

# CUSTOMER Experience Management

Become customer obsessed!  
Go beyond great customer experience, to impact sales

## I SITUATION

### KEY FINDINGS

Although customer experience has become an important way retailers can differentiate themselves, engaged customers expect retailers to:

#### 1. Understand Me: Establish a Single View of the Customer



The explosion of channels has made it difficult to know customers in a holistic manner



Retailers are treading lightly in the world of social media and customer engagement. Approximately 70% have not changed their customer engagement strategy in the past three years

Seamless, consistent online and in-store experiences will increase customers rate of purchase

#### 2. Inform Me: Make Marketing Activities more Relevant



Associates are more valuable to customers when they have access to real-time customer information



Retail survey showed that retailers with a loyalty program are 88% more profitable than their competitors without a program

Source: Deloitte

More tailored approach by retailers will lead to better customer experience

#### 3. Engage Me: Maximize the engagement with customers on mobile



1 IN 3 SHOPPERS will use a smartphone in the stores to find discounts and coupons



Mobile POS and apps, location-based targeting and interactive digital technologies are just some of the solutions retailers are using to connect with shoppers before their purchase decisions are final

There's no question that mobile technology is now a vital component of the shopping and buying experience

### KEY RECOMMENDATIONS

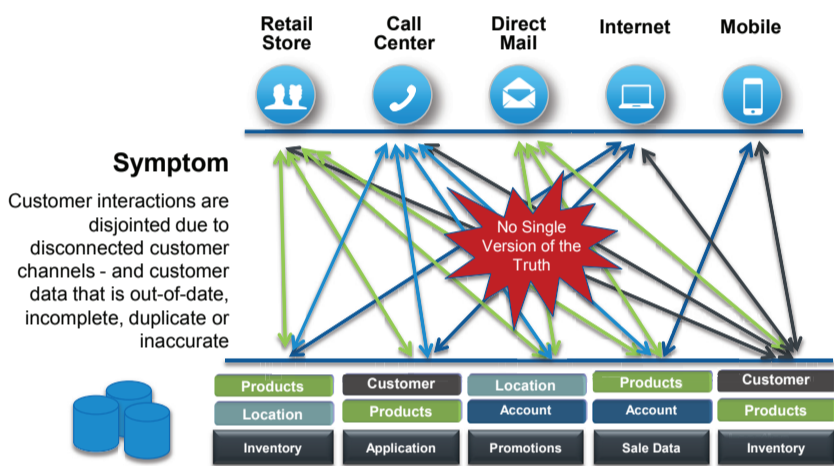


- **Provide seamless channel integration**  
Developing single view of customer and making that view available to customer facing representatives – demonstrate “you know me”
- **Analyze past, present and future data**  
Recognizing customer transaction history in problem resolution, as well as offer management process flows – demonstrate “you want to help me/you care about me”
- **Improve customer experience**  
Focus on a unified communication strategy at all interaction points to ensure customers are treated uniquely and receive relevant offers that influence their propensity for repeat purchases – demonstrate “you know where and when I need to be engaged”

## II ISSUE

### THE EXPLOSION OF CHANNELS HAS MADE IT DIFFICULT TO KNOW THE COMPLETE CUSTOMER

Customers expect their retailers to connect critical data sources and channels to provide more relevant and valuable interactions



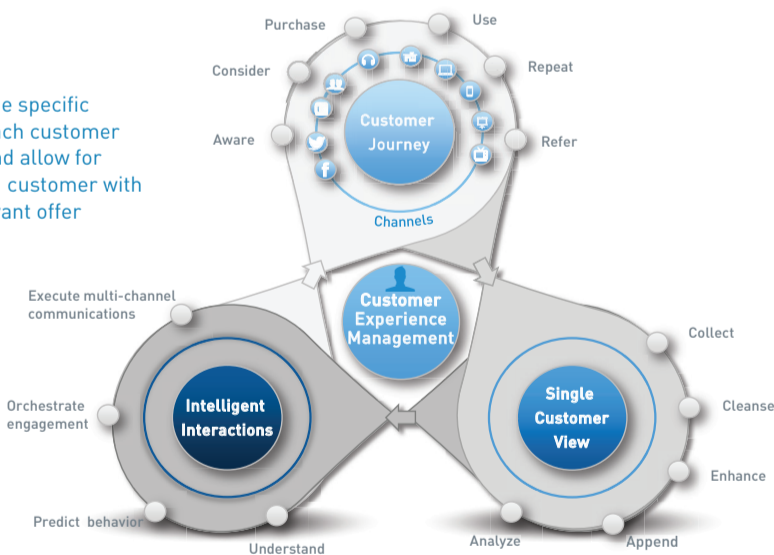
Know your customer's full relationship and history, to offer the best next action that is most relevant to your customer

Inability to connect customer data to inventory data

## III RESOLUTION

### OPTIMIZE THE INTERACTION WITH SHOPPERS ACROSS ALL CHANNELS

Understand the specific opportunity each customer represents, and allow for targeting each customer with the most relevant offer

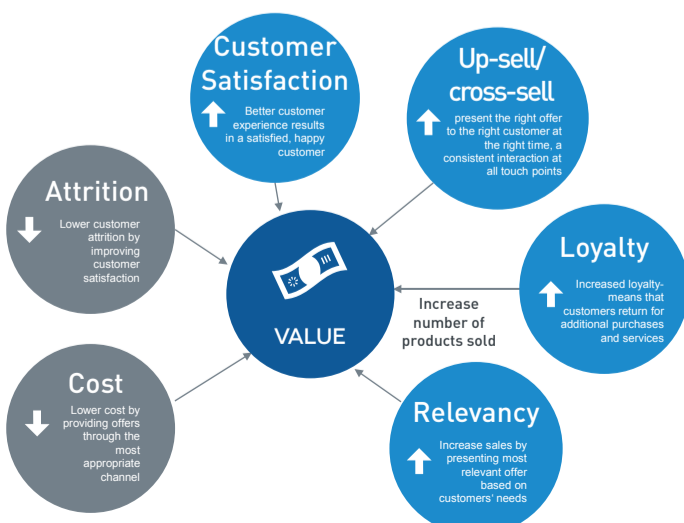


A unique, complete 360 view of the customer relationship, provided at the point of interaction

Real-time decisioning will drive the right offers that generate more sales

## IV RESULTS

### GREATER CUSTOMER INTIMACY AND IMPROVED CUSTOMER EXPERIENCE



### PROOF POINTS



**6 Steps To Engage The Socially Connected Shopper**  
Growing Market Share With A Targeted Customer Strategy

Retailers need to take a look at the current status of engagement strategies and make adjustments where necessary, before they get left behind by their competitors

**Gartner**

Uplift analysis is an emerging form of predictive analysis that enables marketing and business managers, as well as business analysts, to predict the outcome of their actions on future customer behavior.

**FORRESTER**

Portrait Suite offers strong performance in analytics, interaction management and inbound and outbound dialogue across a variety of channels.

### SOLUTION FOCUS

customer experience, competition, trade, engagement, profiles, area, retail, mobile, channels, analytics, market, store, location, services

### FOR MORE INFORMATION



<http://www.pb.com/software/retail/>

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