

Customer Intelligence and Insights Solution for Retail

Digital Software & Solutions



Today's customers are empowered, demanding, and always connected. They can instantly share shopping experiences and drive brand perception via reviews on social media, websites, and online forums. To deepen customer engagement, retailers need to understand each customer and provide a personalized shopping experience at all touch points. And today, achieving this strategic objective is rendered more difficult with the retail industry experiencing thinning margins due to increased competition, suboptimal product mixes and excess or insufficient inventories.

Tata Consultancy Services' (TCS') Customer Intelligence & Insights (CI&I) solution for Retail can position retailers to better understand customer needs and preferences, forecast customer behavior and demand, identify new products, optimize product mixes, and improve the overall customer experience. With our solution, retailers have the increased capability to optimize marketing spend and develop targeted, more effective marketing strategies to help forge long-lasting customer relationships.

Overview

Customers empowered by mobility and social media present both opportunities and severe challenges to the retail industry. Purchase decisions today are driven more by online conversations and product reviews and less by traditional marketing campaigns. Further, customers have multiple channels to buy from. Retailers therefore need to ensure a superior experience — whether in-store, online, or in after-sales care. With competition from online and non-traditional merchandising avenues eating into retail margins, identifying avenues for cost savings is more important than ever before.

Our CI&I for Retail solution leverages multiple types of customer data to address these challenges via pattern detection that better positions you to deliver the right offer, the right value, at the right time — to each customer. Specifically, with the right data inputs, you can harness our advanced analytics out-of-the-box solution to break down organizational information silos, develop a unified 360-degree view of the customer and derive actionable insights. Modules built into the solution support marketing, customer care, and retail operations, better enabling you to retain existing customers and helping you to attract new ones, optimize marketing campaigns, drive more effective brand engagement, and build customer loyalty.

Our Solution

CI&I for Retail is a fully integrated software analytics solution, based on the TCS **Data Induction Platform** that collects, filters, and analyzes customer information to generate comprehensive insights. The solution goes beyond predictive analytics to give you real-time, actionable recommendations. Our CI&I solution provides:

Comprehensive Analysis: Real-time analysis on unstructured and structured customer data from internal and external sources across a large number of channels.

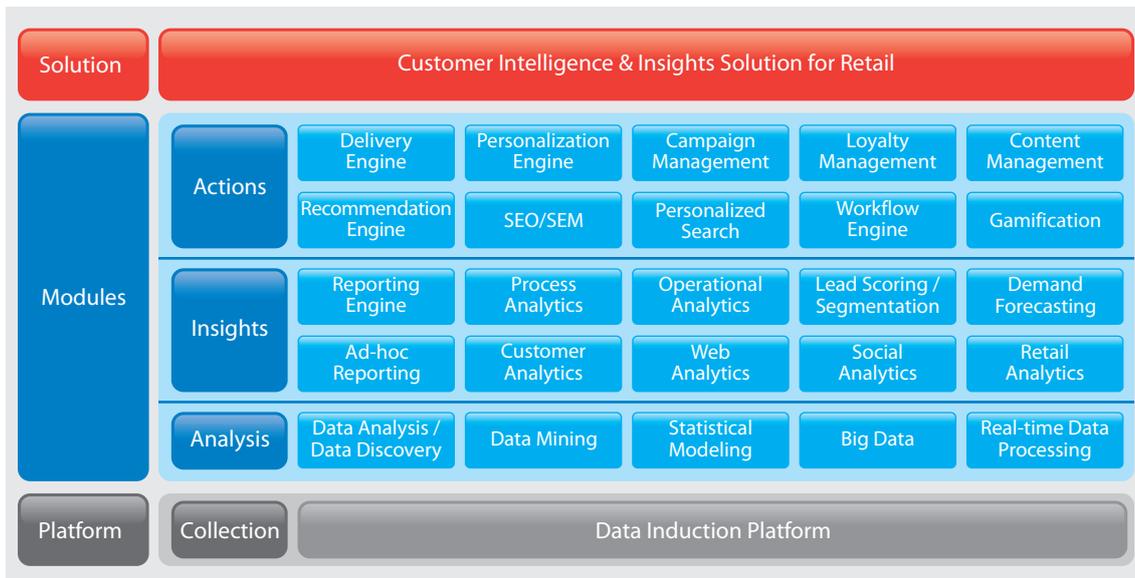
Deep Customer Insights: Analytics to generate deep customer insights based on buying patterns, demographics, web behavior, social media, and product affinities. Enables tracking of online, mobile engagement, and conversations on social media to improve customer retention and increase prospect conversion. Also improves the accuracy of demand forecasts, thus helping to better anticipate customer needs.

