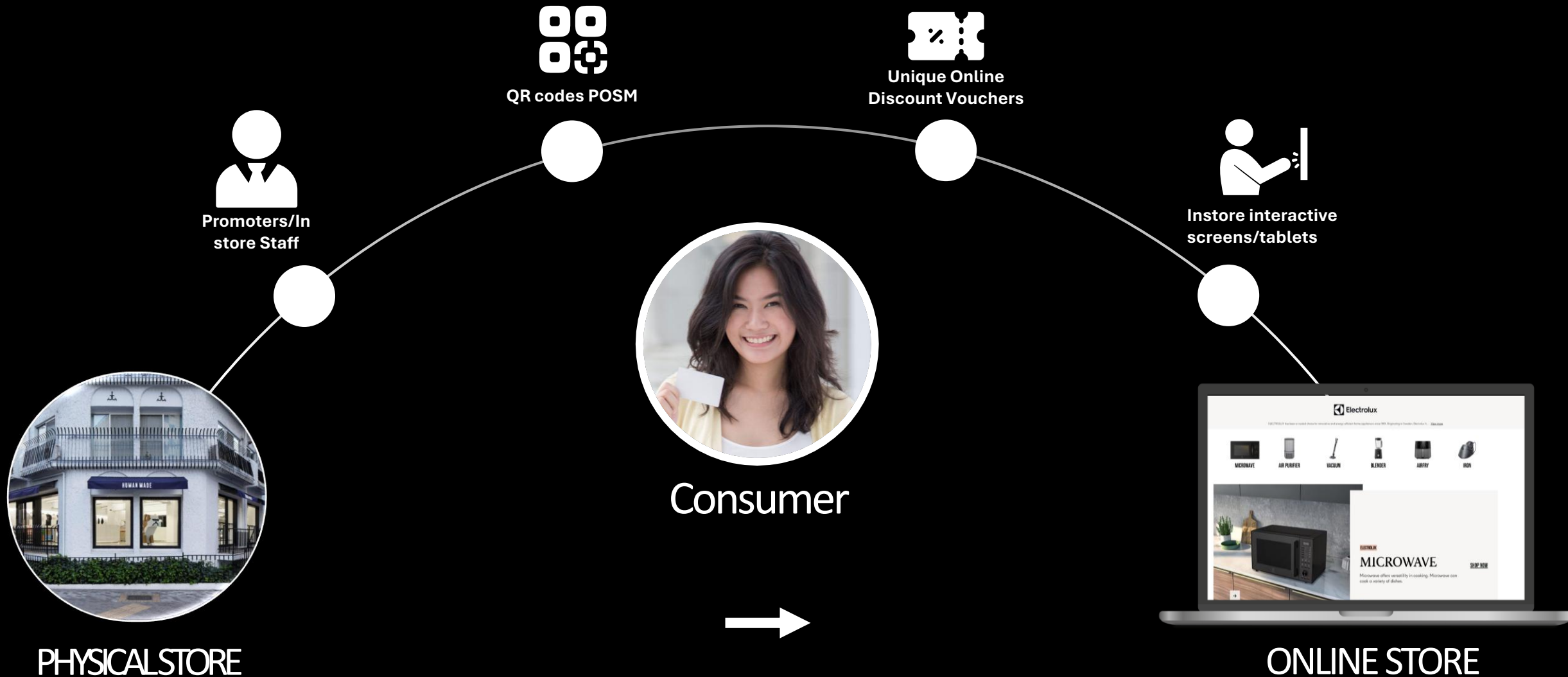
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Offline

