



Business-friendly Solutions



**Accelerating Customer-Centric Retailing
with Platforms of Intelligence**



RISE OF NEW RETAIL

Retail is one of the most disrupted industries with customer expectations rising to the zenith and new formats fragmenting the landscape. The pandemic induced economic slowdown has put additional pressure on already strained margins. This period has also brought in a change in consumer behavior, they now value convenience over pricing. The customers are more discerning. Spoilt for choice and inundated with competitive offers, their loyalty is wavering. The battle for customer attention was never more intense.

EMPOWERING THE CMO

CMOs are back to the drawing board, crafting strategies to win customer delight, and nudge their journey with the right intervention. The marketers gain greater share of wallet by capitalizing on intuitive cross-sell and upsell opportunities. Orchestrating hyper personalization with tailor made offers plays a key role in retaining customer loyalty. However, lack of right customer insights hinders ability to personalize engagements across touch points.

ENHANCING TECHNOLOGY PROWESS OF CIO

The CIOs strive to be the strategic insights partner to their marketing organizations. They must build technology capabilities to provide a single view of the customer, contextual insights and next best action recommendation at speed and scale. But they are struggling with fragmented data ecosystem, limited in-house data science skills, and integration challenges across systems and applications.

DELIVERING ACCELERATED VALUE WITH CUSTOMER INTELLIGENCE PLATFORM

ITC Infotech partners with retailers to bring them closer to their customers. Our AI and ML powered Customer Intelligence Platform equips retail marketers to make effective decisions and drive near real-time personalized customer engagement. Empowered with the right intelligence the retail businesses accelerate value realization with over 7% incremental sales and up to 5% reduction in marketing costs.

BUSINESS DRIVERS

CMOs can achieve incremental business value with intelligent and automated customer experiences leveraging conversational AI. Intelligent, context-aware personal assistants deliver personalized experience across e-commerce platforms, improve customer care and increase loyalty engagement. CIOs on the other hand can rapidly scale insights capabilities with modular, plug and play components, seamlessly integrated with existing ecosystem.

RETAIL INDUSTRY CHALLENGES

- Limited line of vision across touch points
- Suboptimal customer engagement across fragmented landscape
- Distributed data across platforms for want of seamless integration
- Reduced return on investment on marketing spend
- Longer conversion cycle impacting path to profit



ITC INFOTECH CUSTOMER INTELLIGENCE PLATFORM ADVANTAGES

- Zero capex, long-term opex model
- Incremental business value with demonstrated top-line and bottom-line impact
- Accelerated path to profit with reduced implementation time
- Plug and play components with easily integrated with existing landscape

CUSTOMER INTELLIGENCE PLATFORM FEATURES

- **Integrated Analytics Engine Powering Retail Orchestrations** – Marketers are enabled with pre-built AI/ ML data models for intelligent customer segmentation and deep dive analysis to predict their behaviors. Increased cross-sell and upsell opportunities optimize marketing spend
- **Intelligent Insight Center Delivering Real-time Recommendations** – Diagnostic marketing intelligence reveal propensity to buy and offer recommendation for next best action. Marketers simulate the offers to discover sales lift and take informed decisions
- **Intelligent Virtual Assistant Supporting Customer Journey** – Customer engagement across e-commerce platforms, swift grievance redressal and guided purchase is augmented with a context aware assistant. The real-time personalized experience delivers customer delight
- **Intuitive Loyalty Management Delivering Personalized Offers** – Personalize loyalty program to meet customer expectations with complex 1:1 offers that motivate customers to engage with the platform, gaining referrals to expand the sphere of influence
- **Real-time Campaign Execution Leveraging CRM and Marketing Automation** – Orchestrate real-time campaign execution across channels. Increase basket value with relevant bundle offers and gain greater share of wallet with related product recommendations based on purchase history

OUR DIFFERENTIATED PROPOSITION

- Prescriptive recommendations – pre-built AI/ML models and value accelerators
- Modular plug and play technology components
- Real-time and continuous integration between infrastructure, insights and engagement
- Outcome-linked Opex delivery model

