

Enhancing Customer Management

One of the biggest challenges facing retailers today is centered around their ability to better manage customer relationships even as new touch-points emerge, while improving productivity to combat rising costs. As Pratik Pal - Global Head of Retail at Tata Consultancy Services (TCS) - points out, "Consumer choice is exploding and consumer loyalty is becoming increasingly fickle. In such times, customer centricity is more than just a buzzword - it can be the difference between retailers that thrive versus those that struggle to survive. The different aspects of the retail sell-side value chain, including customer acquisition, customer service, profitability, and retention are the critical enablers that help transform customer-focused strategies into results. For retailers, the value lies in turning the consumers to 'prosumers' and using their inputs to manage the business efficiently."

Even as competitive pressures rise, retailers today have an increased opportunity to create competitive advantage by providing a unique, differentiated experience to customers. They need to adopt very specific customer-centric strategies, supported by the right technology, enabled by appropriate business process alignments. In this article, we delve into a few specific examples of the customer-centric strategies and solutions we are seeing leading retailers adopt successfully.

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Client Showcase

- A leading US retailer has selected TCS as its strategic partner to help transform their application management and delivery processes.
- TCS will provide system integration for multi channel implementation of the different business lines of a leading grocery retailer.
- TCS was selected by a leading retailer to enhance and develop their e-commerce offerings and support strategic business expansion and growth.
- A leading apparel retailer in US selected TCS to implement the TCS-Siemens PLM product - Teamcenter.
- A US-based specialty retailer has signed a multi-year, multi-million dollar agreement with TCS to consolidate integrated IT support services globally.

Customer Centricity - Essential for Retailers in Challenging Times

As part of our thought leadership program, we are continually collaborating with customers and alliance partners to build points of view, frameworks, and solutions to help address some of your key business challenges. In this edition of TCS at Work, we invited Alexi Sarnevitiz, former Senior Director of Global Retail Strategy, SAS Institute Inc., to share his point of view on why customer centricity is essential and what retailers need to consider when embarking on a customer centricity program.



Alexi Sarnevitiz, former Senior Director of Global Retail Strategy, SAS Institute Inc.

[Read full article.](#)

Delivering a Differentiated Shopping Experience

As retailers strive to retain and expand their customer base and differentiate themselves from competitors, the success mantra is not about how they want to sell, but how consumers want to buy. The TCS Smart Store is an innovative solution for the retail industry that puts the consumer at the center and allows the retailer to provide a personalized, differentiated experience to its customers across all channels and touch-points. Some of TCS Smart Store's unique features include customer location awareness, in-store customer identification and alerts, digital kiosk with virtual try-on, and mobile checkout.

[Learn more about the TCS Smart Store Solution.](#)

Retail Customer Loyalty Programs: Seven Key Areas Retailers Need to Focus On

"In coming months, survival in retail will be directly related to the ability to understand, precisely, the shopper's state of mind, deliver solutions that serve their interests, and effectively execute shopper marketing programs." — Millerzell Research

Customer loyalty programs are intended to exactly deliver this — to be able to track and reward customer behavior. Statistics also indicate that consumer participation in rewards programs is on the rise across all demographic segments.

In this Point of View, we explore some of the key aspects of successful loyalty programs. Based on our experience delivering innovative customer engagement solutions for our retail clients and on available industry research, the article is a comprehensive source of actionable best practices that can help retailers take their customer loyalty program to the next level.

[Read TCS' Point of View on Retail Customer Loyalty Programs](#)

About Retail & Consumer Goods Industry Solutions Unit

TCS' Retail Industry Solutions Unit provides full services across all retail formats and business areas. With integrated IT, IS and BPO services we help clients derive significant cost, efficiency and productivity benefits. For more information visit www.tcs.com/retail or contact us at retail.solutions@tcs.com.