TCS Customer Intelligence & Insights™ for retail

Deepen customer relationships and grow customer lifetime value with hyper-personalized customer experiences

Digital Software & Solutions

Today's connected consumers want- and immediately expect- rewarding experiences from companies with which they do business. Their latest great experience with a company immediately becomes the minimum they expect everywhere else. Welcome to the connected economy, where loyalty, differentiation and growth are created not by selling things, but by connecting the dots between physical and digital interactions to create memorable experiences.

To survive in the connected economy, retailers must leverage technologies like AI, machine learning, and analytics to deliver memorable shopping journeys.

TCS Customer Intelligence & Insights^{TM} (CI&I) for retail helps retailers deliver rewarding customer experiences, increase loyalty through hyper-personalization, and drive top-line growth with integrated, out-of-the-box software customer analytics software.

Overview

Today's customers expect more from the retailers they choose to do business with. They expect brands to understand their needs and deliver relevant products, information, and experiences that align with their needs, preferences, and values.

Many retailers, however, struggle to deliver hyper-personalized services, products, and experiences at the right time via customers' preferred channels. They are often dependent on third-party data for customer personalization and lack a single, unified view of customers. As a result, they do not have the omni-channel integration and visibility needed to deliver consistent experiences across customer's preferred channels.

Our Solution

TCS Customer Intelligence & Insights™ (CI&I) for retail is an AI/ML-enabled customer analytics, real-time CDP, and loyalty management software solution built on an extensible platform with pre-built use cases for retailers to deliver hyper-personalized customer experiences, grow customer value, and achieve loyalty as an outcome.

Get single source of truth with CI&I's real-time CDP

CI&I collects and unifies multi-source customer data and makes it available to CI&I customer analytics and other systems of insight and engagement enabling retailers to model highly personalized and timely engagement campaigns. The real-time CDP focuses on a holistic approach to customer journeys for real time customer unification, journey tracking, and system-generated recommendations.

Turn data into actionable insights with AI-driven Customer Analytics

CI&I uses analytics, AI, and machine learning capabilities to identify key attributes and create detailed customer personas based on demographic, psycho-graphic, and transactional data collected from shoppers. CI&I models customer journeys based on product or persona and links each journey stage with right offers derived from external systems to drive deeper customer engagement. It assigns manual or system-recommended next best action recommendations at each step of the customer journey to ensure higher conversion rates and improved customer satisfaction.

Achieve loyalty as an outcome with Intelligent Loyalty Management

CI&I Loyalty Management uses data-driven insights to deliver innovative, personalized loyalty programs that build strong emotional connections, inspire customers, and drive loyalty as an outcome.

CI&I analytics driven loyalty management improves the effectiveness of loyalty programs with emotion-driven, hyper-personalized customer rewards and journey-based engagement, which consistently increases customer satisfaction and loyalty program ROI.

- Build and deploy enriched digital personas that include qualitative and quantitative customer attributes for more effective customer engagement.
- Surface individualized, real-time contextual "recommended just for you" product recommendations across channels for loyal customers, and recommendations for even a first-time visitor based on current trending products and location, such as "Frequently bought together," and even off-line product recommendations for outbound campaigns.
- Conduct full journey modeling for personalized engagement across preferred channels with algorithm-based Discovery of customers' past shopping journeys and end to end modeling with Customer Journey Canvas.
- Deliver hyper-personalized, connected experiences based on rules or system recommended Next Best Offers and Actions that incorporate physical and digital touchpoints, as well as 3rd party-partner-based offers.

for product recommendations, next best offers and actions that are most relevant to the customer at just the right point along the shopper's journey.

Unlike large, complex technology platforms, or standalone point solutions that don't integrate with other systems, CI&I for retail is modular, built on open source components, and IoT ready. It includes pre-built use cases to improve targeting, increase engagement, enhance customer experiences, and drive conversions for retailers. And importantly, the platform incorporates real-time processing, AI, machine learning and deep learning capabilities, and enables users to develop additional use cases for all their analytics initiatives.

CI&I for retail is capable of ingesting vast amounts of data from many sources, with an intuitive drag-and-drop data pipeline canvas, built in security, AI, machine learning, deep learning, visualization, administration, APIs, and hooks to IoT. It leverages advanced analytics with pattern discovery and a decision engine.

