

TCS PeriVista™ Shopper

360° Customer Insights for Retail

Retail



Customers today leverage multiple digital channels such as mobile, web, kiosks and social media in their search for the most relevant products, services, and offers. While this means more opportunities for retailers to connect with their customers, it also leads to an explosion of data that is often hard to capture, consolidate and interpret. This not only leads to a disjointed view of the customer for the retailer, but also results in an inconsistent experience for the shopper.

Tata Consultancy Services' (TCS) PeriVista Shopper solution integrates data across digital channels and the lines of business to build a comprehensive 360 degree view of their customers from within and outside the enterprise. Built exclusively for retailers, PeriVista Shopper leverages Big Data and advanced analytics to predict shopper behavior, and provides the insights needed to make real-time, customer-centric decisions across marketing, product development, merchandising, and omni-channel experience management. This enables deeper customer engagement, improved campaign management, and increased sales and margins.

Overview

The adoption of digital channels has created a pressing need for retailers to rethink how they acquire and analyze customer information across touchpoints and translate the insights into contextual and relevant actions. Much of this data is in silos. Further, the data is duplicated, unstructured and of poor quality and does not offer a unified customer view.

Using Big Data and advanced analytics, PeriVista Shopper helps connect the dots by bringing together disparate customer data across internal and external sources for easy analysis and interpretation. It not only helps discover and predict customer behavior from their profile, but also from purchases across channels and lines of business, formal and informal interactions and individual social media conversations. The solution empowers retailers to reimagine the customer's journey across channels, predict cross-channel behavior, and thereby drive deeper engagement and enhanced customer experience.

Our Solution

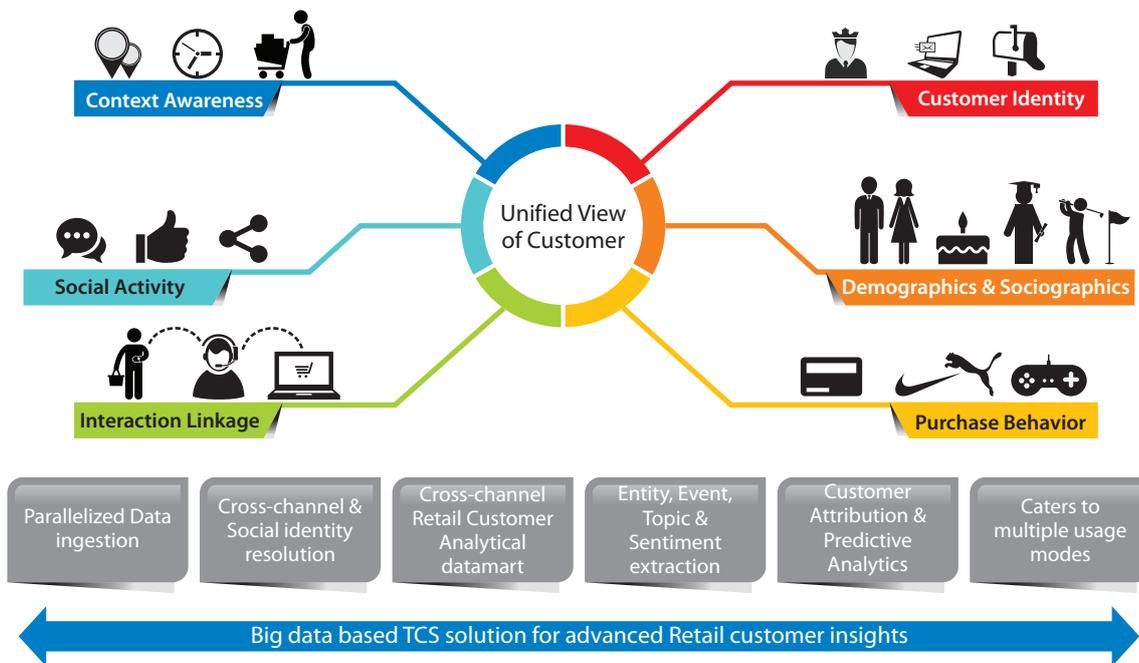
TCS' PeriVista Shopper solution harmonizes customer data and combines the customers' identity, profile, buying behavior and interactions into a single analytical repository for actionable insights. It supports retailers through the following key features:

Retail Big Data platform: PeriVista Shopper brings together retail-specific pre-built data structures, KPIs and analytics across channels leveraging Big Data technologies that handle data velocity, variety and volume.