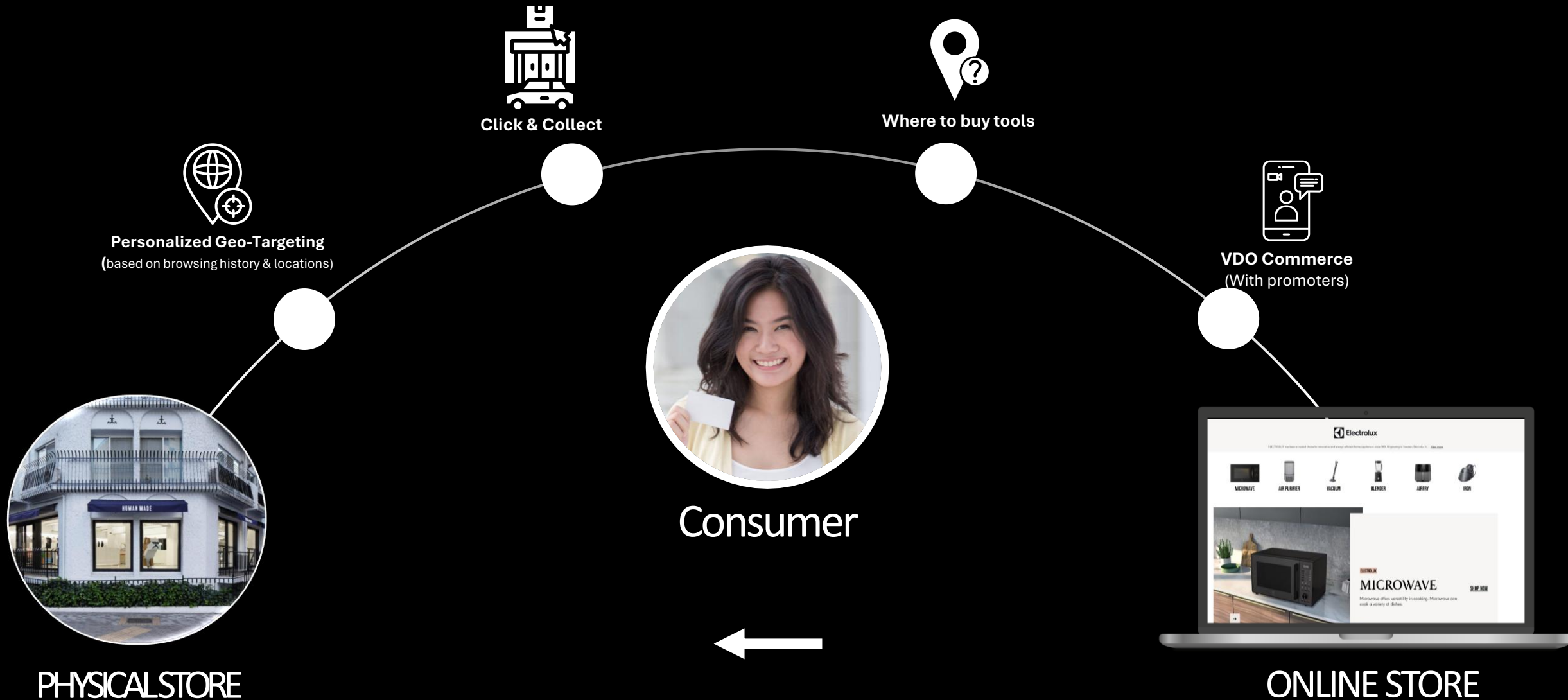
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Offline

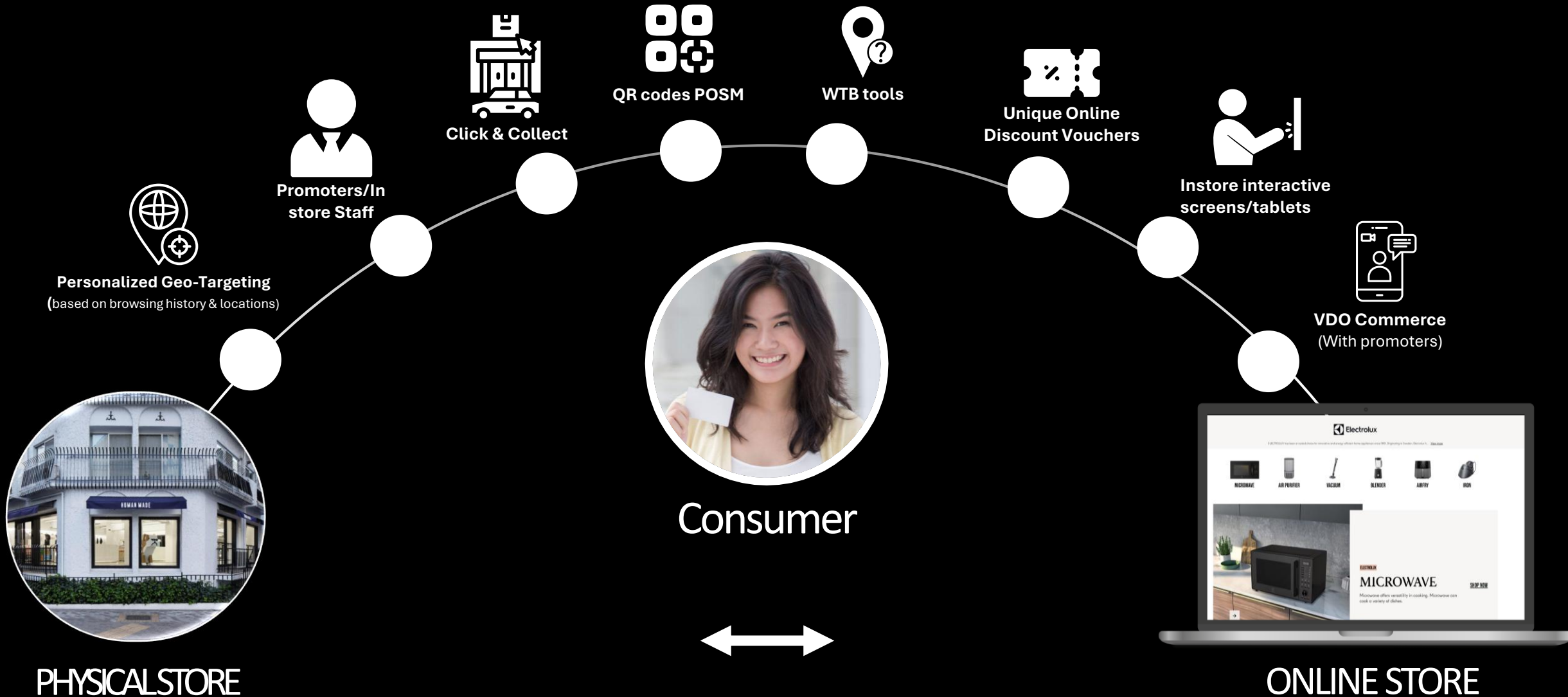
How it works?



