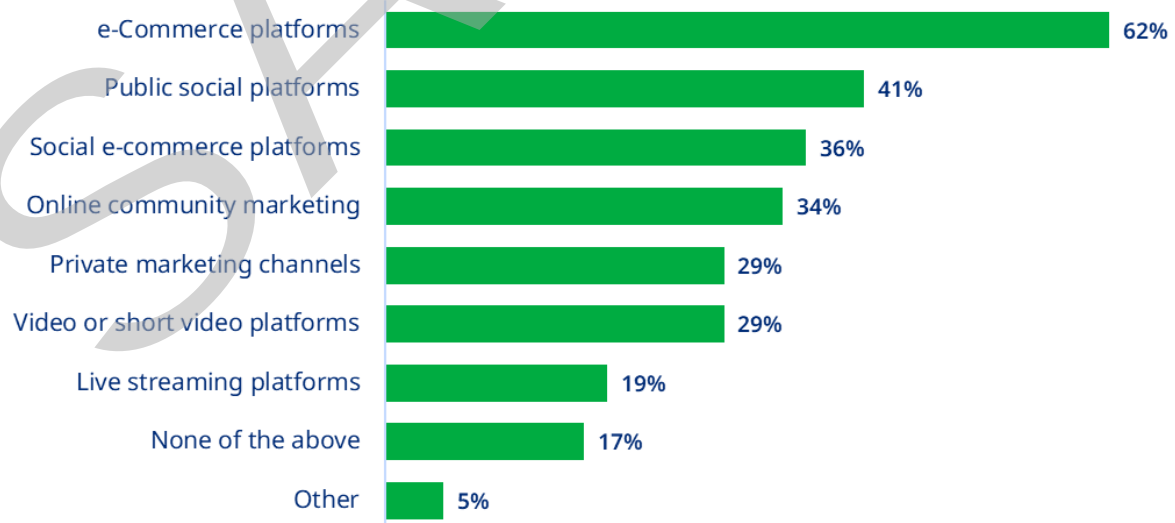## Mechanisms that help to track sales contribution of Multi-Channel Consumption Behavior

48%
of companies in APAC indicated that **Online Channels** can identify **individual sales**

44%
indicated that **Online Channels** can identify **sales teams**

40%
indicated that **Offline Channels** can identify **sales teams**

30%
of companies in APAC are **unable to track** sales contributions

28%
indicated that **Online Channels** can identify **individual sales in store**

48% of companies in APAC indicated that **Online Channels** can **identify individual sales**, which helps to track Multi-Channel Consumption Behaviour. **40%** also indicated that **Offline channels** can identify individual sales, helping track sales contribution, but this is **still less** than the prevalence of Online Channels usage.

Sales Channels play an integral role in establishing a successful and customer oriented digital / e-commerce business. As organisations operate across multi-channel, omnichannel platforms, the focus is to not only build **open channels** for better customer outreach but also build in mechanisms to be able to **link online sales behaviours** to individual sales employee or sales teams.

Which of the following online sales channels does your company have in Asia Pacific?

Channel	%
e-Commerce platforms	62%
Public social platforms	41%
Social e-commerce platforms	36%
Online community marketing	34%
Private marketing channels	29%
Video or short video platforms	29%
Live streaming platforms	19%
None of the above	17%
Other	5%

62% of companies in APAC reported that they adopted **E-Commerce platforms** – followed by **41%** with **Public Social platforms**, **36%** with **Social e-commerce platforms**.