Identity resolution: The solution enables algorithmic matching of customer identity across multiple enterprise databases and social media.

Predictive and contextual retail analytics: Our advanced algorithms help derive meaning from the data through text analytics, basket analysis, cross-channel customer metrics and predictive analytics such as customer lifetime value and likelihood to buy. This enables retailers understand and predict customer behavior better. Our approach to behavioral customer segmentation and trip-based clustering help retailers make shopper-driven merchandising decisions. PeriVista Shopper also helps retailers react to customer context by enabling insights and actions driven from life events and current location.

Connecting the Retail customer across touchpoints



Benefits

By leveraging the PeriVista Shopper Solution, you can experience the following business outcomes:

Gain actionable insights: A cross-channel understanding of customer behavior and preferences helps contextualize the shopping experience and influence customers at the moment of truth.

Build brand loyalty: By delivering a rich, connected and convenient omni-channel shopping experience, retailers can improve brand stickiness and customer retention.

Increase cross-sell and up-sell opportunities: Retailers can identify the products or services that customers value the most, and improve basket size through cross-selling and up-selling opportunities.

Enhance campaign effectiveness: Personalized communications and targeted offers lead to more sales conversions, and increased ROI from marketing campaigns.

Improve operational efficiency: A better understanding of customer preferences supports focused product assortments across stores and other channels. This reduces inventory costs and increases sales and margins.

The TCS Advantage

Backed by our thought leadership, strong partnerships and experience in implementing customer insight solutions, TCS' PeriVista Shopper offers the following advantages:

Customized for the retail industry: The offering has been customized to meet the cross-channel marketing, merchandising and customer engagement needs of retailers. Our retail data model with its pre-built merchandising and marketing metrics, and retail analytics ensures ready-to-use customer insights.

Modularized solution: The offering is available either as a licensed customer insights product or as individual licensed modules to create a best-fit-customer insights platform for retailers. TCS also offers implementation, customization and integration services. A robust data integration layer and service based architecture allow PeriVista Shopper to integrate easily with existing retailer enterprise systems.

Low total cost of ownership: Built on high-performance Big Data technologies, the offering can scale up to meet data growth while maintaining the low total cost of ownership. You can benefit from significant savings on license and storage costs compared to traditional platforms.

Accelerated deployment: Jumpstart your customer insights program in four to six weeks with our flexible service model; accelerate insight delivery into business processes through self-serve capabilities.

About TCS' Retail Business Unit

With over two decades of consulting and IT support experience with global retailers, TCS helps retailers improve business processes and cash flows to drive top and bottom line growth. Seven of the top 10 U.S. and six of the top 10 U.K. retailers partner with us on business transformation programs aimed at re-imagining and growing the business.

Leading retailers leverage the TCS Point of Sale (POS) and mobile POS solutions as well as our merchandizing solution suite, Optumera™, that amalgamate our strong business acumen, domain knowledge, and technology competency.

Our Innovation Labs harness technology trends such as digital technologies to incubate and develop innovative solutions for retailers. Backed by a strong asset base and an information hub that offers daily insights on the industry, retailers, and their competitors, we deliver industry relevant consulting, solutions, and IT services and support.

Reimagining Retail

Bridging digital technology and
the consumer experience

Contact

To know more about the TCS PeriVista Shopper Solution, please write to retail.solutions@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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