How it works?



Bridging Digital & Physical (O2O bridge)



DATA TYPES

from bridging digital & physical

Transactional → **what they bought?**

Covers sales, orders, vouchers, and redemptions.

Behavioral → **how they engaged?**

Tracks scans, clicks, dwell time, and shopping journeys flow (offline & online)

Demographic → **who they are?**

Profiles age, gender, location, and household segments. by shopping channel

Sentiment → **how they feel?**

Captures reviews, feedback, and satisfaction levels at different stages of the consumer journey.

Connect Data Points = Valuable insights about your business



QR codes POSM

Evaluate location effectiveness

Track scans and interactions to identify consumers, **measure offline activation effectiveness, and compare engagement across locations.**



Instore interactive screens/tablets

Maximize Store Display

Overcome space limits, showcase more products, and **boost store sellout.**



VDO Commerce
(With promoters)

Maximize Promoters Potential

Connect online consumers with promoters in low-traffic stores, enhancing efficiency and **driving more sales at the same cost**



Unique Online Discount Vouchers

Measure Promoters Impact

Identify top performers and reassign them to high-traffic stores. keeping promoters motivated with higher commissions and stronger conversion rates.

Be future fit

Empower your O2O bridge with AI

Personalized Customer Journeys

- **Predictive analytics** can connect offline purchase history with online browsing to recommend the right products and promotions.
- Example: If a customer buys a washing machine in-store, AI can trigger online campaigns for compatible detergents, warrant upgrades, or tutorials

Unified Consumer Profiles

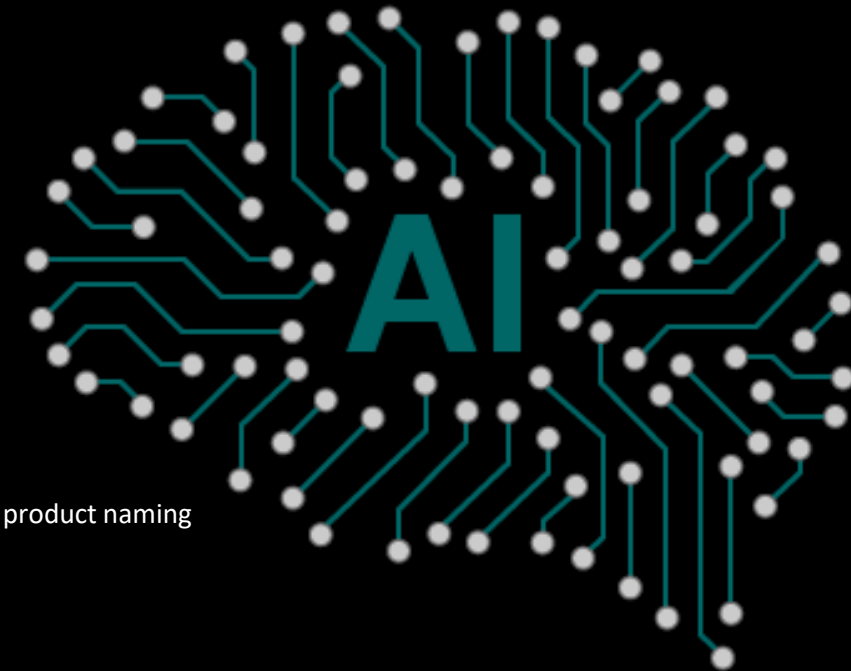
- AI can consolidate data from POS, ERP systems, loyalty apps, call centers, and e-commerce platforms to build a 360° customer view.
- Example drive effectiveness in tailoring your marketing campaign & future products launches.

