BRIDGING THE CONSUMER EXPECTATION GAP
IN AN OMNICHANNEL AND DIGITAL WORLD, CONSUMERS DEMAND FLEXIBLE PURCHASE OPTIONS ALWAYS!
ABOUT ME, JORIS KROESE
DIGITAL STRATEGIST & SERIAL ENTREPRENEUR

MY STORY SO FAR

- **Education**: Information engineering

- **Professional experience**:  
  - founder & CEO – PCSNEL.NL (e-commerce)  
  - founder & CEO – RSNP (IT Services)  
  - founder & CEO – Hatch BV

Outside of work I am proud father of a three year old son, enthusiast traveller and a hobby cook
ABOUT HATCH

HATCH HELPS BRANDS SELL MORE BY CREATING A SEAMLESS BUYING EXPERIENCE FOR CONSUMERS ACROSS ALL CHANNELS

MAKING THE WORLD SHOPPABLE
HATCH IN NUMBERS

60 PEOPLE
Hatch employs approx 60 people representing 15 different nationalities.

3 CONTINENTS
With offices in 3 continents we serve our clients in their proximity and local timezone.

3,000 RETAILERS
With a network of 3000 retailers in 80 markets we can provide a turnkey solution for most brands.

100 BRANDS
Hatch is proud to serve over 100 brands, many of which are in the Fortune 500.
TOPICS FOR TODAY

1. CONSUMER TRENDS
2. STRATEGY PARADOXES & PAIN POINTS
3. BRIDGING THE CONSUMER EXPECTATIONS GAP
4. BEST PRACTICES / BUSINESS CASES
5. WRAP-UP
CONSUMER TRENDS
CONSUMER TRENDS

NEW SALES CHANNELS EMERGE DAILY

VOICE COMMERCE

SOCIAL COMMERCE

MARKETPLACES
BUYING JOURNEYS DON’T FOLLOW A PREDEFINED SEQUENCE
THE CHALLENGES AND OPPORTUNITIES OF AN INCREASINGLY DIGITAL WORLD

CONSUMER BEHAVIOUR

• Brand surveys: most consumers visiting a brand website are looking to find places to buy
• Forbes: "shoppers today prefer a hybrid model — splitting their time and money among brick-and-mortar stores, online purchases and in-store pickup, as well as conventional e-commerce"
• Underaged minors are important influencers, but not the (legal) decision makers

MARKET DATA

• Toys are amongst the fastest growing online categories
• Forrester: “78% of online shoppers visit the brand website early in the buying journey”
• Forrester: “less than 5% of total sales is direct (95% of total sales is driven by indirect channels)”

CHALLENGES

• traditional retailers struggle with digital transformation
• the role of local stores changes to experience stores

[Table: US Retail Ecommerce Sales Share, by Product Category, 2011, 2016 & 2021]

Forrester

McKinsey & Company

Forbes
THE BRAND STRATEGY PARADOX

AMBITION VS REALITY
THE BRAND STRATEGY PARADOX

AMBITION VS REALITY

OMNICHANNEL VS SILO CHANNEL
AMBITION
Omnichannel

REALITY
Silo Channel
THE BRAND STRATEGY PARADOX

AMBITION VS REALITY

OMNICHANNEL VS SILO CHANNEL

CONSUMER FIRST VS EGO FIRST
AMBITION
Consumer First

REALITY
Ego First
THE BRAND STRATEGY PARADOX

AMBITION VS REALITY

OMNICHANNEL VS SILO CHANNEL
CONSUMER FIRST VS EGO FIRST
SEAMLESS CUSTOMER EXPERIENCE VS BROKEN JOURNEY
AMBITION
Seamless Customer Experience

REALITY
Broken Journey
THE BRAND STRATEGY PARADOX

AMBITION vs REALITY

OMNICHANNEL vs SILO CHANNEL
CONSUMER FIRST vs EGO FIRST
SEAMLESS CUSTOMER EXPERIENCE vs BROKEN JOURNEY
SELL DIRECT FOR HUGE MARGINS AND MARKET SHARE vs UNDERESTIMATED COSTS AND OVERESTIMATED SALES
AMBITION
Sell direct for huge margins and sales

REALITY
Underestimated cost and overestimated sales
TYPICAL PAIN POINTS

BRANDS
- LESS CONVERSION
- POOR CX
- LOWER REVENUES

CONSUMERS
- BROKEN JOURNEYS
- LIMITED PURCHASE OPTIONS
- DISTRACTIONS

RETAILERS
- NO ALIGNMENT WITH BRAND
- COMPETING CAMPAIGNS
- INEFFICIENCIES
HOW TO BRIDGE THE CONSUMER EXPECTATIONS GAP
BRIDGING THE CONSUMER EXPECTATIONS GAP

