



El **Centro de Estudios del Retail, CERET**, de la Universidad de Chile invita a la VI Versión del Seminario Gestión de Retail “Retail Analytics: Desafíos del Retail Multicanal”.

Objetivos

El propósito del taller es difundir los principales desafíos de la industria en un mercado con múltiples canales de contacto, venta y distribución. Además, presentar y discutir las oportunidades que las nuevas tecnologías móviles ofrecen para llegar de forma más eficiente a los consumidores.

Estructura

El seminario consistirá en presentaciones dictadas por investigadores de prestigio internacional más un panel compuesto por destacados ejecutivos de la industria del retail.

KEYNOTE SPEAKERS

Venkatesh Shankar

Professor of Marketing and Coleman Chair in Marketing
Director of Research at the Center for Retailing Studies
Mays Business School Texas A&M University

Santiago Gallino

Assistant Professor of Business Administration
Tuck School of Business at Dartmouth

Ting Zhu

Asistant Professor, Marketing Division
Sauder School of Business
University of British Columbia

Marcel Goic

Profesor Asistente del Departamento de Ingeniería Industrial
Universidad de Chile

INFORMACIÓN GENERAL

Chair: Ricardo Montoya

Fecha: Martes 14 de enero, 2014

Horario: 08:45 - 18:00 hrs. aproximadamente

Lugar: CasaPiedra (Av. Escrivá de Balaguer N°5.600, Vitacura)

Idioma: Español. Algunas charlas serán dictadas en inglés, pero se dispondrá de traducción simultánea.

Contacto: contacto@retailanalytics.cl

ORGANIZADORES :



APOYO:



PATROCINADORES:



MEDIA PARTNER:





PROGRAMA WORKSHOP “RETAIL ANALYTICS: DESAFÍOS DEL RETAIL MULTICANAL”

CASAPIEDRA

- **08:50 - 09:15** Acreditación
- **09:20 - 09:35** Bienvenida del Director del Centro de Estudios del Retail

RICARDO MONTOYA (DEPARTAMENTO DE INGENIERÍA INDUSTRIAL - UNIVERSIDAD DE CHILE)
- **09:40 - 10:40** Charla 1: *Multichannel Optimization*

VENKATESH SHANKAR (MAYS BUSINESS SCHOOL - TEXAS A&M UNIVERSITY)
- **10:45 - 11:10** Coffee Break
- **11:15 - 12:15** Charla 2: *Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information*

SANTIAGO GALLINO (TUCK SCHOOL OF BUSINESS - DARTMOUTH COLLEGE)
- **12:20 - 13:20** Charla 3: *Retail Competition across Store Formats*

TING ZHU (SAUDER SCHOOL OF BUSINESS - UNIVERSITY OF BRITISH COLUMBIA)
- **13:25 - 14:40** Almuerzo
- **14:45 - 15:00** Premiación GO CUP 2013
- **15:05 - 16:05** Charla 4: *Diseño de estrategias integradas de comunicación entre múltiples canales*

MARCEL GOIC (DEPARTAMENTO DE INGENIERÍA INDUSTRIAL - UNIVERSIDAD DE CHILE)
- **16:10 - 16:35** Coffee Break
- **16:40 - 18:00** Panel Ejecutivos: Desafíos del Retail Multicanal

TOMÁS GAZMURI (FALABELLA.COM)
SERGIO MENDOZA (INZPIRAL - LAN)
MAXIMILIANO VALENZUELA (GOOGLE)

Diseño de estrategias integradas de comunicación entre múltiples canales

Marcel Goic

Profesor Asistente
Departamento de Ingeniería Industrial
Universidad de Chile

*Carnegie Mellon University
Ph.D. Marketing, 2011*

Desde un punto de vista comercial, la integración de canales de comunicación tiene múltiples ventajas. Desde la provisión de un servicio a los clientes que sea consistente entre los distintos puntos de contacto, a la consolidación de datos de clientes que permiten un conocimiento más detallado de su comportamiento. En esta charla partiremos con una descripción general de los desafíos actuales del diseño de estrategias integradas de comunicación entre los múltiples vehículos disponibles enfatizando en la ausencia de métricas formales especializadas para evaluar el desempeño relativo de canal. Finalmente, ilustraremos con casos concretos como la medición cuidadosa del impacto de las actividades de cada canal puede entregar conocimiento relevante para el diseño táctico y estratégico de canales. Más específicamente describiremos el problema de la evaluación del rol que juegan los canales en la conversión de compra en comercio electrónico y luego la medición del efecto a nivel agregado de la actividad en el canal digital sobre las ventas en el canal tradicional.

Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information

Santiago Gallino

Assistant Professor of Business Administration
Tuck School of Business, Dartmouth

*The Wharton School, University Of Pennsylvania
Ph.D. Managerial Science and Applied Economics, 2013.*

Using a proprietary dataset, we analyze the impact of the implementation of a buy-online-pickup-in-store (BOPS) project. The implementation of this project is associated with a reduction in online sales and an increase in store sales and traffic. These results can be explained by two simultaneous phenomena: 1) additional store sales from customers who use the BOPS functionality and buy additional products in the stores (cross-selling effect); and 2) the shift of some customers from the online to the brick-and-mortar channel and the conversion of noncustomers into store customers (channel-shift effect). We explain these channel shift patterns as an increase in "research online, purchase offline" (ROPO) behavior enabled by BOPS implementation and we validate this explanation with evidence from the change of cart abandonment and conversion rates of the brick-and-mortar and online channels. We interpret these results in light of the recent operations management literature that analyzes the impact of sharing inventory availability information. Our analysis illustrates the limitations of drawing conclusions about complex interventions using single-channel data.

Multichannel Optimization

Venkatesh Shankar

Professor of Marketing and Coleman Chair in Marketing
Director of Research at the Center for Retailing Studies
Mays Business School
Texas A&M University

Kellogg Graduate School of Management, Northwestern University
Ph.D. Marketing, 1995

We develop a multichannel resource allocation model of marketing variables that improve the channel-specific targeting of marketing instruments, and is actionable, dynamic, and forward-looking. We develop the model by decomposing profits into purchase incidence, monetary value, product return, and channel-segment transitions.

We apply the model to data on men's shoes, apparels, and accessories from store, catalog, and web retail channels. The key results show that multichannel customers have a greater income effect; channel-specific transaction costs lower channel stickiness; and product assortment in alternative channels positively impacts the probability of being multichannel customers. The findings also suggest that multichannel and catalog-only customers are most responsive to mailers with regard to purchase incidence, and that store-only customers are most responsive to discounts. These findings have important implications for marketers.

Retail Competition across Store Formats

Ting Zhu

Asistant Professor, Marketing Division
Sauder School of Business
University of British Columbia

Carnegie Mellon University
Ph.D. Marketing, 2006

Rapid growth of e-retailing and encroachments by various alternative formats such as mass discounters has fundamentally transformed the competitive landscape of the industry. In such environments, managers must understand how competition from these new entrants impacts consumer purchase behavior, and they must develop appropriate strategies for survival and growth. In this context, we are working in two projects. First, we analyze how traditional supermarkets change their prices in response to entry by low-cost "discounter" retail formats that compete with them in some, but not all products; taking in account the shift in consumer shopping patterns. Second, we instead show that, under certain conditions, the presence of an e-tailer can cause more brick-and-mortar retailers to enter the market. To illustrate the main findings of this theory, we empirically analyze changes in the prices and number of retail stores in the books and sporting goods industries. Consistent with the analytical results, the average number of book stores in a local market decreases, whereas the number of sporting goods stores increases as the e-tailer expands over time.