How are these sales channels operated?
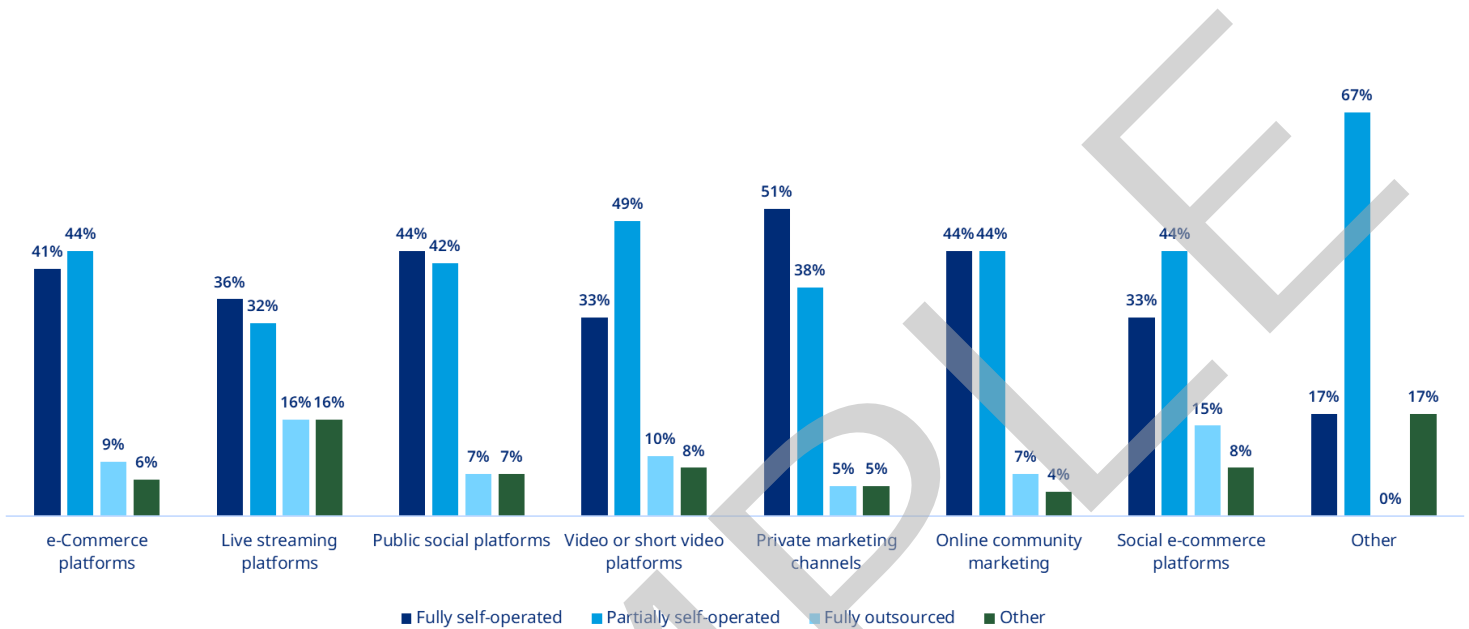
44% of respondents also reported that E-Commerce platforms – and separately, that Social e-commerce platforms, were **partially self-operated** in their organizations – while the same proportion indicated that Public Social platforms were largely **fully self-operated**.
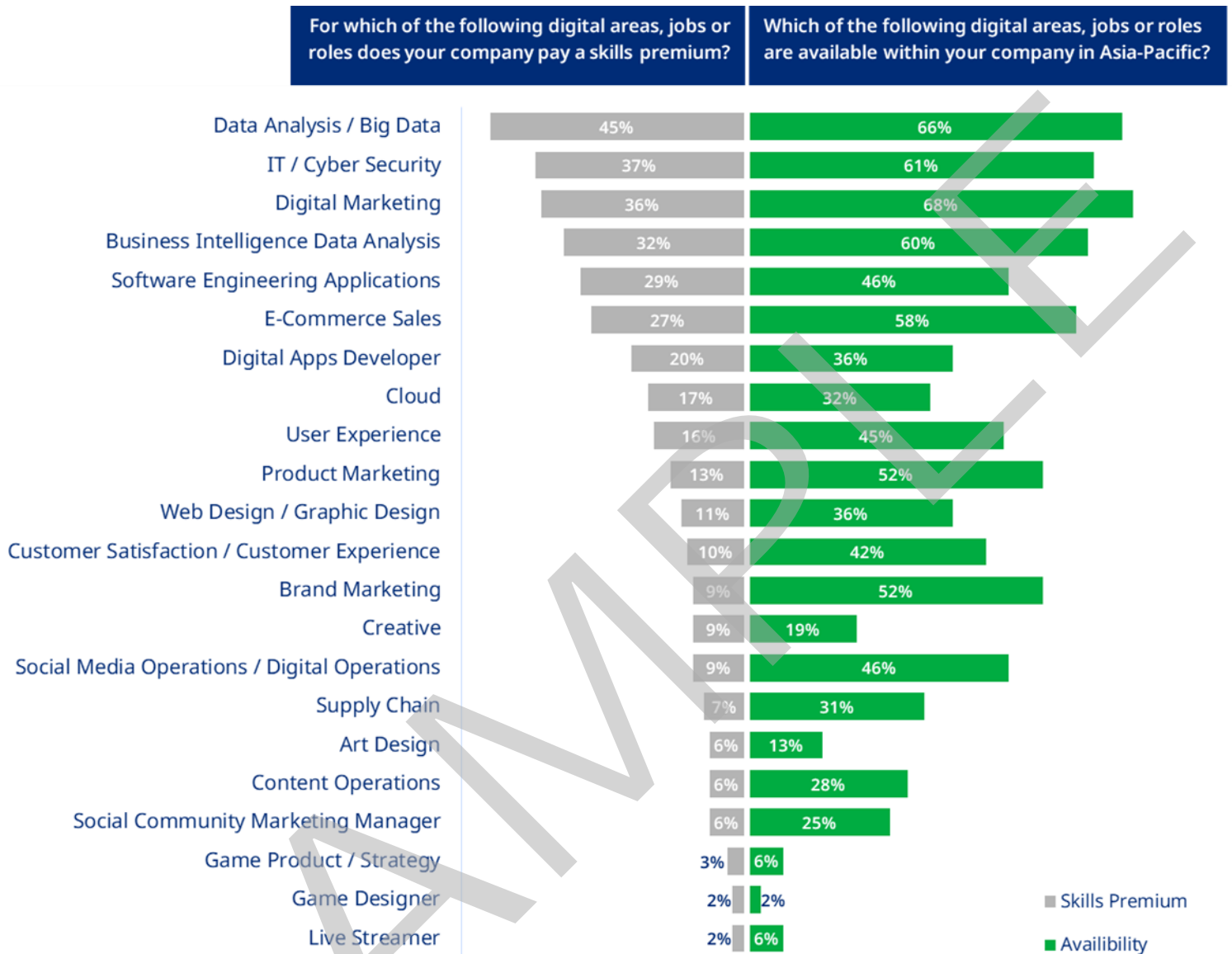
7
Digital Skillset in APAC