Omnichannel Marketing Optimization

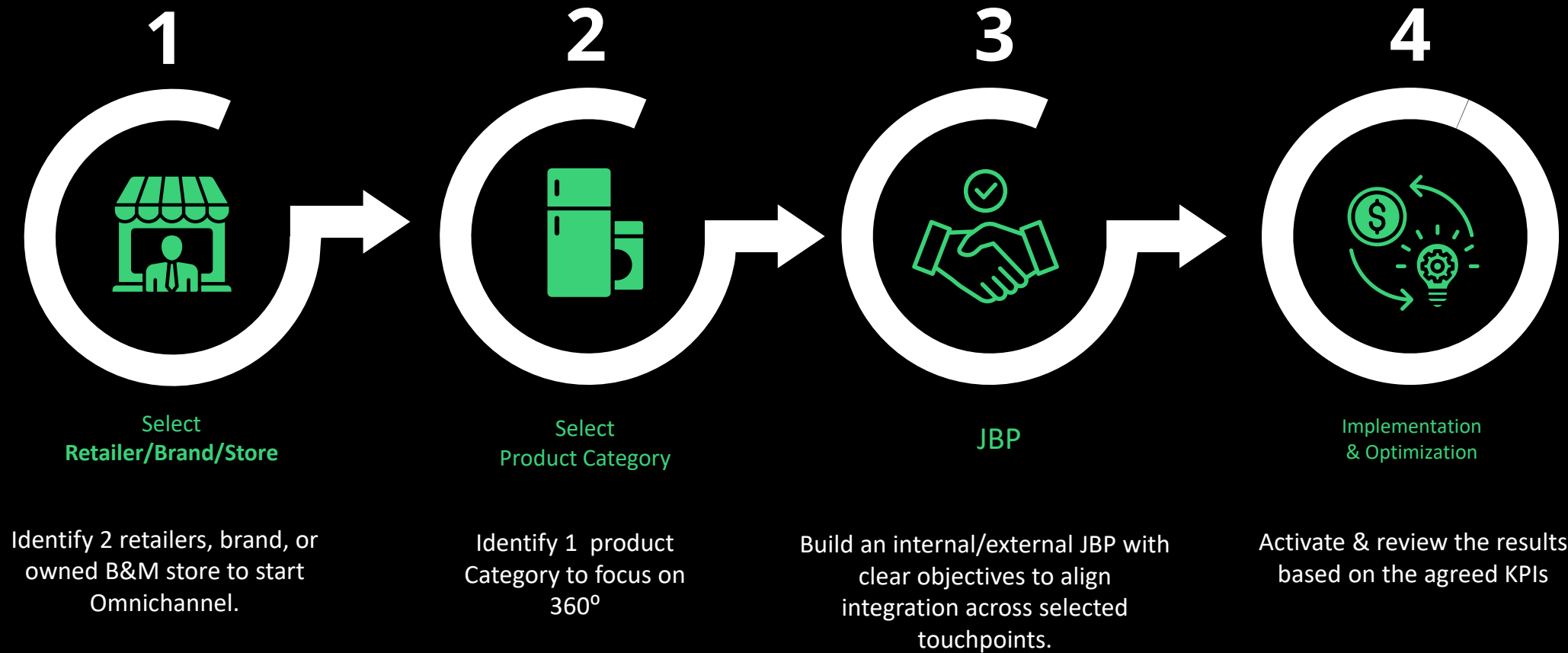
- AI can measure which offline locations/activities drive online sales (e.g., QR codes POSMs leading to e-commerce conversions).
- Attribution models use AI to show the real ROI of integrated campaigns across TV, social, search, and in-store activations.

Operational Efficiency

- AI can flag omnichannel gaps in product listings online or offline, content syndication across websites, ensuring consistency in product naming online and offline
- AI-powered dashboards to recommend upsell/cross-sell opportunities based on both store stock and online offers.



How to start?