The solution provides a deep understanding of your customers' consumption patterns. You can surface next-best actions, offers and products to buy (for existing and anonymous customers, and perform active journey management, which tracks and identifies critical customer interactions at physical and digital touch-points across the purchase journey, and engage through contextual, real-time recommendations for faster and higher ROI.

- Build and deploy enriched digital personas that include qualitative and quantitative customer attributes for more effective customer engagement.

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- APIs, platform services and data models make partner integration easy and fast with a lower cost of deployment

Benefits

With TCS' CI&I for retail, you can:

Improve campaign targeting: By collecting data from existing and emerging IoT sources, you can easily discover detailed shopper personas to build a deeper understanding of customers, key attributes, and then define segments that align to customized offers.

Keep shoppers on the path to purchase: The Journey Canvas discovers shopper journeys to let you uncover opportunities to improve customer experience by tracking actions and illustrating points of shopper loss. Use the canvas to discover and develop customer journey maps based on personas, segmentation and customer actions.

Determine Next Best Offers/actions: Strategically engage your shoppers throughout their customer journeys. You can perform shopping basket analysis for individualized shopping recommendations, visible through a tablet-friendly interface for front-line employees. In addition, you can model omni-channel "paths to purchase" for advanced journey-based engagement, with ML and pattern discovery – even in limited data environments and deliver system recommended next best offers and actions to the right person at the right time.

Minimize barriers to ROI: Uniquely, our solution offers pre-built use case modules and supports rapid deployment (in weeks versus months). This modular pre-integrated solution reduces need for customization and enables users to leverage the platform to develop additional use cases. And the open architecture and APIs mean that you can integrate the insights and recommendations with your existing systems and applications such as your marketing automation system, PoS, website, mobile apps and more.

Increase customer lifetime value: Deliver better experiences to your customers to build awareness, trust, loyalty, and shopping cart size.

The TCS advantage

TCS' CI&I solution delivers unique value through

- **Domain and Industry Experience:** TCS' broad and deep domain expertise in big data, customer analytics, and IoT as well as broad industry expertise on a global scale.

- **Partner Ecosystem:** The TCS network of partners includes business software providers, niche technology developers, and platform and IT infrastructure vendors. Our dedicated partner management, field alliance, business solutions, and infrastructure architect teams nurture relationships to drive efficiencies and predictable outcomes as our customers adopt Cloud, Automation and Agile.

- **Global Reach:** Tata Consultancy Services is a trusted global IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match.

Tata Consultancy Services

Awards and accolades

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Customers are engaging with on-line reviews, social feeds, advertising, and other sources of information long before visiting a physical store or the retail website. Retailers must now engage with them before, during, and after a transaction. To engage strategically, they must first gain 360-degree customer visibility and understand key customer personas (a representation of a customer type that considers demographics, preferences, goals and behaviors) and then segment them to programmatically deliver customized, timely offers and experiences via their preferred channels.

Next, retailers must identify and recommend products, offers, and actions that align to the customer goals and stage in the buyer's journey. This requires the ability discover and map the customer journey and surface real time predictive and prescriptive insights from physical and digital sources of data.

Finally, retailers must seamlessly integrate the insights into front- line production systems such as websites, mobile apps, POS, and marketing automation.

Traditional analytic approaches can't provide a comprehensive picture of today's multi-channel consumers, and they can't respond correctly to events that are still in motion.

Our Solution

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CI&I collects and unifies multi-source customer data and makes it available to CI&I customer analytics and other systems of insight and engagement enabling retailers to model highly personalized and timely engagement campaigns. It uses analytics, AI, and machine learning capabilities to identify key attributes and create detailed personas.

These personas help develop highly differentiated segments for hyper-personalized campaigns. Retailers can discover and map customer journeys, and extract system-generated recommendations

for product recommendations, next best offers and actions that are most relevant to the customer at just the right point along the shopper's journey.

Unlike large, complex technology platforms, or standalone point solutions that don't integrate with other systems, CI&I for retail is modular, built on open source components, and IoT ready. It includes pre-built use cases to improve targeting, increase engagement, enhance customer experiences, and drive conversions for retailers. And importantly, the platform incorporates real-time processing, AI, machine learning and deep learning capabilities, and enables users to develop additional use cases for all their analytics initiatives.

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