

ECCO

Digital Transformation to Enhance Customer Experience

ECCO is a Danish footwear brand founded in 1963. The company envisions being the leading premium brand for shoes and leather goods. ECCO operates globally with 4 owned and operated tanneries, 6 factories, and retails to over 100 countries via 2,250 ECCO stores and 14,000 sales points. The company first began operating in Singapore in 2014.



CUSTOMER-CENTRIC TRANSFORMATION

ECCO places the customer, both external and internal, at the centre of digital transformation. They achieve this by looking at the customer journey and identifying digital touchpoints – facilitating a premium shopping experience. Alongside this, ECCO identifies critical business challenges and pinpoints how digitalisation can solve or improve upon these pain points. For instance, ECCO makes use of e-commerce, CRM, PIM, Digital Asset Management, Cloud, and Payment Gateways to alleviate business challenges.

ECCO’s employees, the customer, and the solution provider are the driving forces behind their digitalisation initiatives. As such, ECCO has identified several priority initiatives crucial to digital transformation – including Big Data and Cloud Computing. Other initiatives in progress include Cybersecurity, Digital Infrastructure, and Robotic Process Automation. ECCO is committed

to identifying other forms of digital transformation that might enable a better customer experience – consequently, the team is also exploring how artificial intelligence, cross-border data flows and cross-border digital connectivity can facilitate the company’s strategic goals.

DIGITAL FOR SUSTAINABILITY

ECCO’s goals are to reduce waste and energy consumption at the factories and tanneries of the future via digitalisation. This has been achieved through new technologies – in 2019, ECCO leather introduced

DriTan™ technology as a means of achieving water-free leather fabrication, and as of current, most of ECCO’s international production is powered by renewable energy sources. However, ECCO also uses digital tools to consistently track and analyse their progress against their global sustainability KPIs. This allows the company to continuously improve upon and monitor their sustainability metrics.



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