Omnichannel retailers are communicating with customers through exponentially more touch points. These interactions are often viewed and tracked separately, making it difficult to get fast, accurate data on customers and their behaviors, let alone know who your best, most valuable customers are over the course of time. **That's why we developed CI for Retail.**

ELEVATE THE CUSTOMER EXPERIENCE

Customer Intelligence (CI) for Retail is an analytics platform for retailers who want to elevate the customer experience and dominate the retail omnichannel market. The solution quickly consolidates and analyzes data from all systems and applications for access to a complete view of the customer – empowering informed, measurable decision-making throughout the entire organization. With CI for Retail, you gain:

Visibility to Uncover New Business Insights:

Being a savvy, customer-centric retailer means having a clear understanding of who your customers really are. CI for Retail provides access to a complete view of the omnichannel customer, including buying behaviors, preferences and interactions for "aha" moments of visibility.

Data You Can Trust:

A gut-feel approach to customer campaigns and targeting frequently yields frustrating, lackluster results. Designed for marketers, CI for Retail helps you transform best-guess scenarios into proactive, informed decisions with real-time analytics, easy-to-use dashboards and self-service reporting for less reliance on IT.

One Solution for Greater Agility:

Marketers often use multiple spreadsheets to manage campaign data, customer preferences and sales information. CI for Retail replaces disparate customer data with a single, unified solution that can be seamlessly integrated with leading third-party platforms.

Optimized Customer Journeys:

Retailers lack the tools that enable them to focus on net-new acquisition rather than viewing the entire journey. CI for Retail enables you to see and measure who your best customers are, along with their lifetime value, so you can offer personalized experiences that enhance brand loyalty.

Cross-Department Synchronization:

A lack of centralized customer data makes it virtually impossible to extends valuable insights from marketing and sales throughout the rest of the organization. CI for Retail connects customer intelligence across every retail function, from Finance and eCommerce to Merchandising and Real Estate.

DEVELOPED ON MICROSOFT'S CLOUD TECHNOLOGIES

CI for Retail leverages Microsoft's leading cloud, AI and machine learning technologies to offer a flexible, customer-centric platform developed for the unique analytics needs of retailers. Azure Data Warehouse is at the center of CI for Retail's hub, and Power BI provides front-end reporting and advanced data visualizations supported by monthly releases for continuous product advancement. CI for Retail is built to scale with your business, and unlike other enterprise data warehouse systems that can take years to implement, you can be up and running with CI for Retail in just 13 weeks.
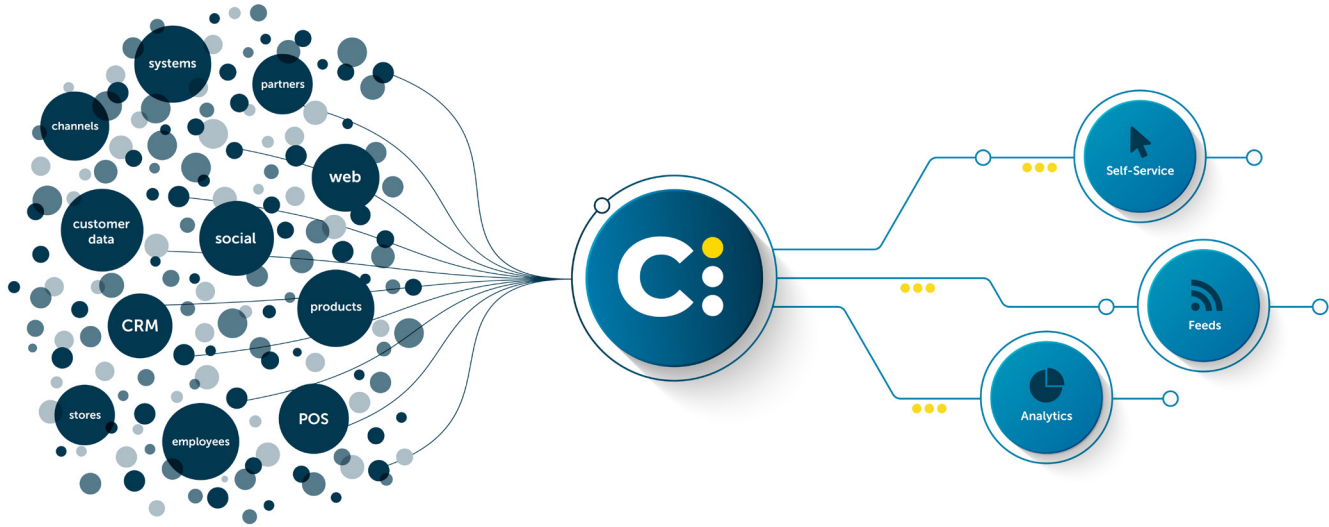
ABOUT CCG

CCG is a trusted data and analytics consulting group focused on enabling organizations with data-driven decision making and forward-thinking insights. Our retail subject matter experts are backed by deep experience in understanding how human behavior drives business functions, ways to maximize software investments, and best practices for leveraging customer intelligence to drive digital transformation. Using rich, cloud-based analytics solutions like our flagship product CI for Retail and providing high-touch services, CCG empowers organizations with strategic and transformative insights to reveal answers, look ahead, see farther and go faster.

Visit **www.ccganalytics.com/ci** to learn more about how CI for Retail can enhance your customer strategy through the power of data and analytics.

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