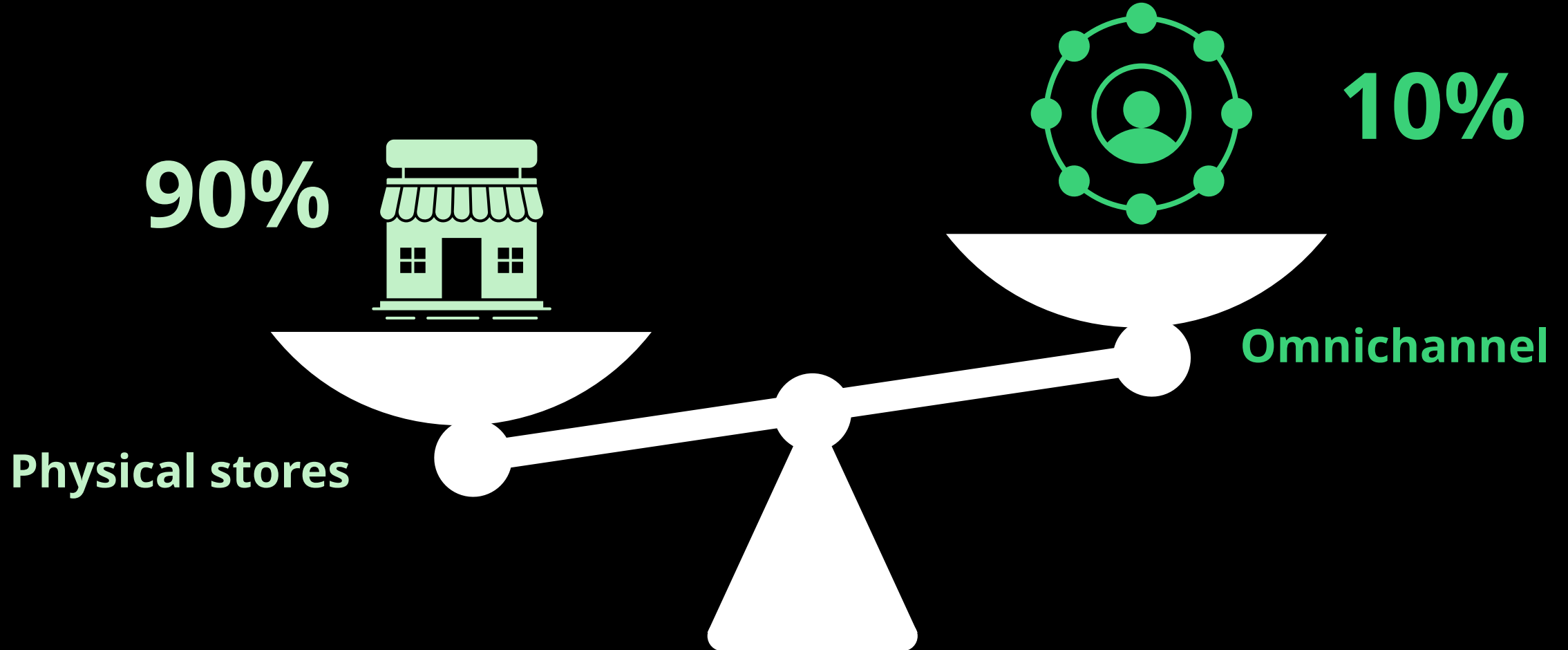
Does it work?



