

# Customer Intelligence & Insights for Retail

Digital Software & Solutions Group



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, companies are making connected customer experiences their new obsession. To be most effective, connected experiences must be highly personalized, timely to the moment and contextual to the customer situation.

The solution is Tata Consultancy Services' (TCS) Customer Intelligence & Insights (CI&I) for Retail. CI&I for Retail is integrated out-of-the-box software 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 in real time.

## Overview

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 to 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

CI&I for Retail combines pre-built customer analytics use cases for retail with a unified enterprise insight platform that helps to drive top-line growth through true omni-channel real time hyper-personalization.

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 drive growth, loyalty and differentiation. CI&I for Retail 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, IoT ready, and includes pre-built best-practices 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 of 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.
- **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 touch-points, as well as 3rd party-partner-based offers.
- **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 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.

## 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:

Visit : [dss.tcs.com](https://dss.tcs.com)

Email: [tcs.dssg@tcs.com](mailto:tcs.dssg@tcs.com)

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.

For more information, visit us at [www.tcs.com](http://www.tcs.com)

[IT Services](#)  
[Business Solutions](#)  
[Consulting](#)

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.