



# Customer Intelligence & Insights Solution for Retail

Digital Software and Solutions



Digital transformation continues to change the retail landscape. Retailers face unrelenting pressure from traditional and innovative new competitors. They must respond quickly to new technologies and the changing needs of customers who are multichannel and in control.

Success in this intensely competitive environment depends on the retailer's ability to adapt rapidly to changes brought about by digital transformation. Winners will be determined by how well they understand the needs of their empowered customers so they can deliver differentiated experiences that build competitive advantage.

Tata Consultancy Services' (TCS') Customer Intelligence & Insights (CI&I) for Retail, an integrated, out-of-the-box customer analytics solution, helps retailers deliver superior shopping experiences across their customers' physical-digital journeys—quickly and cost-effectively. It provides the insights retailers need to restore the balance of power and 'own the customer journey', creating new value for customers and increased revenue for their organization.

## Overview

Knowing and understanding customers in the digital age is complex. Even for retailers that think they know their customers, the ability to deliver highly personalized and relevant offerings that will result in sales is still a challenge. Traditional segmentation strategies that many retailers currently employ do not scale to provide a complete picture of today's digitally savvy multichannel consumers across their connected shopper journeys.

Leveraging customer analytics to develop digital personas, TCS' CI&I for Retail allows retailers to model highly personalized and timely engagement campaigns to encourage shopper propensity to purchase an offering or product.

Ingesting consumer data across multiple physical and digital channels, CI&I's underlying Connected Intelligence Platform uses analytics and machine learning that identify key attributes to create rich, digital shopper personas. These personas can be adapted to allow retailers to model consumer behaviors and motivations and make recommendations for next best offers and actions that are most relevant to the shopper's journey.

And, unlike large, complex technology platforms or point solutions that require major investments in time and resources for integration and deployment, TCS' Connected Intelligence Platform and CI&I for Retail are built on open standards, are IoT-ready and include pre-built, retail use cases and Key Performance Indicators (KPIs). These features enable fast, cost-effective implementation and smooth integration with existing retail systems, further future proofing retail organizations for sustainable growth.

## Benefits

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



### **Gain a deeper understanding of customers across their physical-digital journeys**

- Collect shopper data from existing and emerging IoT sources
- Capture transactional customer data with ARTS compliant retail data model



### **Improve customer retention and acquisition across connected customer journeys**

- Differentiate customer engagement with analytics-based digital personas
- Model 'paths to purchase' based on customer interactions for advanced journey-based engagement
- Respond to changing customer needs with the ongoing evolution of personas using machine learning techniques
- Achieve consistent omni-channel experiences across shopper's journeys with enterprise-wide customer intelligence

## Our Solution

TCS' CI&I for Retail is a fully integrated, modular customer analytics software solution built on open source technology and designed for retail. It includes:

**The IoT-ready CI&I Connected Intelligence Platform** and industry standard ARTS compliant retail data model facilitate the collection of data from existing and emerging IoT sources and other commonly used retail data sources – retail transactions, POS systems, iBeacons, LBS platforms purchases, loyalty points accrual and redemptions, social media interactions, in-store check-ins, mobile, Wi-Fi, and more – for a full view of the customer across all channels and devices.

**Customer Analytics Module** helps retailers build unique, digital personas and model 'paths to purchase' based on demographic, psychographic and transactional customer data using machine learning techniques and proprietary statistical algorithms.

**Customer Digital Persona Module** enables exporting of real world and digital (RAD) personas to CMS and other marketing platforms, enabling retailers to manage and deliver personalized, context driven offers and experiences across the targeted customer's end-to-end customer journey. With a deep understanding of customers' motivations and desires, retailers can engage with them one-on-one in more meaningful ways with relevant cross-sell and upsell offers, improved cross-channel engagement and better targeted campaigns.

**Adaptive Digital Persona Creation** enables users to analyze and manage attributes that may impact and influence a shopper persona. Users can also conduct analysis against changing models for recommendations on how to adapt digital personas to evolving customer preferences

**Customer Journey Canvas** provides declarative modeling of customer journeys for specific product categories and personas to create personalized customer engagement and digital marketing programs defining channels, interactions and desired outcomes

## The TCS Advantage

TCS' CI&I solution delivers unique value through

### Innovative industry vision and roadmaps for a clear path to owning the customer journey

- Vanguard vision for driving enduring customer relationships via connected customer journeys
- Retail-specific, advanced analytics-based solutions to drive early and sustained success
- Solutions architected for the future to support immediate and long-lasting results

### Lower cost of ownership and faster deployment

- Modular pre-integrated solution reduces customization, enables purchase of just what is needed
- Out-of-the-box customer analytics solution for retail with pre-built use cases and KPIs supports rapid deployment – weeks versus months

### Extensive industry experience

- 8-10 US retailers partner with TCS
- Rich experience in digital transformation across retail, customer service, analytics, loyalty and engagement
- Deep credentials in other industries increasingly intersecting with retail, including banking and telecom

### TCS' renowned experience certainty commitment

- 95%+ return engagement rate
- Ranked #1 in customer satisfaction in overall IT services, applications services and infrastructure services in Europe (Whitelane Research)
- Among the top 4 IT vendors in the world
- Investments in Innovation, with 19 labs worldwide and a network of partners, institutions and venture capitalists via TCS Co-Innovation Network (COIN)<sup>™</sup>
- Ranked among Forbes top 100 Most Innovative Companies



#### Drive focused customer engagement based on shopper persona with journey modeling

- Leverage personas to align digital marketing and in-store programs for greater marketing ROI



#### Increase customer lifetime value

- Leverage real-world and digital personas for personalized, contextual offers and interactions
- Increase conversion rates, cross-sell, up-sell, and order size with behavioral segmentation
- Link real-time context to journey motivations to engage customers via their preferred channels

## Awards & Recognition

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### To know more

Visit the [Digital Software and Solutions](#) unit page on [tcs.com](#)

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Blog: [Because Digital](#)

### 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.

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