Missguided Limited, Trafford Park, Manchester, UK

AN ENHANCED B2B CUSTOMER EXPERIENCE IN THE FAST-PACED WORLD OF FASHION

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The B2B Customer Portal has allowed Missguided to enable growth through efficient business operations with an improved customer experience, customer personalisation and seamless integration to SAP® ERP.

Kate Marten, Head of SAP Optimisation, Missguided Limited

Challenges

- Manual ordering was becoming time consuming and inefficient, requiring dedicated internal resource at customer level to manage the operational process
- Off-system way of working to create and maintain product catalogues
- Disjointed communication of product offerings with franchise and wholesale partners
- The desire to introduce greater efficiencies in the supply chain
- The requirement for real-time visibility of product across the wholesale network

Solutions

- it.mx customer portal[ADD]

Benefits

- Streamlined customer interactions with a modern, digital ordering experience
- Increased wholesale collaboration with customer-specific pricing and account management
- Real-time ordering and order amendment to support the Missguided 'rapid fashion' business model
- End-to-end integration with SAP ERP to streamline data input

Why NTT DATA Business Solutions?

- In-depth knowledge of the Missguided SAP landscape and extensive experience in retail
- Solid B2B commerce expertise and CX design experience
- SAP-certified own branded B2B Portal with a rapid implementation to drive digital transformation
- SAP ERP expertise to ensure joined up business operations

MISSGUIDED

Organisation: Missguided Limited
Industry: Retail
Number of Employees: 340 employees
Turnover (19/20): £200m
Website: www.missguided.co.uk

NTT DATA Business Solutions

SAP Platinum Partner

NTT DATA
Trusted Global Innovator

International expansion & multi-channel retailing

Missguided is one of the world's most exciting multi-channel fashion brands, offering apparel, footwear, accessories and beauty products. Founded in 2008, Missguided's confident style and broad product range has driven UK and global expansion in recent years, now shipping to over 180 countries. They have further developed their global profile and growth through numerous wholesale opportunities with established brands and a growing number of franchise stores across the world. Today, Missguided is proud to have over 4 million active customers.

A B2B Customer Portal to support 'Rapid Fashion'

The fast-growing retailer introduces a high volume of new styles at frequent intervals to their fashion-conscious customer base. This model requires alignment of business operations at speed that can drop up to 1,000 brand new styles every week, working constantly to bring out the latest pieces, put together in wearable ready-to-go outfits. As part of their programme of driving business improvement, they identified efficiency opportunities in their B2B customer ordering processes especially in the way they worked with wholesale partners. Manual ordering activities were present but with disconnected communications, limited insight into stock availability and requisition of orders wasn't optimal. The retailer recognised a need to improve the experience and interactions with their wholesale partner network and initiated a project to implement a modern B2B Customer Portal. NTT DATA Business Solutions UK is a strategic partner of Missguided for their SAP landscape and was already supporting their digital transformation and real-time operations. We were therefore ideally placed to recommend a SAP Customer Experience (CX) solution that would deliver enhanced B2B customer interactions and streamline order processing. After a comprehensive review of appropriate CX solutions, the it.mx customer portal[ADD], a complementary SAP solution, was selected. It allows Missguided to manage their B2B customer relationships from a single SAP

platform, which was an important benefit to the retailer. Another factor was the ability to implement the solution quickly. In order to align with their 'rapid retail' model, the portal was delivered to an accelerated timeframe, taking under 6 months to implement. The it.mx customer portal[ADD] is delivered natively inside SAP ERP and provides a digital layer over existing data and processes. This end-to-end integration presents a modern B2B portal that provides optimised user journeys and represents the Missguided brand, whilst ensuring SAP remains the driving force in the background. Data such as customer specific pricing, financial details and stock information is utilised directly from SAP ERP, whilst processes such as online ordering mirror the processes for order creation that are already established in the back end to ensure all required elements are completed correctly by the customer. Wholesale partners can order in batches through the modern interface and a catalogue similar to Missguided's B2C ecommerce environment. Partners can add favourites, perform product searches, view product descriptions and add orders to the basket. Wholesale partners can also see previous orders and update account management fields (linking directly with customer data held in SAP ERP). Upon checking out, the orders placed by wholesale partners and franchise stores are seamlessly created in SAP ERP with partners benefiting from streamlined interactions that include custom pricing, availability to promise and tracking the status of orders. The wholesale network is now able to self-serve online and is benefiting from an all-round online service with a modern consumer grade experience. They are also realising cost savings in sales order processing and customer service.

> Our wholesale partners are now able to benefit from easy to use, flexible and convenient order processing. The self-service experience has been very well received by our B2B customer network.

Kate Marten, Head of SAP Optimisation, Missguided Limited

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