

EY Retail Intelligence

Handling challenges and leveraging opportunities in the modern retail industry

Retailers must address current data management challenges and adapt to growing customer expectations

Trends

- Existing retailers need to adapt quickly to the new market to stay relevant. The modern retailer should be able to offer its customers a seamless shopping experience across all channels simultaneously.

Pain points today

- Businesses are finding it tough to integrate convenience, speed and efficiency seamlessly and invisibly into consumers' lives in order to gain their loyalty.
- Consumer needs are not being served in a sufficiently specialized way. Moreover, consumers are spoiled with choices that in turn results in more competition and loss of loyalty.
- More and more companies are focusing on insufficient technologies with no customer-centric touchpoints to push their offerings. As a result, this often diverts attention from the more important issue: the customer's end-to-end journey.

EY Retail Intelligence solution benefits

- Facilitates the complete customer journey, from initial contact and shopping experience to personalized targeting and evaluation through one solution and one data bank
- Integrates all customer touchpoints and helps buyers to resume all activities through any customer touchpoint at any time whether it's an online store, mobile app, physical store or call center
- Leverages state-of-the-art technologies such as artificial intelligence (AI), image recognition and analytics to collect data across all channels and turn them into valuable insights
- Helps all channels access the same data about customers, suppliers, products, finances and logistics in real time, guaranteeing a 360° view
- Shows flexibility to be easily extended with additional Microsoft Dynamics tools such as field service or marketing to integrate social media, campaigns and additional services
- Helps retailers to overcome challenges and make the most of opportunities in the modern retail environment
- Demonstrates adaptability in being able to replace parts of an existing system landscape or be set up as an additional layer

Helping create exceptional customer experiences

The EY Retail Intelligence solution is a multi-channel, customer oriented sales and service solution covering mobile apps, online store and in-store solutions. This solution helps clients to:

- Simplify the entire customer journey, from initial contact through the shopping experience to personalized targeting and direct evaluation through one solution and one database
- Implement innovative retail solutions and achieve step change improvements in decision-making support and efficiency
- Replace parts of an existing system landscape or set up an additional layer

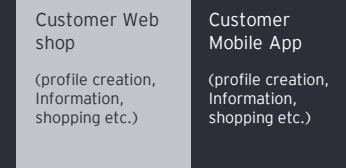
Key functionality

New technologies are also creating new types of retailers with new ways to serve the new consumer. With leading technologies — Microsoft Dynamics 365 Sales, Service and Marketing, Dynamics 365 F&O, Dynamics365 Commerce, Microsoft Power Platform: Power automate, Power BI, Power virtual Agent, Power Apps, Microsoft Azure: Azure SQL database — retailers have the opportunity to anticipate the future and devise strategies to reduce the effects of any adverse events in the future. The following features of the EY Retail Intelligence solution help clients in handling challenges and leveraging opportunities in the modern retail industry

- Seamless integration of devices and systems
- Proactive customer service
- Exceptional experience
- Sustainable features and transparency
- Flexible purchase options



Microsoft Dataverse



EY Retail Intelligence solution in action

The client is an internationally active trading group and one of the largest food retailers in Germany. The retailer focuses predominantly on the German market. In the German-speaking region, the trading company is one of the largest employers in Germany.

Client challenges

The client was facing the following challenges:

- The client wanted to improve the customer experience on their existing digital platforms through innovative functionalities.
- In addition, to better understand the customer and personalize the customer experience, they wanted to build in consistent analytics across all customer touchpoints.
- As customer demand for sustainability information continues to grow, the client was forced to make sustainability information easily accessible. With additional functionalities such as the AI-based product scan, the retailer has scaled up its online offerings.

Client benefits

- Increased usage of the retailer's app.
- Improved customer loyalty through personalized offers and use of customer insights
- Optimized marketing of the retailer's sustainability efforts by providing "sustainable" product information in the app and in the online store.

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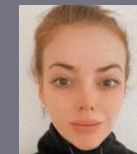
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US SCORE no.
Document reference no.

EYG no. 004449-22Gbl

ED None

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