

The next level of customer experience

How retail can benefit from customer intelligence analytics

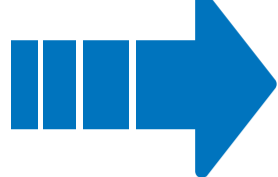
THE 4 BIGGEST CHALLENGES FOR RETAILERS



NEED FOR A CULTURAL SHIFT



Product-oriented thinking



Customer-centered thinking

This is a paradigm shift due to the nature of the retailer's product!

6 WAYS CUSTOMER INTELLIGENCE (CI) SUPPORTS RETAILERS

DATA ANALYTICS WILL LEVERAGE YOUR PERFORMANCE

1. OFFER RELEVANT PROMOTIONS

CI takes actual customer behaviour into account as a predictor of future buying behaviour.



2. OPTIMIZE PRICES

CI helps determine the exact price that customers are willing to pay at any given time.



3. GET A 360° CUSTOMER VIEW

Fine-tune your omnichannel approach to consistently address on- and offline marketing in real time.



4. REDEFINE CUSTOMER LOYALTY

Interact at every touch point on the customer's journey with the right message and thus create goodwill.



5. BETTER PREDICT MARKET DEMAND

Use analytics on shopping cart data and start remarketing new offers to avoid lost sales and optimize sales revenue.



6. STRIKE THE RIGHT BALANCE BETWEEN CUSTOMER SERVICE AND MARKETING

Deliver consistent and contextual offerings, with the best use of marketing investments.



HOW TO CHOOSE THE RIGHT ANALYTICS SOLUTION?

1. Approachable & actionable

Allow control to your business users



2. Integrated

Pick a centralized ecosystem with a data repository, an analytics core and marketing automation tools



3. Self-improving

Select self-analysing solutions that correct themselves and become smarter as time goes by



It's a journey!
Get the basics right first
and then move step-by-step

HINDSIGHT

INSIGHT

FORESIGHT

Curious about how SAS customer decision hub can help your retail organisation to focus on customers and doing smarter business?

Check out our e-book

**"Customer intelligence:
The next level of customer experience"**



Find out more about SAS Customer Intelligence on sas.com/customerintelligence and on our blog site.

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