Thailand

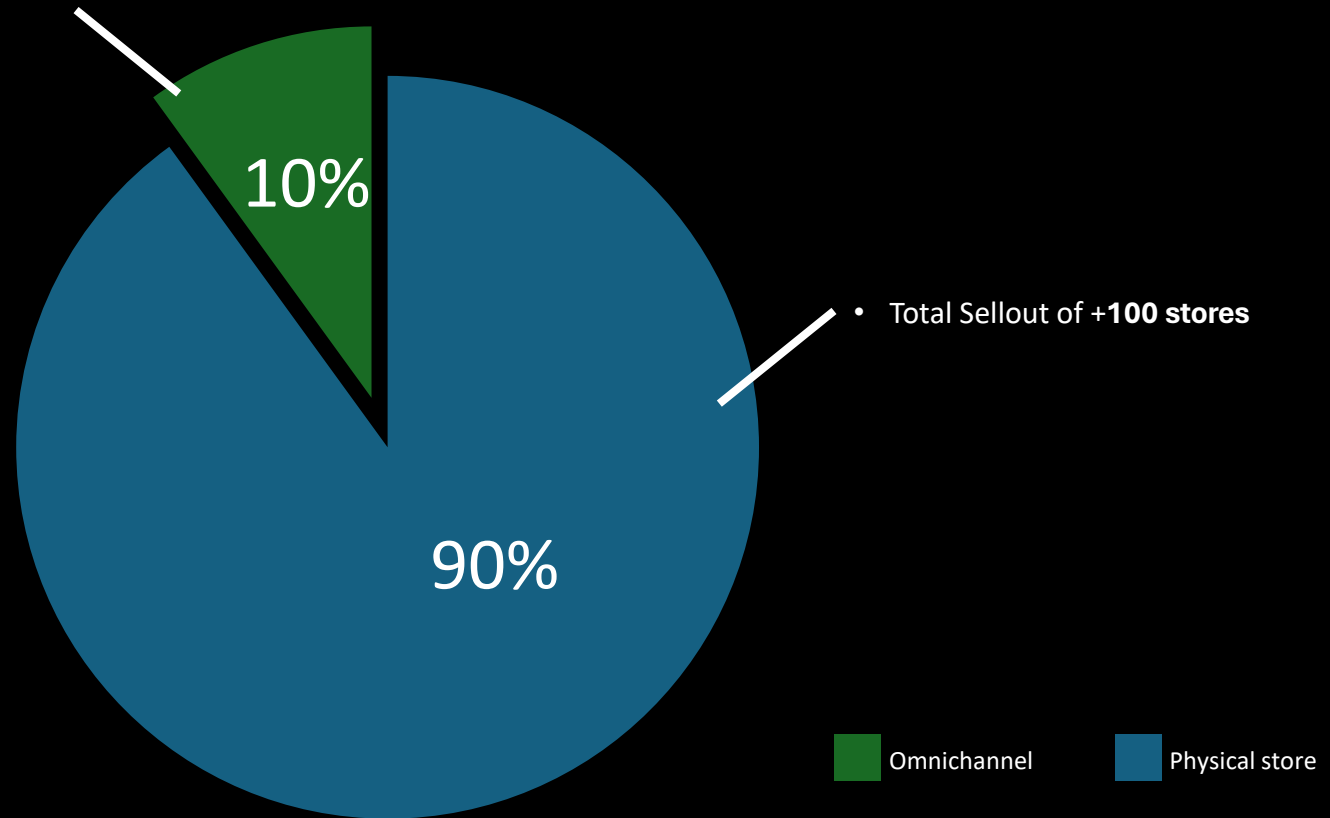
Sales Split

(How are we looking at it today)



Retailer X Sellout Split (A closer look)

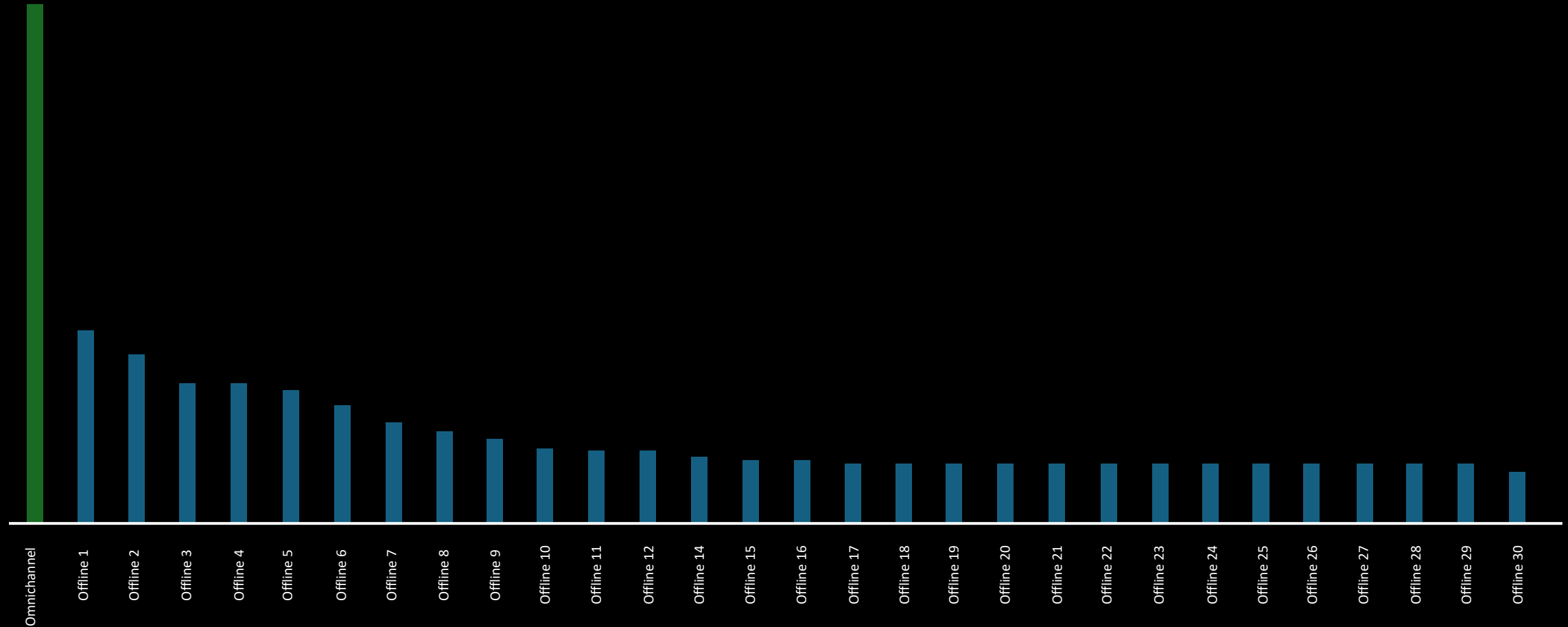
- Total Sellout of 1 store (online) using omnichannel approach.
- 2.5X vs top offline store



