

WHY TOP RETAILERS AGREE THAT CUSTOMER INTELLIGENCE IS A 'MUST-HAVE' FOR SUCCESS

*The role of customer intelligence in enhancing user-
experience and customer relations for retailers*



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ABOUT US

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100

Fortune 500 companies and numerous small and medium-sized companies across several industry verticals. Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods. We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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What is customer intelligence?

Customer intelligence involves collecting and interpreting data from consumers to identify and formulate strategies on the best ways to serve them. Customers create significant data points constantly, this includes information about their online habits, spending preferences, favorite stores to shop at, and more. Regardless of the industry, consumer data helps companies derive better insights and allows them to develop ideal strategies to reach out to their target audience.

The retail industry is going through a phase of unprecedented transformation. The increase in the market competition is compelling players in this sector to adopt the latest tech trends to identify customer needs and deliver better products/services. To thrive, retail organizations must know their customers better than ever. That requires the ability to collect the right data and interpret it, so that they have a comprehensive view of their customers.



To create engaging experiences, it is essential to leverage customer intelligence solutions. Only then can retailers create complete customer profiles, deliver insights around offers, and accurately predict outcomes.

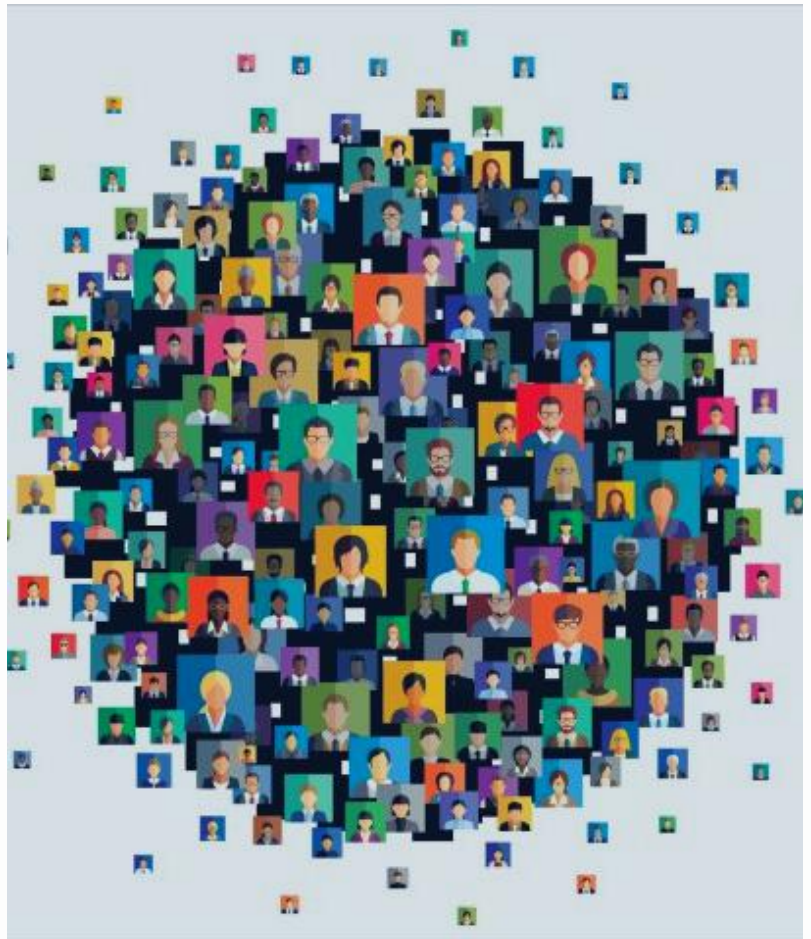
The knowledge of why customers behave as they do that allows companies to adapt to meet customer demands.

Why is customer intelligence essential in retail?

Customer intelligence is about producing insight related to customers that is both smart and useful. To gather customer intelligence, retailers are required to draw on data from multiple sources and analyze it at the speed of business. This intelligence provides answers to decision-makers relating to not just Who, What, When and Where, but Why. It's the knowledge of why customers behave as they do that allows companies to adapt to meet customer demands. Good customer intelligence not only informs, but also guides and advises the C-suite as they make real-world business decisions. Here are some of the key reasons why a great customer intelligence is the key to create a successful retail business strategy:

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Deliver data-driven recommendations

Showing customers an ad for a product that they've already considered is now becoming a common practice. Marketers can take this one step further by leveraging their pool of customer data to offer recommendations of other products that have proven popular with similar customers. Using customer Intelligence, marketers can create custom audience segments and identify customers with similar attributes. By linking demographic data and consumption trends, retail marketers can offer data-driven product recommendations to provide customers with options that are better suited to their needs and preferences.



Visualize real-time market changes

The ability to understand the retail market has evolved into an everyday challenge. For retailers, this means that a lapse in market knowledge presents a big setback. Falling behind the industry curve can be a matter of seconds, and those can be the difference between revenues and piling losses. Customer intelligence focuses on providing a steady stream of data that quickly converts into actionable insights. On a macro level, the aggregate data about the company's customers lets them comprehend broader market trends. In turn, this allows the incorporation of predictive analytics and practices into the business. This ability to forecast and project also improves areas such as inventory, marketing, and even hiring.

Create omni-channel experiences

Despite the fact that customer journeys often spanning multiple channels, customers still expect a seamless experience throughout. This means that there is a need for consistency across channels, with integrations that recognize each customer as the same individual, irrespective of the channel or device that they use. With Customer Intelligence, marketers have the identity resolution capabilities necessary to ensure that their interactions with each customer is built upon that individual's unique relationship history with the brand. Cultivating continued conversations with each customer is the key to building brand loyalty and customer retention.





Benefits of Infiniti's customer intelligence solutions



Combine the best data gathering approaches



Identify most profitable customer segments



Measure the effectiveness of marketing campaigns



Assesses changes in customer expectations



Devise value maximization strategies

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