For companies seeking the technical and digital capacities needed by their organization, they can deploy a range talent strategies;

From evaluations of upskilling or reskilling programs, to external hiring and internal sourcing for employees that can drive transformation initiatives, continual assessments of skills and competencies are key for organizations to source the digital workforces they need to fulfil business goals.

Key Digital Jobs

	For which of the following digital areas, jobs or roles does your company pay a skills premium?	Which of the following digital areas, jobs or roles are available within your company in Asia-Pacific?
Data Analysis / Big Data	45%	66%
IT / Cyber Security	37%	61%
Digital Marketing	36%	68%
Business Intelligence Data Analysis	32%	60%
Software Engineering Applications	29%	46%
E-Commerce Sales	27%	58%
Digital Apps Developer	20%	36%
Cloud	17%	32%
User Experience	16%	45%
Product Marketing	13%	52%
Web Design / Graphic Design	11%	36%
Customer Satisfaction / Customer Experience	10%	42%
Brand Marketing	9%	52%
Creative	9%	19%
Social Media Operations / Digital Operations	9%	46%
Supply Chain	7%	31%
Art Design	6%	13%
Content Operations	6%	28%
Social Community Marketing Manager	6%	25%
Game Product / Strategy	3%	6%
Game Designer	2%	2%
Live Streamer	2%	6%

■ Skills Premium
■ Availibility

Digital Marketing, Data Analysis / Big Data and IT / Cyber Security were the digital areas and roles with the highest availability, as indicated by **over 60%** of companies. With shifting needs to utilise data to improve business efficiency, the accelerated results that emerge from insight-driven digital roles may have a **higher demand**[5] than roles that involve building data infrastructure and systems.

Other popular digital areas with available roles include **Business Intelligence Data Analysis, E-Commerce Sales**, and **Brand and Product Marketing**, as reported by **50 to 60%** of companies.

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[5] Daub M, et al. "How companies can win in the seven tech-talent battlegrounds." Available at www.mckinsey.com.