ACCEPT THAT CUSTOMER JOURNEYS DO NOT FOLLOW A PREDEFINED SEQUENCE

1. Be where the customer is
2. Offer all purchase options at any touchpoint
3. Remove all friction and deliver a seamless experience
BRIDGING THE CONSUMER EXPECTATIONS GAP
ACKNOWLEDGE AND EMBRACE DIFFERENT SALES CHANNELS

1. Define generic sales goals (across sales channels) - break silos
2. Develop channel agnostic marketing plans
3. Let the consumer buying preference prevail by offering all purchase options
BEING TRULY CUSTOMER-CENTRIC TODAY MEANS GOING DEEPER THAN JUST OFFERING A PRODUCT OR SERVICE THAT THE CUSTOMER WANTS, AND TRULY RECOGNIZING HOW CUSTOMERS THINK, FEEL AND BEHAVE, AND THEN DELIVERING THE MOST OPTIMIZED EXPERIENCE POSSIBLE ACROSS EACH AND EVERY CUSTOMER TOUCHPOINT.
SOLUTIONS TO BRIDGE THE EXPECTATION GAP
BLUR LINES BETWEEN DIFFERENT SALES CHANNELS

ONLINE RETAILERS

NEARBY STORES
BRIDGING THE CONSUMER EXPECTATIONS GAP
CREATING A SEAMLESS ONLINE CUSTOMER JOURNEY

01 SELECT PRODUCT

02 SELECT RETAILER

03 COMPLETE PURCHASE
BRIDGING THE CONSUMER EXPECTATIONS GAP
CREATE A DIRECT PATH FROM YOUR SITE TO A LOCAL RETAILER

01 SELECT PRODUCT
02 FIND A LOCAL RETAILER
03 COMPLETE PURCHASE IN-STORE
MAKE ANY TOUCHPOINT SHoppable
CREATE A SEAMLESS EXPERIENCE
BRIDGING THE CONSUMER EXPECTATIONS GAP
EXPERIMENT, MEASURE AND OPTIMIZE
HATCH BUSINESS CASES & EXAMPLES
When Bose launched the QC 35 headphones they wanted to target business travelers. They built a microsite featuring retailers powered by Hatch.

With LinkedIn they targeted frequent travelers and within the Google Display Network they retargeted prior visitors with co-branded banners taking consumers directly to the checkout at the retailer using Hatch technology.

**KEY RESULTS**

- 31,011 leads generated monthly
- 388% increase in CTR
- 2X improvement in conversion performance
- Massive increase in ROI
KEY RESULTS

- 8.1% AVG conversion for outbound clicks/ retail leads
- 17% incremental channel sales
- 133% improvement in overall sales conversion

One for all recognized that over 90% of sales came from retail partners and their D2C operations where underperforming and it was also not cost effective.

One for all chose to abandon the D2C model and focus solely on indirect sales, by letting the transaction and fulfillment take place at the retailer by implementing Hatch Where to Buy technology.
LG understands that many consumers want to see, touch and feel a product before making an expensive purchase. For that they rely on their local retailers.

Instead of a normal postal code dealer locator, LG has implemented WTB Local from Hatch showing consumers with a specific product interest to a nearby store to buy that product.

**KEY RESULTS**

- 487,000 store leads generated
- A potential sales value of 29 Billion Ruble
- Automated a very labor intensive job for LG maintaining store location data and opening hours
IMPLEMENTATION EXAMPLES

(Click the screen to see a Live example)
IMPLEMENTATION EXAMPLES

(Click the screen to see a Live example)
IMPLEMENTATION EXAMPLES

(Click the screen to see a Live example)
SOME OF THE TOYS RETAILERS WE WORK WITH

mothercare

myToys

THYS TOYS

babymarkt

Einfach alles für Ihr Kind

oxybul

dejavu

DreamLand

SPIELE MAX

BABY + SPIELZEUG + MODE

wehkamp

coolblue

SMYTHS

top1toys

bol.com
WHAT’S IN IT FOR ME?

RETAILER
- Free leads
- High conversion rates
- Brand Exposure
- No cost

BRAND
- Incremental sales
- More marketing ROI
- Enhanced CX
- Insights
- Omnichannel

CONSUMER
- Seamless path to purchase
- Options to buy
- Buying confidence
THANK YOU!

Joris Kroese
CEO

+31 6 242 77 919
j.kroese@gethatch.com
gethatch.com