OUR PROVEN TRACK RECORD

South African Retail Major Gains up to 5% Sales Lift with Personalization

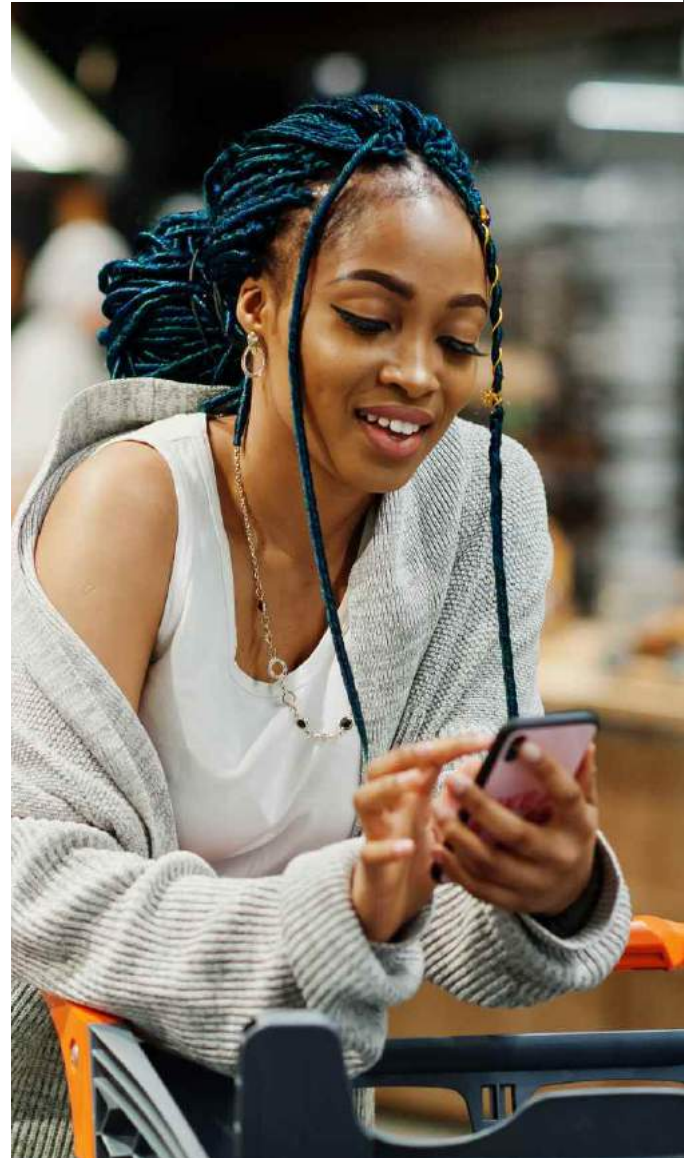
Customer Intelligence Platform delivered contextual marketing and loyalty personalization with predictive modelling algorithms, equipping marketers to perform appropriate segmentation, persona creation and product category analysis. The retailer reduced marketing spend by 5% and improved store utilization by 15%.

Leading Health Food and Wellbeing Retailer Improves Margin with Integrated CRM

Our integrated CRM, Customer Loyalty and Insights system enhanced customer experience with personalized campaigns and promotions aligned to customer segmentation. The intelligent platform delivered 1% increase in margin and 2% increase in overall sales. The retailer achieved 17% ROI and improved customer retention by 18%.

Leading International Retailer Improves Campaign Performance with Algorithmic Predictions

Our advanced modelling algorithms spanning across customer segmentation, visit propensity, brand propensity, recommendation and churn predictions equipped the retailer to win customers. With the help of hyper-personalization, the organization achieved 21% increase in email responses, 2% lift in redemption rate, and 5% improvement in customer spend.



About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and the unique ability to leverage deep domain expertise from ITC Group businesses. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a wholly owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a leading multi-business conglomerate. With a market cap of US \$35 Billion and gross sales value of US \$10.8 Billion, ITC Ltd is acknowledged as one of India's most valuable business corporations. It has been ranked as India's most admired companies by a survey conducted by Fortune India, in association with the Hay Group.

For more information, please visit: <http://www.itcinfotech.com/>