**Retailer X: is an actual retailer in Asia with actual 1 month sellout data*

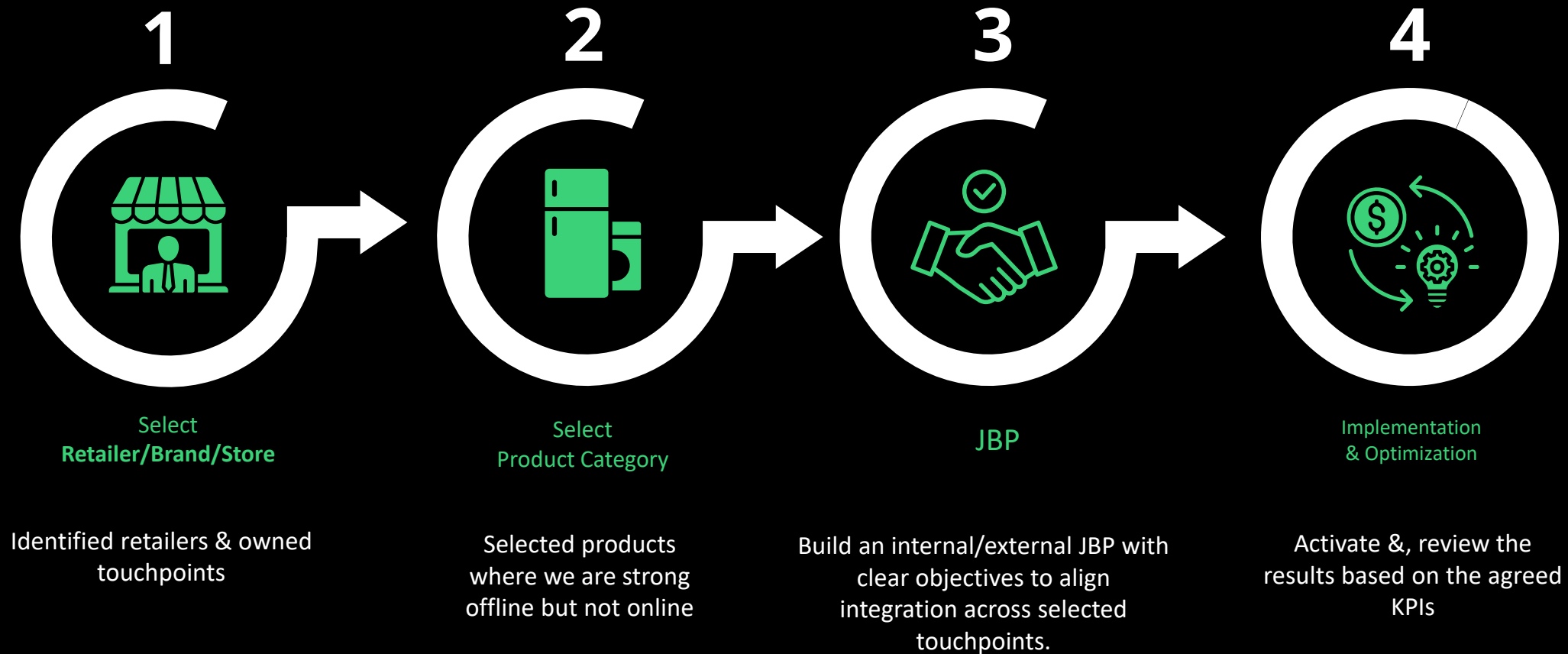
Retailer X Sales | Stores contribution

(How we should look at it)



**Retailer X: is an actual retailer in Asia with actual 1 month sellout data*

How we started?



