TCS Optunique™: AI Powered Enterprise Personalization Solution

Delightful experiences. Every user, every time.

Retail

With a unified, personalized customer experience becoming a dominant differentiator, hyper-personalization is the retailer's new battleground. Yet, the current state of personalization leaves much to be desired. Although 89% of retailers state they are investing in personalization[1], 58% of consumers still feel the experience between channels is disconnected[2]. Despite expanding budgets on acquiring leads, massive ad campaigns, and investments in personalization capabilities across channels, retailers are struggling to earn loyalty and drive Customer Lifetime Value (CLV) due to disconnected customer targeting.

TCS Optunique™ is an AI-powered enterprise personalization solution that delivers unified, hyper-personalized experiences in real time. It drives CLV by delivering seamless experiences for every user, every time with contextual recommendations across their omnichannel journey (see Figure).

Overview

TCS Optunique empowers retailers to deliver a cohesive experience at every customer touchpoint with:

- **1 enterprise solution for unified brand experience:** With a meta model-based approach, TCS Optunique breaks the boundaries of channel-specific personalization, empowering retailers to offer context-based, personalized recommendations (product, offers, content) in real time, across all actions and channels.

- **1 connected business interface for optimized communications:** Business users are empowered with a goal-based intelligent, connected interface to define their personalization strategy. Based on the strategy, TCS Optunique autonomously identifies right features and models to curate the target audience, timing, and channel, and delivers personalized recommendations. Conflicting goals and strategies are resolved ensuring optimized communications through the right channel.

- **1 KPI (Customer Lifetime Value) realized through unified real-time experience:** TCS Optunique is powered by a decision science engine with a catalog of over 100 algorithms and 500 attributes from multiple sources including real-time feeds, transactions, contact center, campaign analytics, and social media. 720° customer profiles generated through these interactions are powered with our Algo container to deliver real-time experience for known and unknown users.

- **1 unified service for seamless integration:** TCS Optunique combines a light-weight modular architecture with high performance models exposed through a single service for seamless integration with any channel.

Personalize for All Audiences			Personalize Every Entity			Personalize for Each Action			Personalize Based on Customer Context		
Tailored experience for all customers			Intelligent orchestration across entities			Intelligent decisioning for all actions			Intent-based real-time personalization		
Anonymous Users	Known Users	Reactivation	Products	Content	Offers	Browse/ Discovery	Buy/ Reorder	Exit/ Abandon	Time	Location	Basket

Personalize across any channel

TCS Optunique: Orchestrating delightful experiences for every customer across touch points, every time

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[1] Forbes, "50 Stats Showing The Power Of Personalization" (published February 18, 2020), accessed June 2020, https://www.forbes.com/sites/blakemorgan/2020/02/18/50-stats-showing-the-power-of-personalization/#69ebca122a94

[2] IT Supply Chain, "For 80% of retail customers, out-of-date or inaccurate data hinders loyalty" (published October 10, 2019), accessed June 2020, https://itsupplychain.com/for-80-of-retail-consumers-out-of-date-or-inaccurate-data-hinders-loyalty/

Our Solution

With TCS Optunique, retailers can:

- Enable hyper-personalization at scale across all channels through intent-based, real-time personalization with enriched 720° profiles for known and unknown shoppers.

- Drive unified business goals and strategies such as increasing sales and engagement, reducing cart abandonment, and improving customer acquisition.

- Maintain a singular voice throughout intertwined customer journeys with a single version of truth that is accessible to business users right when they need it.

- Prevent shopper fatigue that arises when multiple teams target and retarget the same customer.

- Enable seamless integration with any channel with one service.

- Facilitate rapid deployment within 4-6 weeks with a future-ready microservices (API) based architecture.

Benefits

10% upshift in the customer base from anonymous users to loyal customers by powering shoppers with intent-driven real-time personalization and driving increased CLV

20% reduction in page exits and abandonments by eliminating redundant and repetitive communications

25% uplift in conversion by delivering personalized and meaningful recommendations

20% reduction in overall marketing spend by reducing the cost per lead

75% decrease in customer churn through conflict resolution, and right targeting and re-targeting

The TCS Advantage

TCS partners with over a 100 retailers, driving their growth and digital transformation journeys. We are helping retailers become digital-first businesses with:

- **Future ready business models:** TCS is enabling retailers to transform customer experience and drive growth by building differentiating capabilities through a business-centric product-based operating model; enterprise-wide adoption of agile; technology transformation through a Machine First™ approach and cloud-first modernized platforms; and building ecosystems and new models.

- **Products and platforms:** TCS solutions and offerings leverage the combinatorial power of new-age technologies and the interplay of art and science to make businesses intelligent, responsive, and agile. Retailers worldwide are adopting TCS Algo Retail™, a framework for integrating data and algorithms across the retail value chain.

  Our portfolio of products and platforms that are powering the future of retail include TCS Optumera™, an AI-powered retail optimization suite and TCS OmniStore™, an API-based future commerce platform.

- **Strategic partnerships:** Strategic investments in TCS Pace Ports™, creative hubs for co-innovation, are helping retailers establish competitive differentiation through collaboration with top universities; curated startup ecosystems; and TCS data scientists and domain consultants. Our cognitive workbenches are helping global retailers accelerate adoption as they transform into automated, intelligent, and autonomous enterprises.

Awards & Recognition

2019
Brand Finance®
Awards

TOP 3
IT SERVICES
BRAND

BUSINESS
Superbrands
BRITAIN'S CHOICE
2019

#1 IN CUSTOMER SATISFACTION
2019 EUROPE
Whitelane Research

top
EMPLOYER
GLOBAL
2019
CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

To know more

Visit the **Retail** page on **tcs.com**

Email: **algo.retail@tcs.com**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 4,43,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $22 billion in the fiscal year ended March 31, 2020 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the Dow Jones Sustainability Index (DJSI), MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

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

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