



Unified Customer Intelligence



Need of the hour for retailers to win customer loyalty

Implications

Top Challenges



Understand customers better

1

Unify customer data from multiple channels & touch-points

Derive insights to understand new preferences & context

Customer Data In SILO'S
(channels, brands, etc..)

Hard To Resolve Duplicates W/O PII

Incomplete Insights On Preferences & Context

Post-purchase insights neglected



Curate winning experiences

2

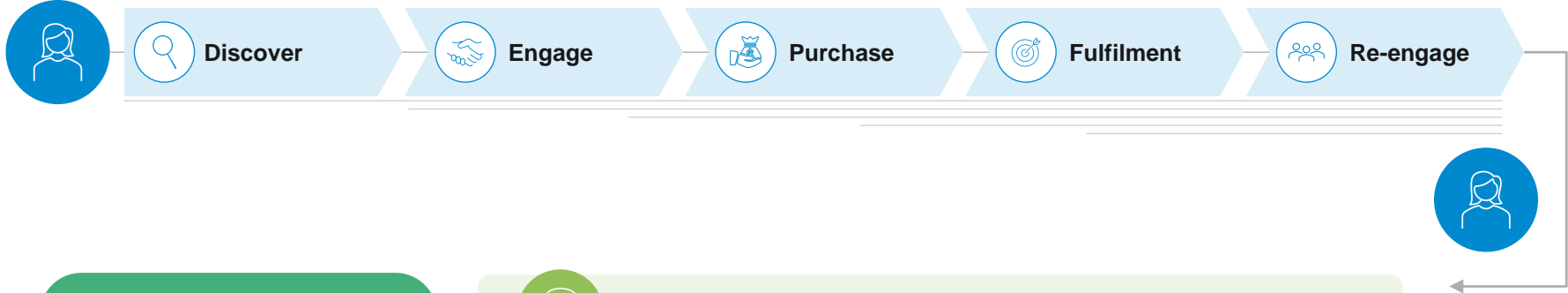
Design powerful engagement strategies for different persona types

Leverage AI to deliver the right experience to the right persona

Lack of Data Readiness

Difficult To Personalize At Scale

Unified customer intelligence enables a single customer view and yields customer intelligence across all stages of customer life cycle



Understand customers better



Unified Customer Intelligence

We can enable a Single Customer View across all touch-points and build customer intelligence to drive powerful customer engagement strategies

- Identity Resolution
- AI Based Micro-segmentation
- Look-alike Models
- Topic Affinities (including post-purchase insights)
- Propensity Models (Propensity-to-buy, churn, return)
- Next Best Actions

Our solution differentiators

1



Unified Customer Intelligence is a **custom** solution with **descriptive & predictive features** beyond standard CDP's

- AI based clustering
- Topic affinities (includes post purchase insights)
- Propensity to churn & return
- Next best Actions

2



We bring **domain & consulting accelerators** for curating meaningful experiences

- Capability maturity analyzer
- Persona-KPI's framework
- Industry best practice customer journey strategies

3



Low initial commits, land & expand - We can help you start small and scale up w/o replacing any platform

- Co-exist with existing CRM or Customer Data Platform

Unified customer intelligence for a leading US consumer electronics retailer



Challenges

- Customer data existing in silos, potential duplicate customers
- Lack of context of the customer in terms of transactions, preferences, etc.
- Need for a Single Customer View and Customer Analytics



Actions taken

Step 1 - Acquire

- INGEST data from 25+ internal sources, 5+ external sources

Step 2 - Discover

- RESOLVED DUPLICATE identities via predictive intelligence

Step 3 - Use

- MIGRATE 90+ use cases, 80+ models and audiences, 100+ customer marts and reports



Solution overview

Wipro took a 3-phase approach of ACQUIRE, DISCOVER and USE to enable a Customer360 view in Google Cloud Platform

- Identity Resolution & Customer360 View
- Customer Segmentation
- Click-stream analytics
- Customer Service Dashboards & Campaign Analytics



Client's benefits

- Single Customer View for Marketers based on transactions, search & browse, campaign interactions
- Lift in customer lifetime value through data driven customer engagements





**Thank you
for your time**

