

Customer Intelligence & Insights for Retail

Digital Software & Solutions Group



Today's connected consumers want — and immediately expect — rewarding experiences from companies they do business with. Their latest great experience with a company immediately becomes the minimum they expect everywhere else. Welcome to the connected economy, where new forms of value are created not by selling things, but by connecting the dots between people, machines and organizations to create memorable experiences.

To survive in the connected economy, companies are making connected customer experiences their new obsession. But to be effective, connected experiences must be highly personalized, timely and delivered in precisely the right context.

The solution is Tata Consultancy Services' (TCS) Customer Intelligence & Insights (CI&I) for Retail. CI&I is integrated, out-of-the-box customer analytics software that helps retailers discover and build customer personas, model optimized journeys across physical and digital interaction points, and deliver highly contextual offers and actions. The results are superior customer experiences delivered quickly and cost-effectively.

Overview

Customers are engaging with online reviews, social feeds, advertising, and other sources of information long before visiting a store or the retail website. You must now engage with them before, during and after a transaction. To engage strategically, you must understand key customer personas (a representation of a customer type, including demographics, motivations, goals, and behaviors) and segment them to programmatically deliver customized, timely offers and experiences via their preferred channels.

Traditional 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.

TCS' CI&I for Retail ingests customer data across multiple physical and digital channels and allows retailers to model highly personalized and timely engagement campaigns that increase propensity to buy. CI&I for Retail uses analytics and machine learning capabilities to identify key attributes and create detailed personas. These personas can be grouped to develop highly differentiated segments for hyper-personalized campaigns. You can discover and map customer journeys, and extract system-generated recommendations for 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 standards, IoT ready, and includes pre-built retail use cases to improve targeting, increase engagement, enhance customer experiences, and drive conversions. And importantly, the platform enables users to develop additional use cases for all of their analytics initiatives.

Our Solution

TCS' CI&I for Retail is a fully integrated modular customer analytics software solution built on our open source CI&I Retail Platform. This persona-driven software leverages advanced analytics with the latest advancements in IoT and machine learning, with pattern discovery and a decision engine. The solution collects and analyzes data from the widest array of sources for a deep understanding of your customers' consumption patterns. You can 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.
- **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 contextual experiences** based on rules or system recommended Next Best Offers and Actions.

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.



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



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 standard APIs mean that you can integrate the intelligence with your existing systems and applications such as your CMS.

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.

Awards & Recognition



About TCS Digital Software & Solutions Group

TCS Digital Software & Solutions Group delivers on the promise of Connected Consumer Intelligence™. Our experience working with the world's most successful enterprises drives the development of integrated software that helps them meet the higher expectations of today's wired consumers and citizens. With TCS DS&S Group software, organizations can design experiences that logically connect every touch point of the consumer's digital and physical journey.

To learn more:

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Blog: [Catering to the Connected Consumer](#)

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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