Adapting to changes in Customer behaviour

GS1 General Assembly

Dino Rocos
Operations Director, John Lewis
An introduction to John Lewis

- Established 1864
- Fashion, Home and Electrical
- 48 Stores
- 30 International Locations
- 8 Countries
- 28,000 Partners
- 2016 Sales £4.7 billion
Retail “A Time of Change”

Personal

Mass

Mass Personalisation
Multi-format and Omni-Channel Retailing is the norm
Omni customer interactions

- Design
- Fulfilment
- Transaction
- Communication
- Returns

Modern rarity
The modern customer is demanding

- I want choice
- I want speed
- I want convenience
- I want to change my mind
- Returns
JL Online Sales Share by Value

Online Sales
Shop Sales

UK Online Sales share 15.5%
Online Shipped Units

2010: 15%
2011: 20%
2012: 31%
2013: 41%
2014: 45%
2015: 48%
2016: 50%
Operational Peaks
£528 Million investment in Supply Chain
Delivered with GS1 Standards
RFID New Opportunities

- Availability
- Stock Loss
- Working Capital
- Stock Exit & Margin
Looking Ahead

▪ Continued growth of Online

▪ Role of shops: Relationships v Transactions

▪ Personalisation: Tailored Shopping Experience

▪ Human and Digital: Extending the Brand relationship

▪ Less is more: Quality & Differentiation

▪ Service: “Make it easy for me”