DATA MONETIZATION: THE FAST, ACCURATE WAY TO EXTRACT VALUE FROM POS AND CUSTOMER DATA

For truly valuable insight into customer behavior, retailers need fast access to data from multiple sources. We combine sales data with customer identifiers and provide near-real-time analysis – enabling retailers to react quickly to shopper trends and preferences.

- Gain real-time actionable insight into customer preferences – in minutes rather than weeks

- Maximize promotion effectiveness, optimize pricing and store layout

- Achieve competitive advantage through better understanding of customer behaviour

- Support CPG partners in new product launch and product promotion

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Navigate your next

SHOPPER INSIGHT: TOO LITTLE, TOO LATE?

Retailers have known for years about the importance of using data to understand customer behaviour. But legacy systems and siloed data have made insight gathering difficult – and the ability to process and analyse data has been slow and cumbersome.

Too often, retailers end up with inaccurate recommendations based on incomplete data – and they have to wait so long for it that the window of opportunity has often closed. They never see the whole picture and they never see it in time to gain competitive advantage.

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REAL-TIME RETAIL INSIGHT

The retail insight platform, developed by Infosys, has changed all that by combining data sets not just from different legacy systems but from across the whole supply chain. POS data provides sales information, which is layered onto personal data via shopper identification or loyalty programmes, providing a complete picture of shopper behaviour.

This data is then subject to ML-driven analysis to unearth correlations, and displayed visually to aid understanding – which translates into real and priceless customer insight.

And all this happens in near real time. The principle of a Live Enterprise is that it is instantly aware of the context around it. In the same way that living creatures experience and react to the world around them, a Live Enterprise can make decisions based on what is happening now - not three weeks ago.

This means that retailers constantly have their finger on the pulse of shopper preferences. They can even enhance relationships with CPG partners by sharing that insight to support new product launches and promotions. Together, they have an instinctive understanding of what is happening, enabling them to make decisions quickly to gain a competitive advantage.

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Input

Customer identifiers

POS data

Supply chain data

Data monetization platform

Output

- Timely customer insight
- Optimized in-store promotions
- Improved category management KPIs

Join us at NRF 2020, from January 12-14, 2020, in New York City, at Booth # 5919, Level 3 expo floor, to experience this concept live.

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