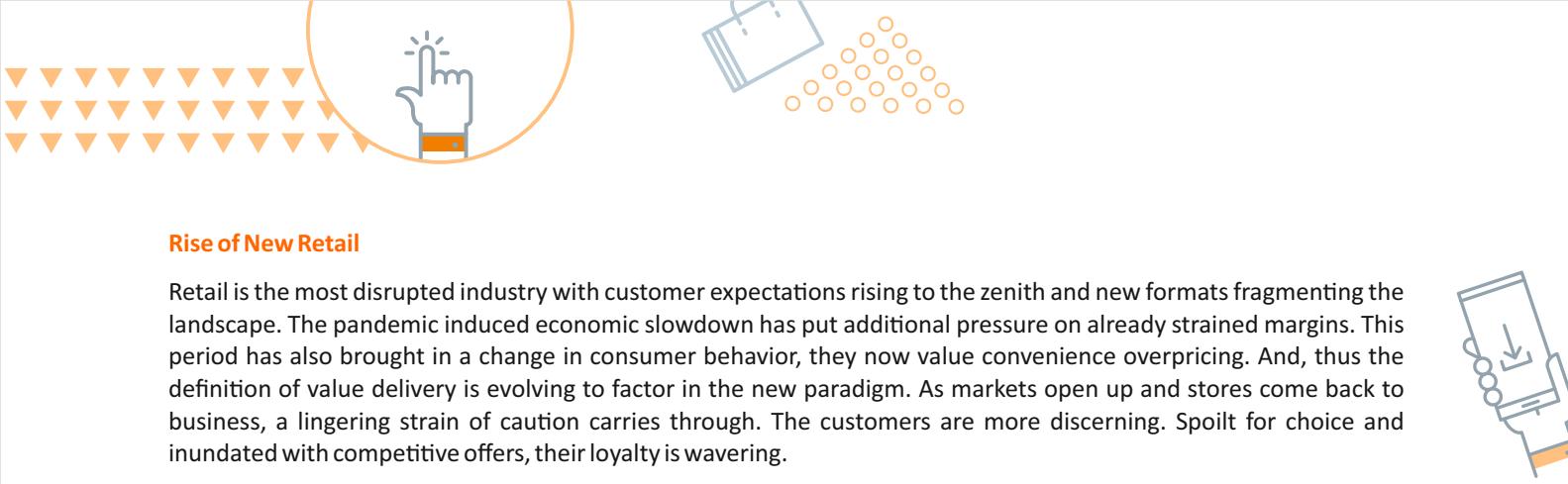




CUSTOMER-CENTRIC RETAILING ACCELERATES WITH PLATFORMS OF INTELLIGENCE



Rise of New Retail

Retail is the most disrupted industry 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. And, thus the definition of value delivery is evolving to factor in the new paradigm. As markets open up and stores come back to business, a lingering strain of caution carries through. 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 Customer Obsessed CMO

CMOs are now back to the drawing board, crafting new strategies to win customer delight, and nudge their journey with just the right intervention, at the moment of truth. The return on investment on marketing spend weighs on the rate and time for conversion. The marketers gain a greater share of wallet by capitalizing on intuitive cross sell and up sell opportunities. Orchestrating hyper-personalization with tailor-made, just in time offers plays a key role in retaining customer loyalty. However, lack of right customer insights hinders the ability to personalize engagements across touchpoints.

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 a fragmented data ecosystem, limited in-house data science skills, and integration challenges across systems and applications.