OFFLINE

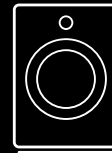
#1 Market Leaders
or strong presence

 Stable/Flat markets
or declining

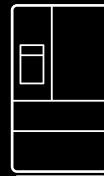
 Small room for
change & improvements



Vacuum Cleaner



Washer Dryers

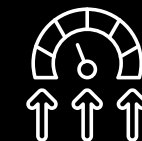


Multi-door fridges

ONLINE

 Very small or
no presences

 Fast Growing
Market

 Big room of improvement &
innovation with high ROI

OFFLINE



Select the right stores



Refresh training to our CONSUMER
FACING INDIVIDUALS
KPI: Advocacy score



Revamp Product Displays
KPIs: Display Compliance, Display run
rate, Display share

Fixing basics

Ensure the right product is there at the
right time in the right channel

ONLINE



List all products
KPI: Display share



Upload all available
content
KPI: Content Score



Ensure the right visibility
KPI: 1st page share

OFFLINE



Select the right stores



Refresh training to our **CONSUMER**
FACING INDIVIDUALS

KPI: Advocacy score



Revamp Product Displays
KPIs: Display Compliance, Display run
rate, Display share

DIGITAL TRANSFORMATION



Digital POSMs
& tablets



QR codes
POSM



Consumer Facing
Individuals



Unique Online
Discount Vouchers

ONLINE



List all products
KPI: Display share



Upload all available
content
KPI: Content Score

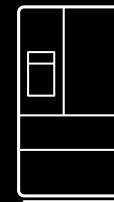


Ensure the right visibility
KPI: 1st page share

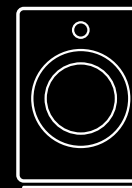
ONLINE



Vacuum Cleaner



Multi-door fridges



Washer Dryers

Online Market
Share

+6 points

+3 points

+2.5 points

Online
Sales Growth

58%

142%

27%

Overall
Sales Growth

7%

23%

22%

ROI

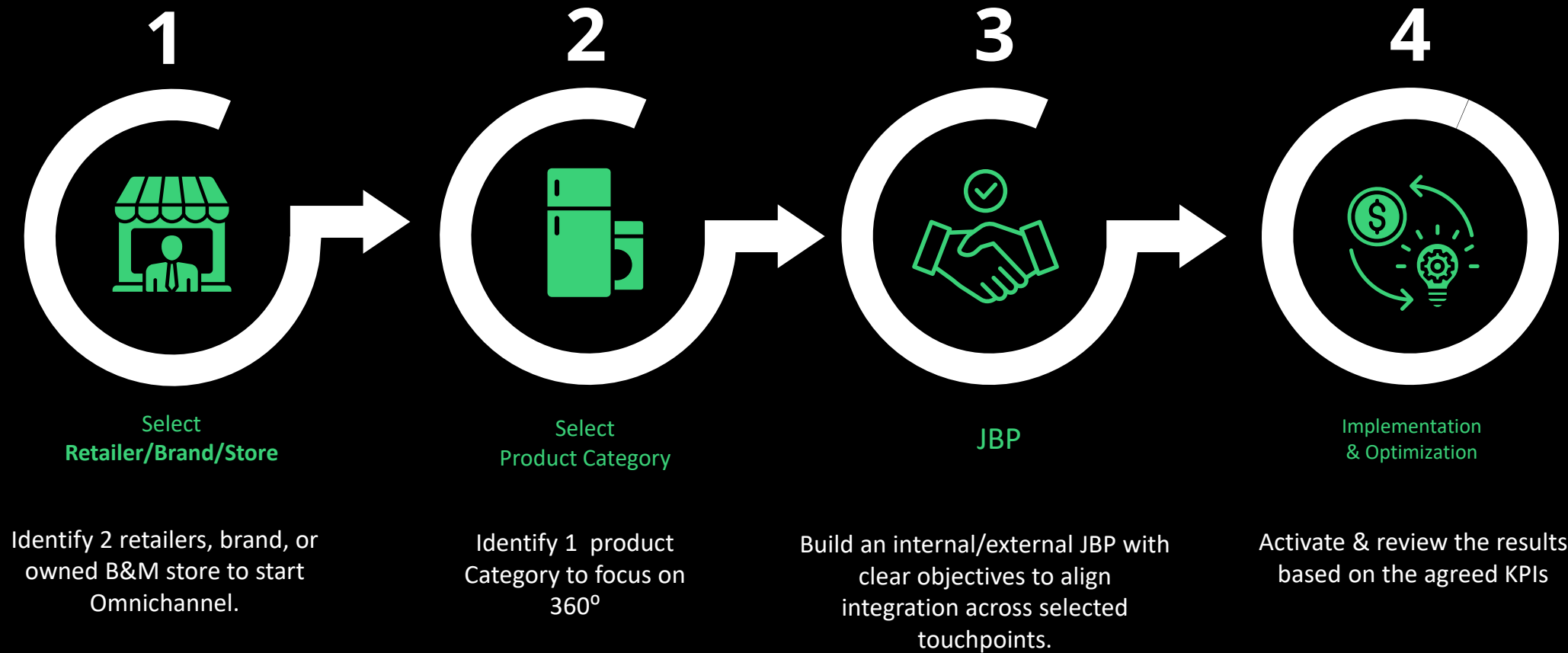
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Yes, it works...

How to start?



Q&A