Headless Commerce - Freeing the Shopping Cart

Competitive retailers have revolutionized the shopping cart. It's definitely not the basket at the grocery store –and it is much more than an icon in the upper right hand corner. It exists in our phones, on social media, the web, retail –anywhere the customer wants to buy. The landscape is changing and the struggle to remain relevant is real. If you are ready to be a market leader, headless commerce is here to free your shopping cart.

Headless Defined
Headless commerce is an architecture in which the front end customer delivery method is independent of the back end content management system (CMS). Businesses that adopt headless commerce achieve greater agility. They can react to their customers and supply chain faster than their competitors.

The need for headless commerce
Momma always said you can't be everything to everybody, but your mother is not your customer. Today's competitive retailers are battling for every dollar. Retailers go everywhere with their customer. As an example, retailers leverage Roku data to be seen during the big game on TV[1]. They tie that in to their retail store promotions. And at night, when a customer is on their tablet, their trusted retailer is on social media with them. Omnichannel is the name of this game and it is driving the need for a fast, flexible, and scalable platform.

Innovating with headless commerce
Business success requires innovation to create differentiating brand experiences. According to a 2018 Gartner study, by 2020 81% of businesses expect to be competing either mostly or *solely*, based on the customer experience[2]. Creating that innovative experience is impossible without the fast, adaptable platform headless commerce brings to the game.

Here's how headless commerce makes retailers competitive.
Flexible Technology
Being able to adjust the back end independently brings new flexibility to meeting business demands. With headless commerce retailers can easily respond to business insights. This could translate to a

multitude of efficiencies from personalizing eCommerce search results, to changing the number of screens a retail employee needs to progress through to complete a transaction.

Customer Personalization
Headless commerce can deliver back end content to multiple customer facing solutions, making personalization seamless across all channels –even as new channels arise. Today's customer expects you to remember them. If a busy parent goes online at home to refill a prescription for their child but gets interrupted, the next day when they open the app on their phone it should suggest the items previously searched for.

Agile Business
Headless commerce with its independent architecture means solving new business requirements quickly. For example, businesses can quickly respond to the latest mobile patch requiring an update to the front end or edit the back end to remain GDPR compliant without the complexity and downtime associated with a tethered platform.

Scalable Platform
Decoupled architecture means that you only purchase front end and back end integrations that meet your business requirements. As businesses grow and change new integrations can be added to meet new requirements or explore new business opportunities. This limits your tech debt and keeps you competitive.

KBO Walter* takes headless commerce a step further
While the genesis of headless commerce comes from the need for omnichannel, the adoption of headless commerce opens up businesses to new opportunities in the area of AI with KBO Walter. Today's companies are leveraging Walter to optimize their supply chain, increase margins, and delight their customers.

To remain competitive, companies of all sizes need to be leveraging AI. To meet this demand KBO has developed KBO Digital Commerce. This flexible cloud commerce platform ensures that new players, and those with an existing CMS, can establish an effective plan with a kick. It combines the features you would expect from an easy to deploy SaaS solution including a starter store and mobile optimization. Plus, it has all of the features you would anticipate in an enterprise solution, like Walter AI, advanced search, content management, externalized customizations, and integrations.

Imagine the success you could obtain with KBO Digital Commerce by watching our interactive video.

Sources:
[1] Roku Gives TV Networks Access to its Own Data So They Can Sell Targeted Ads, AdAge, June 2018
[2] Key Findings From the Gartner Customer Experience Survey, Gartner, March 2018

Gillian Gual Hinkle
gillianhinkle@gmail.com
603-533-7449

*KBO Walter is a psuedonym to protect client confidentiality.