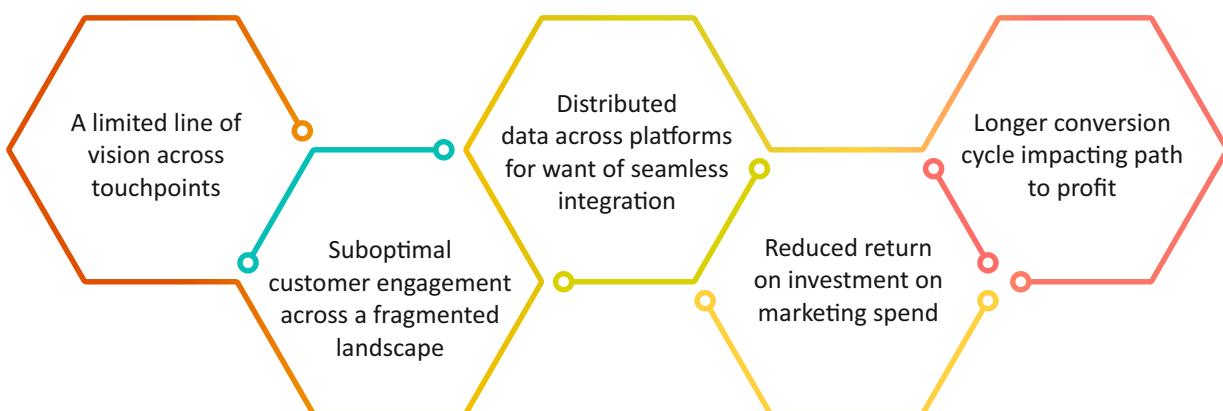
Delivering Accelerated Value with Customer Intelligence Platform

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 a 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 the existing ecosystem.

Retail Industry Challenges



ITC Infotech Customer Intelligence Platform Advantages

Zero CapEx,
long-term OPEX
model

Incremental business
value with demonstrated
top-line and
bottom-line impact

An accelerated path
to profit with reduced
implementation time

Plug and play
components with
easily integrated with
the 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 up-sell opportunities optimize marketing spend.



Intelligent Insight Center Delivering Real-time Recommendations

Diagnostic marketing intelligence reveals a propensity to buy and offer a recommendation for the 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 a guided purchase is augmented with a context-aware assistant. The enhanced personalizing experience delivers customer delight.



Intuitive Loyalty Management Delivering Personalized Offers

Personalize loyalty program to meet customer expectations with complex, 1:1 offers on the fly. Increase stickiness and motivate customers to engage with the platforms, gaining referrals to expand the sphere of influence.



Real-time Campaign Execution Leveraging CRM and Marketing Automation

Orchestrate campaign execution across channels in real-time for assured sales lift. Increase basket value with relevant bundle offers and gain a greater share of wallet with related product recommendations based on purchase history.



Customer Intelligence Platform Business Accelerators

Prescriptive
Recommendations

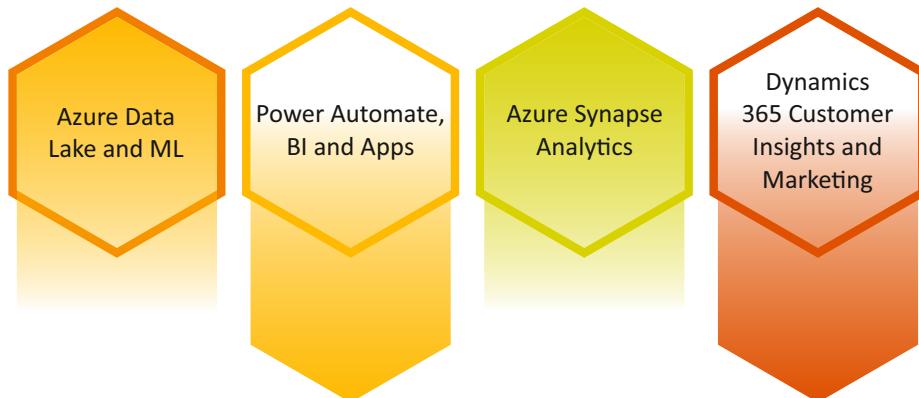
Modular and Plug-play
Technology Components

Outcome-linked
Commercial Model

Pre-built AI/ML Models
and Value Accelerators

Microsoft Technologies Powering the Platforms of Intelligence

Our Platforms of Intelligence are built using Microsoft Technologies to unify data from multiple sources, analyze data to enable real-time insights, drive intelligent decisions, and personalized engagement at scale



Our Proven Track Record



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. For more information, please visit: www.itcinfotech.com