Recommended Actions: Personalization and recommendation engines for loyalty, content, and campaign management programs to tailor your customer's experience. Facilitates tracking of sales mixes and channel performance to identify appropriate store-level actions and plan your channel penetration strategies.

Benefits

The predictive and prescriptive capabilities of our CI&I for Retail solution help you:

- **Deliver a superior customer experience:**
 - Understand customers as unique individuals and move to one-on-one marketing
 - Improve retail merchandising with insights from transactions, loyalty, ecommerce, social and more for better pricing, assortment and shelf planning
 - Engage customers via social media to influence customer behavior



An Overview of TCS' Customer Intelligence & Insights solution for Retail

- **Maximize customer lifetime value:**
 - Improve retention based on deep insights into customer behavior
 - Increase conversion rates, cross-sell, up-sell, and order size with behavioral segmentation
 - Drive loyalty via cross-channel rewards programs
- **Lower operational costs:**
 - Maximize marketing effectiveness with more targeted campaigns and spend optimization
 - Enhance decision-making with up-t0-date enterprise-wide information — from sales and customer care to marketing
 - Better demand forecasts, to align supply and demand

Integrated and comprehensive, with out-of-the-box functionality: Rather than providing only a technological foundation, or analytics around a specific functional area, our solution is made up of pre-integrated software that addresses challenges unique to the retail industry. This translates into accelerated time to value.

Lower cost of ownership: CI&I for Retail integrates traditional Business Intelligence with Big Data analytics. You can rapidly accept and process data from disparate sources. Additional functionality can be procured in a modular fashion and we also offer out-of-the-box integration with major vendors.

How we help our customers

The TCS Advantage

Our CI&I solution was developed specifically for the retail industry, enriched by our industry expertise. With proven leadership in the analytics domain, we have designed a solution that is unique in the following ways:

Tailored to the retail industry: Retail attributes such as demand forecasting, product selection, and market basket analysis are built into the solution, providing industry-specific insights. Data models in dashboard format provide an all-around view of your customer.

Real-time personalization via real-time recommendations: Our solution provides recommendations that leverage all customer interactions, helping you personalize your offerings. This is made possible by the solution's ability to handle large volumes of customer data — such as preferences, past and present activity, location, context, and purchase correlations - in real-time.

TCS has a long history of serving the retail industry with applications that leverage deep analytics to solve specific business problems. One client is driving successful digital transformation by deploying CI&I's ultra-capable Loyalty Management module. Our solution spans multiple geographies, currencies, and membership types (individual, household, charity, business). It includes real-time redemption and catalog-based redemption. With TCS' configurable solution that features multi-channel support and a comprehensive view of customer memberships, our client can scale rapidly as membership, transactions and partners grow.

About TCS' Digital Software & Solutions Group

With the rapidly growing influence of new digital technologies, embedding digital transformation in the company strategy has arisen as a key objective across industries. Recognizing this, TCS offers a comprehensive portfolio of software and solutions that helps enterprises leverage these emerging digital technologies to their fullest competitive advantage.

Developed by industry experts, our fully integrated licensed software and solutions are configured to address our clients' specific business pain points within their industry context. Our modular solutions help organizations more effectively respond to the rate of technology change and extend the influence of digital technologies to transform the business landscape.

As a result, our clients attract and build lifelong relationships with their customers, even as they reduce operational costs across the customer experience and digital commerce cycle. With TCS as a strategic partner, enterprises are empowered to respond with agility to the changing digital environment, achieving certainty in an increasingly uncertain digital world.

Contact

To know more about our Customer Intelligence & Insights for Retail, contact TCS.DSSG@TCS.COM

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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